



Thomas Schmidt joins ESL Board of Directors

- Thomas Schmidt, former Managing Director of T.E.A.M. Marketing AG, joins Turtle Entertainment Board of Directors
- Appointment reinforces MTG's strategy to accelerate competitive gaming to the next stage of professionalisation

MTG's Turtle Entertainment GmbH, the world's largest esports company and operator of the well-known ESL brand, has appointed Thomas Schmidt to its Board of Directors. Schmidt will provide expert advice on creating and delivering best-in-class coverage and sponsorship solutions for ESL's esports leagues and tournaments.

Jørgen Madsen Lindemann, President and CEO of MTG: "For 16 years Thomas continuously raised the standard of the distribution and marketing of the UEFA Champions League, and as our long-standing media partner shared our vision of delivering high-quality content and building a dedicated international following. Thomas will complement MTG's broad set of competences necessary to drive further development of the esports industry while creating long-term value."

Turtle Entertainment operates leading tournaments such as ESL One and the Intel® Extreme Masters, and online leagues such as ESL Pro League. In September 2018, [MTG increased its ownership in Turtle Entertainment](#) by 8.44% to 82.48%.

Industry research firm Newzoo estimates that sponsorship and media rights will represent 59% of global esports revenues in 2018. By 2021, esports brand investment revenues are projected to double compared to 2018 and reach over USD 1.3 billion.

NOTES TO EDITORS

MTG (Modern Times Group MTG AB (publ.)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video networks and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').

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