



POLSKA LIGA
ESPOR TOWA

REPORT 2022

POLISH ESPORTS LEAGUE

20 22 REPORT



20 22 REPORT

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PAWEŁ KOWALCZYK
PRESIDENT OF THE POLISH ESPORTS LEAGUE

The Polish Esports League has completed another year of activity. Unsurprisingly, it has been a difficult year that taught us a lot as people, but also as gaming enthusiasts. Despite adversity, galloping inflation and war beyond our eastern border, I can say that we have taken not one, but two more big steps forward in the development of esports in Poland.

The company started the year by extending its partnership agreement with PGE Polska Grupa Energetyczna for a further three years, which was one of the most important moves in 2022. In addition, we have changed the format of the PGE Champions Division, creating one year-long season with a culminating final event in December.

What I'm really proud of is the fact that we managed to organise as many as fifteen LAN events in 2022. In this aspect, we are the best in Poland and no competing esports entity can match us. We started in May with the PLE.GG Gaming Weekend, which took place in the entertainment heart of Warsaw, i.e. the Nowy Świat Courtyard.

In July, we invited over a hundred esports players to the beach in Gdynia, where we organised the PGE Super Cup of the Polish Esports League. This was one of the biggest esports events in the country in 2022. In addition to the CS:GO tournament, there were matches between Polish and foreign star teams, the first VALORANT EAST: UNITED LAN tournament, as well as PGE e-Cup Gdynia Sailing Days in Virtual Regatta.

The relocation of the company, which the Polish Esports League did in the middle of the year, has opened up further opportunities. We have created a podcast space and an independent production studio where we can make all our productions. This is where the PGE Champions Group round matches went live each week. The competition culminated in a unique final at The Collective at Legia Warszawa Stadium. The December event featured celebrities from the front pages of newspapers, the most important figures of the Polish esports scene, contestants of various games, as well as representatives of organisations cooperating with the Polish Esports League. The victorious Illuminar Gaming lifted the cup and a cheque for 95,000 zloty. I can state with absolute certainty that it was a final worthy of competition from the best teams in the country.

In 2022, the Polish Esports League has also developed in terms of content. We created the "Other World" project, a podcast in which Maciej Iwański and Piotr "izak" Skowyrski talk to celebrities from the world of sport and esports about everyday life, technology, behind-the-scenes of fame, generational change, and innovations in the world around us. Already in their first season, their guests included Maciej "Morgen" Żuchowski, Dariusz Szpakowski or Bartosz "bejott" Jakubowski.

Also of great interest was the HEINZ PLE ALL-STAR project, which, following in the tradition of All-Star, well known for American sports team, was a combination of plebiscite, event, content and competition based on the league's best

players. In May, we started voting for a team of Polish Esports League stars, then showcased their capabilities in a match against a team of influencers to create a mini-tournament with a team of foreign CS:GO stars and a team of fans in July. This translated into an incredible amount of fun and competition.

In terms of product, the Polish Esports League has developed primarily on the sports-esports level. 2022 marked the beginning of the cooperation with the Polish Sailing Association, PKN Orlen and Fortuna 1 League. Each of these entities understands very well that esports and sport can complement each other. The synergy of sport and esports is something natural that can drive esports competitions not only in Poland but also worldwide. We are already creating impressive Virtual Regatta, Formula 1 and FIFA 23 tournaments. As president of the Polish Esports League, I am convinced that there will be even more similar activities in the next year.

We are aware that esports and gaming are global phenomena, but we want to show that anyone can join the gaming competition, regardless of their fitness level, number of tournaments played, hours spent playing or friendships. The PLE: Next Level project is intended to be the answer to these potential barriers; it is aimed at amateurs and semi-professionals, the first edition of which involved competitions in sixteen provinces and was very popular. In 2023, we will be developing an esports structure for young players, as well as showing the development path from amateur to professional. The Polish Esports League also wants to get the local community more involved, so in the next year we will be creating regional events across Poland, where young players will be able to compete in front of a LAN audience and familiarise themselves with the pressure of performing live.

VALORANT games cannot be left out here. It is one of the fastest growing esports games at the moment, a very involved community. This is perfectly reflected in the amount of content and

community interaction on social media, as well as the growing numbers on the broadcasts of our games each month. VALORANT players are very involved in the development of the game and its esports ecosystem, and this only makes our job easier and has a positive impact on the quality of our tournaments.

Last year, Riot Games entrusted us with the amateur and professional games, and in 2023, under a successful partnership, we will also be responsible for the professional games in 23 countries in Central and Eastern Europe. We are proud that as a Polish entity we are such an important part of Riot Games' global structures and the entire VALORANT ecosystem worldwide. It's a huge qualitative step and a great responsibility, but we have no doubt that we can handle the challenge.

All the activities described would not have been possible if it were not for the great support of the partners of the Polish Esports League. In addition to the already mentioned Polish Energy Group or Riot Games, special thanks go to Media Expert, PKN Orlen, Heinz, Red Bull, Logitech, the protocol, Lech Free, LG, G2A, W. Kruk, Seiko, Hellcase, the Polish Sailing Association and the 1st Football League. Recognised brands in Poland and around the world want to create esports with us and be part of the Polish Esports League. This gives us confidence in the effectiveness of our actions and, in addition, outlines a perspective for the future.

The past year has been a time of demanding work for the Polish Esports League team and for that I would like to thank my team. We are expanding with new competences and new employees to create esports products at the highest level. We still have a lot of work to do, but the challenges drive us forward. I hope that 2023 will bring even more success.

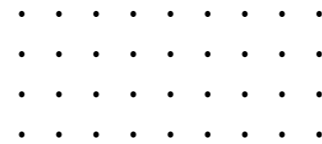
Let us game together!



WHO ARE WE?

In 2020, the Polish Esports League underwent a rebranding, creating a new quality of esports competition. Building on previous seasons organised by Fantasyexpo Sp. z o.o., complemented by competences in media relations, team management, sports marketing and public relations, PLE wants to build and develop the esports ecosystem in Poland, as well as in Central and Eastern Europe. The company plans to develop not only league structures for professionals and amateurs, but also to create unique live events. An equally important aspect is public education about esports and gaming. The Polish Esports League provides training for players, partners, but also for students who would like to work in the esports industry in the future.

The first two years of the "new" Polish Esports League gave a clear signal of the organisers' aspirations and showed the potential that the project has.



With each passing year, the Polish Esports League expands its competences, develops its content resources and, above all, organises more tournaments in Poland and Europe.



PILLARS OF STRATEGY

PLAY

The foundation of the Polish Esports League is the organisation of top-level competitions. In 2022, we organised twenty-one tournaments for computer gamers, including fifteen offline events. Following the tried-and-tested pattern of elite sporting tournaments, the structure of the PGE Champions Division has been remodelled, resulting in a single year-long season ending in December with the final at Legia Warszawa Stadium.

A new addition to the Polish Esports League games portfolio was the VALORANT East: United competition, organised in partnership with Riot Games. This extended the League's remit to include international competitions for the twenty countries of Central and Eastern Europe. In addition, many evenings of excitement were guaranteed by races from the PLE.GG Orlen F1 Cup series, FIFA's Fortuna 1st League Cup or the eSailing 2022 regatta co-organised with the Polish Sailing Association. These initiatives were a response to the natural synergy between sport and esports.

LEARN

Another aim of the league is to educate the public about esports and gaming. As the Polish Esports League, we firmly believe that building the right role models, educating players on media, financial and management issues, will pay off in the development of the esports ecosystem. That is why we provide training for players, as exemplified by the PLE: Next Level project, or a meeting with secondary school students in Bełchatów, which we had the pleasure of conducting at the invitation of PGE Polska Grupa Energetyczna.

However, it is no less important for us to promote the professions of the future and to level the playing field on the labour market, which is why, together with the:protocol, we ran a cyclical segment dedicated to job offers in the information technology sector on the occasion of the PGE Champions Division matches.

ENJOY

Fun is a very important aspect of the Polish Esports League. Esports is entertainment and the league framework, although professionalised, should and undoubtedly does

DID YOU KNOW...

The inherent guiding pillar that the Polish Esports League follows is the slogan "Play, Learn & Enjoy". These are the defining areas of the League's operations, taking into account sustainability and communicating the values relevant to the brand coming from the esports market.



provide a lot of enjoyment for players, organisers and, above all, fans.

The events organised by the Polish Esports League have attracted many well-known personalities since the new start, made in 2020. Sports stars, showbiz stars, the most important figures in Polish esports - they all want to be part of the spectacle offered by the Polish Esports League, having fun together with the heroes of the battle going on in virtual arenas.

The quintessence of the ENJOY area in the 2022 Polish Esports League was the HEINZ PLE ALL-STAR project. The first project on such a large scale in the portfolio of esports products of the Polish Esports League, which was a combination of plebiscite, competition and unconventional content. During the campaign finale at the PGE Super Cup of the PLE, a team of league stars, popular players from abroad and the best representatives of the community competition took part in the fun.

Each of the three LANs organised by the Polish Esports League had a highly developed ENJOY element. In May, PLE.GG Gaming Weekend took place in the entertainment heart of Warsaw, i.e. the Nowy Świat Courtyard. At the PGE Super Cup of the PLE, more than a hundred professional players entertained themselves together at the City Beach in Gdynia, and the year culminated with the PGE Champions Division final, which took place to the accompaniment of the modern, neon entertainment centre of Legia Warszawa Stadium.

MISSION

Creating the most prestigious and desirable venue for professional competition for players in Poland, being the brand of first choice for esports fans.

VISION

Being the first choice for professional and amateur players in Poland and Europe.





NUMBERS

Since its rebranding in 2020, the Polish Esports League has been consistently developing its internal and external structures. At the time of the presentation of the new Polish Esports League, the company had just six permanent employees. By December 2022, there were already twenty-four of them, ten of whom had been hired over the last year. This is the effect of PLE's activities and projects, which required additional people to work and new competences in the team.

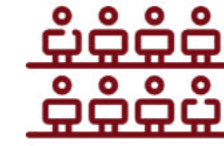
In 2022, PLE broke through the ceiling of eleven thousand players having played in the last two years. More projects are on the way, as seven titles were played in 2022: CS:GO, FIFA, Clash Royale, VALORANT, eSailing, Formula 1 and Call of Duty: Warzone. In addition, the prize pool for all Polish Esports League games in 2022 includes PLN 1 050 000.

The Polish Esports League is also growing in terms of the number of partners, expanding its activities to include regular customers and entering into new agreements every year. In 2021, PLE was working with twenty-three clients, and in 2022 there were already twenty-eight clients. Among the largest were: PGE, Media Expert, Kom-

pania Piwowarska, Heinz and Red Bull. The cooperation with Polska Grupa Energetyczna deserves special mention, as in February the parties signed a contract extension for another three years, with the amount and length of the contract being the highest in the history of contracts concluded by the Polish Esports League. The number of partnerships and collaborations has translated into the company's finances. In 2022, PLE recorded a revenue increase of nearly 72%.



24
EMPLOYEES



11 000
PLAYERS



7
GAME TITLES



28
CUSTOMERS



277
VIDEOS PRODUCED



17
PLATFORMS
USED FOR
COMMUNICATION



172
TRANSMISSION DAYS



18 405 742
REACH GENERATED
ON SOCIAL MEDIA



4561
MEDIA RELEASES



"The past year was very intense for the Polish Esports League team. The constantly expanding design portfolio has allowed us to experience moments that we are also happy to share with you. Here's what the Polish Esports League looked like in 2022!"

PAWEŁ KOWALCZYK PRESIDENT, POLISH ESPORTS LEAGUE

JANUARY

- Publication of the 2021 Report
- First Gortat Cup tournament

MARCH

- Start of the PGE Champions Division season
- VALORANT EAST: UNITED season 1 final
- Polish Esports League and PGE honoured with Sport Biznes Poland award

MAY

- Launch of the HEINZ PLE ALL-STAR project
- PLE.GG Gaming Weekend
- Start of season 2 of VALORANT East: UNITED

JULY

- PGE Super Cup of the Polish Esports League
- VALORANT EAST: UNITED season 2 final

FEBRUARY

- First VALORANT EAST: UNITED
- Signing of an extension of the agreement with PGE Polska Grupa Energetyczna

APRIL

- First Media Expert Cup tournament

JUNE

- Opening of the PLE podcast studio
- First episode of the "Other World" podcast
- Start of season 1 of PLE.GG Orlen F1 Cup
- First eSailing 2022 tournament

AUGUST

- PGE eSailing Championships of Poland

OCTOBER

- Start of PLE qualification: Next Level
- Invited to as the exclusive operator of VALORANT Challengers East: Surge

DECEMBER

- PGE Champions Division season final
- PLE playoff final: Next Level
- Youth esports training in Bełchatów
- Second tournament of the 1st League PLE Cup

SEPTEMBER

- Framework conference of the Polish Esports League
- Opening of the Polish Esports League production studio
- Start of competition in the Champions Group and the PGE DM Pretenders Group
- Start of the 2nd season of PLE.GG Orlen F1 Cup
- Start of the 3rd season of VALORANT EAST: UNITED Lech Free Challenge

NOVEMBER

- First tournament of 1st League PLE Cup
- VALORANT EAST: UNITED season 3 finals
- Polish Red Bull Campus Clutch 2022 qualification final
- Paweł Kowalczyk (President of the Polish Esports League) receives the award of the Leader of the Esports Industry during the SBP Congress





PAWEŁ KOWALCZYK
PRESIDENT



ADAM GIL
HEAD OF ESPORTS



KRYSTIAN TERPIŃSKI
ESPORTS PROJECT MANAGER



PATRYK BĄCZEK
ESPORTS PROJECT MANAGER



KAMIL ZIELIŃSKI
ESPORTS PROJECT MANAGER



DANIEL TROSCZYŃSKI
ESPORTS PROJECT MANAGER



ALEKSANDRA MARCINIAK
HEAD OF SALES & PARTNERSHIPS



JAKUB STAŃCZAK
SALES & PARTNERSHIPS SPECIALIST



ROKSANA ZIENKIEWICZ
SALES MANAGER



MICHAŁ GRABOWSKI
SALES MANAGER



JAKUB KUŹMICKI
BRAND MANAGER



PATRYCJA TĘCZA
ART DIRECTOR



ALEKSANDER KŁOS
CONTENT CREATION SPECIALIST



MATEUSZ KOŁODZIEJCZYK
COMMUNICATION SPECIALIST



MATEUSZ JAREMKO
CONTENT SPECIALIST



BARTOSZ STACHOWSKI
CONTENT SPECIALIST



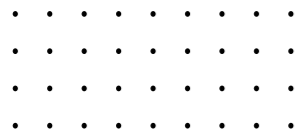
TOMASZ CHOMCZYK
PR MANAGER



JOWITA DWORNIAK
OFFICE MANAGER



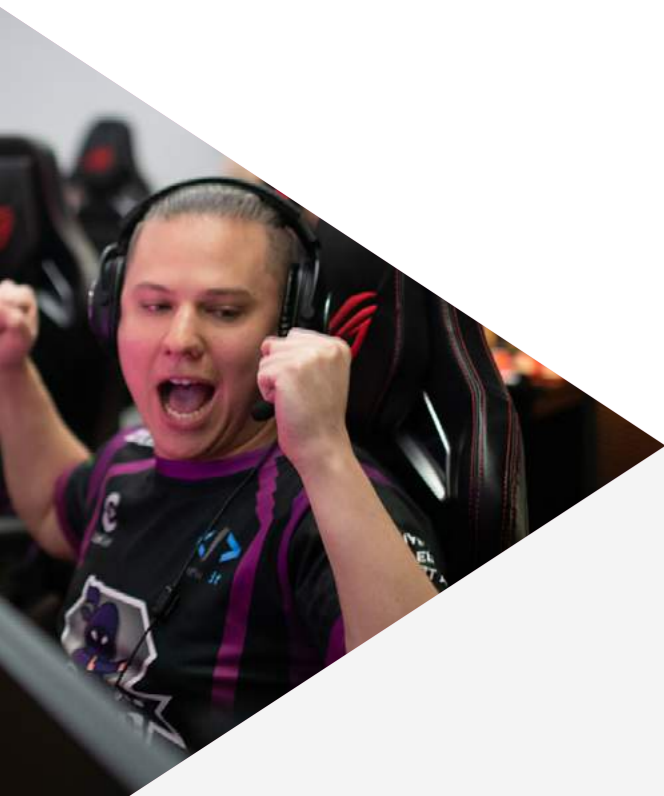
MARTA JANKOWSKA
PEOPLE & CULTURE SPECIALIST



STRUCTURE OF THE POLISH ESPORTS LEAGUE



THE BOUNDARIES BETWEEN ESPORTS & TRADITIONAL SPORT HAVE LONG SINCE BLURRED



DID YOU KNOW...

An important factor that influenced the perception of esports, as well as the development of gaming in Poland, was the pandemic period. The world stopped for a moment, and with it all the sports games. Esports has been the only discipline to function all the time and, among other things, has been effective in maintaining relationships between people. This has influenced the development of gaming in Poland. In 2022, as many as 67% of Poles* played electronic games on any device.

More than half of Poles play in front of a computer or laptop at least once a year. Respondents who play on the computer more than once a week spend an average of more than 11 hours doing so. 41% of players declared that they played more during the epidemic restrictions. Today, this growing trend is increasingly noticeable.

TRADITIONAL SPORT VS ESPORTS

Expert and scientific publications prove that esports has all the characteristics of a classic sporting competition. Sport in Polish law, modelled on the common arrangements of European Union countries, is defined as a form of physical activity which, through ad hoc or organised participation, influences the development or improvement of physical and mental fitness, the development of social relations or the achievement of sporting results at all levels. Also considered as sport is competition based on intellectual activity with the aim of achieving a sporting result.

With the current growth of professional organisations and players, there is no doubt that esports has become a fully-fledged, even defining model of traditional sport. Many professionals follow special training



MACIEJ KURZAJEWSKI REPORTER, TVP SPORT

"There will be new technologies, new things and new concepts of how to show esports. Esports is driven by classic sport, and classic sport is driven by esports. We can function in parallel, interpenetrating each other."

”

plans that keep them in shape. A professional player has to maintain the utmost concentration, performance, coordination and precision of movement for several hours during a match. In addition, esports and gaming improve fitness, perceptiveness or reflexes, qualities that are essential in sports such as boxing or motorsports, for example.

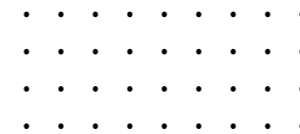
PERCEPTION OF ESPORTS

The term "gaming" was encountered by 66% of Poles; with 60% of those surveyed being able to correctly read it as "playing electronic games". The term "game streaming" has been encountered by 41% of people in Poland. Among the factors that made gaming so popular was that gamers and audiences began to see the fulfilment of needs that games provided. The factors that players and audiences are looking for are, on the one hand, relaxation and unwinding and a so-called "power shot", excitement and adrenaline rush on the other. These needs are met by the diverse range of titles available on the market.



Esports competitions are characterized by a high level of mental effort. The players must remain in the state of the highest concentration for several hours.

**MEDIALITY REPORT OF THE POLISH ESPORTS LEAGUE
DURING THE PERIOD OF PGE DM**



5 652 168,34 zł
Advertising equivalent



5 723
Number of materials

INTEREST & SCOPE

asingly being targeted by large brands from many areas. Marketers know that the needs met by gaming and the excitement this type of entertainment provides have a very high purchasing potential. With the full range of data that esports provides regarding consumers, many brands are able to fine-tune their communication strategy.

According to the research, young Poles are more likely to play games – this was the answer given by more than 80% of respondents under the age of 35 in the survey. In the 35-54 age category, 70% of people said they had played on any electronic device during the year. Among Poles aged 55 and over, the figure is 52%. This group is incre-

In 2022 a study was counted of the effectiveness of sponsorship exposure in media publications for one of the flagship products of the Polish Esports League, the PGE Champions Division 2022. The total PLE equivalent value for the two playing periods of both divisions amounted to PLN 5 652 168.34 for 5723 materials.



52,3%
Internet



6,1%
Press



10,6%
TV



19,3%
Streaming platforms



11,5%
Social Media



0,2%
Radio

*The report "Esports and gaming in Poland" was compiled by market research agency Inquiry. The survey was conducted in 2022 on a representative sample of 1005 adult Poles using the CAWI method.

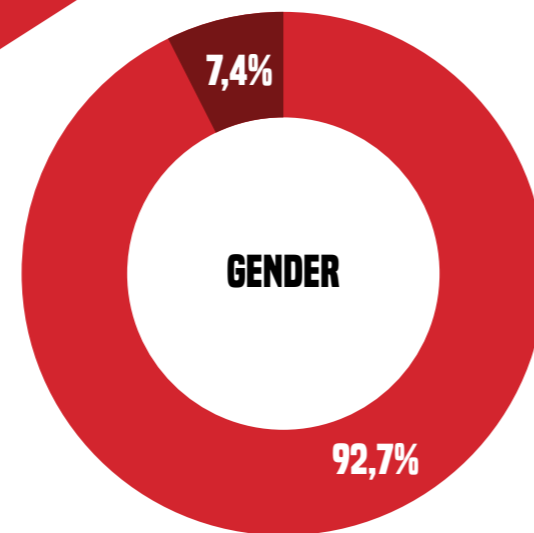


FANS SURVEY

At the Polish Esports League, we are aware that we are doing projects for the viewers, so we try to ask them regularly for their opinions. Together with the research company Sponsoring Insight, we conduct a survey of our fans twice a year. We check the age, gender and place of residence of viewers, but also their opinions about the Polish Esports League, our broadcasts and social media or activities carried out with partners.

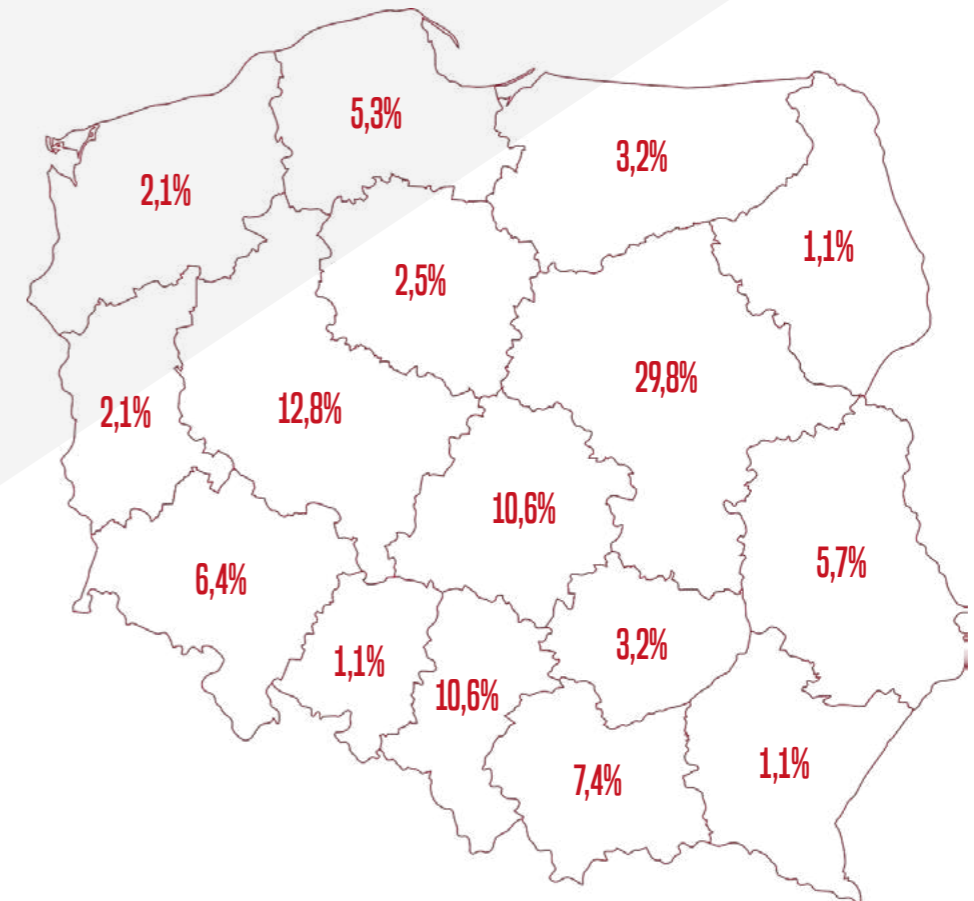
So, who are PLE fans?

2022

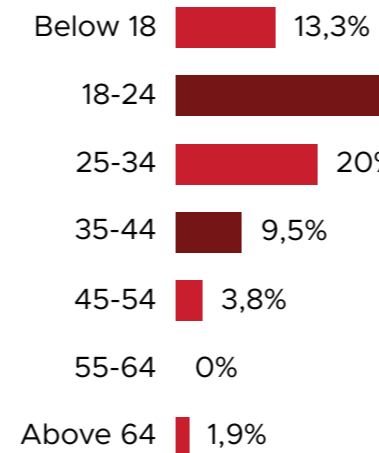


Male Female

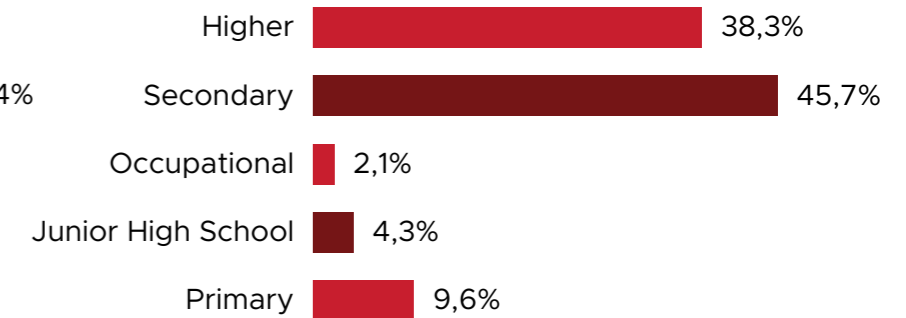
VOIVODESHIP



AGE



EDUCATION

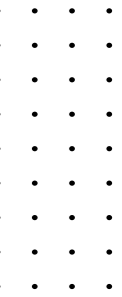


Source: "Polish Esports League – Fan Profile and Games Image Survey" – Sponsoring Insight, December 2022





PRODUCTS



PODCASTY
I PROJEKTY
CONTENTOWE





"Impressions after the final are only positive. A great, intimate venue with a unique atmosphere. I'm very happy that the finals were held offline - it's always more excitement, meeting the team and friends. Nothing but positives, plus an awesome afterparty. I had a great time. Looking forward to more!"

PIOTR „MORLEZ” TATERKA ILLUMINAR GAMING

”

IT'S TIME FOR THE FINAL

The culmination of nearly ten months of competition in the PGE Champions Division of the Polish Esports League was the final at "The Collective", Legia Warszawa Stadium. Illuminar Gaming and FurryFury UNGENTIUM faced off in the deciding clash. This match was the absolute icing on the cake, as it featured two of the undisputed best teams in the Polish Esports League last year.

Illuminar Gaming entered this clash without losing a match in the autumn round of the Polish Esports League, while the players in purple outfits lost just three maps to their opponents in the second part of the season. We were hoping for a very even clash, meanwhile IHG completely dominated the match, winning the final without losing a map and losing just 34 rounds to their rivals in the Best of Five series.

The star of the evening was Piotr "morelz" Taterka. The 28-year-old player won his fourth Polish Esports League championship and was voted MVP of the match, for which he received a watch donated by W. Kruk and Seiko. For Illuminar Gaming, it was the second ever Polish Esports League championship. The organisation had also previously triumphed in spring 2021.

In response to the success of offline winners in Poland, the Polish Esports League checked the queues that took place live in the studio.

CS:GO PRODUCT FIGURES IN 2022



762

TRANSMISSION HOURS



40 117

VIEWERS PEAK OF THE POLISH ESPORTS LEAGUE BROADCAST



435

MATCHES PLAYED




315

TEAMS IN THE COMPETITION



VALORANT

In 2022, the Polish Esports League, through a partnership with Riot Games, created a competition series called VALORANT East: United, a competition for semi-professionals and amateurs from twenty Central and Eastern European countries. PLE also created an ecosystem of individual games based on Faceit hubs.



From my perspective, and according to Riot Games, the last year of cooperation with the Polish Esports League has to be counted as incredibly successful. The dynamic yet consistent development of the VALORANT East: United project has reaffirmed our belief that VALORANT's esports fortunes in the CEE region are in good hands. We operate with a shared vision based on organically reaching out to players and audiences at every level, with long-term goals. In terms of business, communication and, above all, sport, VALORANT East: United was on par with other European countries, which was also a significant argument in the awarding of the rights to PLE to organise VALORANT Challengers East: Surge and the Polish broadcast of the VALORANT Champions Tour - said Grzegorz Szabla, Senior Brand Manager at Riot Games.

GRZEGORZ SZABLA
SENIOR BRAND MANAGER
RIOT GAMES

CONSTRUCTION OF FOUNDATIONS

In mid-2020, Riot Games introduced the world to a new FPS game, VALORANT, which is growing in popularity month by month. The Polish Esports League has recognised this esports and social potential of the new game from Riot Games. Just a few months after its official launch, it organised the first international games under its banner - PLE.GG: VALORANT Nations Circuit.

The competition was hugely popular, which is why - based on the successful collaboration - Riot Games entrusted PLE with the mission to build the VALORANT esports ecosystem in Central and Eastern Europe in 2022. This is how the VALORANT East: United competition came into being: a cyclical competition for amateurs and semi-professionals in twenty countries, including Poland, the Czech Republic, Slovakia and Hungary.

DEVELOPMENT OF STRUCTURES

In 2022, VALORANT was the most watched game in the "Shooter" category on the streaming platform Twitch.tv. The game from Riot Games is growing every month, and with it the Polish Esports League. PLE created an ecosystem of competitions whereby the most talented young teams of each weekly tournament were given a pass to the finals of the month, and from there to the season finals. What's more, the top teams of each season also got tickets to the VALORANT Regional League East: Surge, a competition for the regions' best teams.

In addition, the Polish Esports League has



launched HUB games, introducing cyclical rewards for individual player achievements, but also creating new opportunities for players looking for a team. In total, more than 10,000 players took part in the 2022 VALORANT competition organised by the Polish Esports League; nearly 3,800 matches were held, the broadcast was in as many as eleven languages and PLE allocated \$44,000 in prizes!

The culmination of the year was the season 2 finals of VALORANT East: United, which took place in Gdansk's gaming centre, the Kinguin Esports Lounge, and was one of the highlights of the PGE Super Cup of the Polish Esports League. The most talented VALORANT gamers from Central and Eastern Europe came to the Polish seaside. After three days of competition, the representatives of Rapid Ninjas proved to be the best. The Hungarians have pocketed \$5000 to their account and promotion to the next VRL season.

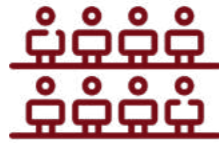


VALORANT IN 2022 IN THE POLISH ESPORTS LEAGUE



3

LEAGUE SEASONS



10 273

PLAYERS IN THE
VEU ECOSYSTEM



1

LAN



3731

MATCHES



7 226 046

SOCIAL MEDIA REACH



44 000 USD

IN PRIZES



1 297 904

VIEWS



11

TRANSMISSION
LANGUAGES



THE NEXT STEP

Back in October 2022, the Polish Esports League and Riot Games announced an extension of their cooperation, with PLE becoming responsible for the VALORANT Regional League East: Surge, now known under the VALORANT Challengers East: Surge banner, bringing together the ten best teams in Central and Eastern Europe. This means that the Polish Esports League is no longer only responsible for introducing new players to the VALORANT competition ecosystem, but has also become the exclusive competition operator for the region's best players.

For PLE, the organisation of these competitions is another step towards the company's growth in new markets, the opportunity to co-operate with new partners, expand its structures and develop its relationship with Riot Games. Challengers East will be a strategic project for the Polish Esports League and a league as important in the company's structures as the PGE Champions Division.

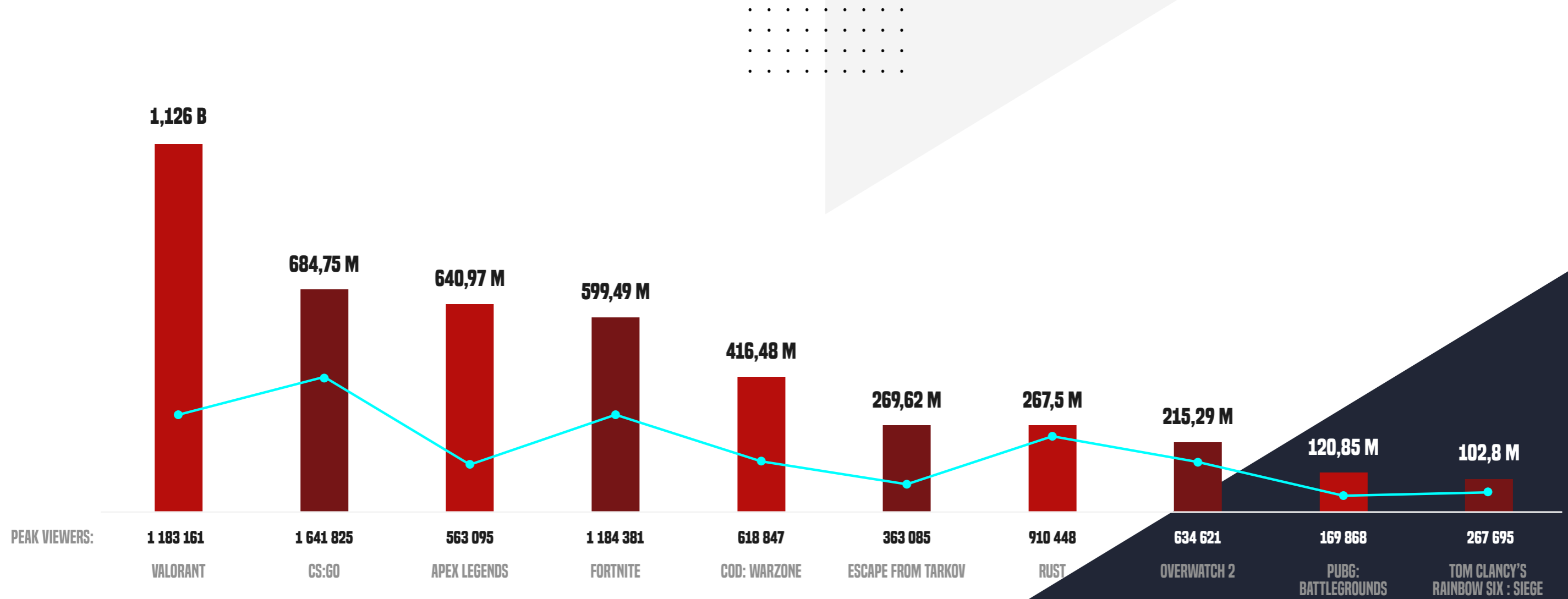


MOST WATCHED SHOOTERS ON TWITCH

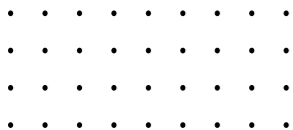
BY HOURS WATCHED

JANUARY 1 - DECEMBER 18, 2022

HOURS WATCHED PEAK VIEWERS



PEAK VIEWERS:





TOMASZ CHAMERA
PRESIDENT
POLSKI ZWIĄZEK ŻEGLARSKI

- 06 - SPORT IN ESPORTS

„I am very happy about the cooperation with the Polish Esports League, because this has given virtual sailing even more wind in its sails. Last year, together we organised the PGE eSailing 2022 series, which attracted huge interest. An important highlight of our annual Gdynia Sailing Days was the PGE Super Cup of the Polish Esports League

– the largest gaming event in Poland, during which we combined traditional and virtual sports. The development of eSailing is definitely one of the priorities not only of the Polish Sailing Association, but especially of the World Sailing Federation. We all see the potential for investment, and the prospect of esports joining the Olympic family presents a whole new set of opportunities. eSailing is already one of the International Olympic Committee’s esports disciplines, and virtual racing is among the five Olympic Virtual Series virtual sports within the IOC.”

ESAILING

One of the innovations that the Polish Esports League introduced to its product portfolio in 2022 was virtual water games, or eSailing. While on the surface the title may seem unrelated to esports competitions, the truth is quite different. Since 2018, the World Sailing federation has been organising the eSailing esports world championships.

No less dynamic is the Polish Sailing Association, which is extremely active in the esports sector. In 2022, esports tournaments for virtual sailing enthusiasts were created through the cooperation of PSA and the Polish Esports League. The most significant of these was the PGE e-Cup Gdynia Sailing Days, which was part of the PGE Super Cup

of the PLE and an annual sailing holiday in Gdynia, well-known to all sports enthusiasts and sailing fans. Andrzej Stępkowski proved to be the best during the competition on virtual waters. Interestingly, the winner of the PGE e-Cup Gdynia Sailing Days has been practising traditional sailing for 55 years!

The cooperation between the Polish Esports League and the Polish Sailing Association is based on a combination of education and innovation. Through esports competitions on virtual waters, the two organisations want to give young players a place to practice, promote both esports and traditional sports, and on top of that, also show sailors that no matter their skills on the big waters, they can be no less successful in the game.





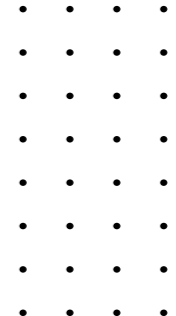
PLE.GG ORLEN F1 CUP

The year 2022 was extremely fruitful for the Polish Esports League in terms of cooperation with partners from traditional sport. Another collaboration we have entered into over the last 12 months has been the PLE.GG Orlen F1 Cup competition created in partnership with PKN Orlen.

PKN ORLEN's decision to become the primary sponsor of the Formula 1 simracing competition is an extension of the brand's existing sponsorship strategy, covering

a broad spectrum of sports disciplines with a particular commitment to motorsport. The Polish Esports League had already organised virtual Formula 1 competitions in the past, so this cooperation was a natural next step in the promotion strategy for both brands.

In 2022, we jointly organised two seasons of the PLE.GG Orlen F1 Cup, to which the top ten Polish simracing drivers received an invitation, and the stakes were completed by the most talented amateur drivers. In total, more than 80 simracing sportsmen competed in 24 races of the Polish Esports League and PKN Orlen in 2022.



- Fuel Mix 0.99 Laps
- Front Brake Bias <> 50%
- Differential <> 55%
- ERS Deploy <> Hotlap



MARCIN JANICKI
PREZES
PIERWSZA LIGA PIŁKARSKA

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„In our annual survey, we ask Fortuna 1 Liga fans about their plans and interests. 20% of them declare an interest in esports and nearly 40% in computer games. Through the series of 1 Liga PLE Cup tournaments, we want to engage this group even more strongly around our games, while also reaching out to those young people we have not previously reached.

The 1 Liga PLE Cup project has not only received a positive response from fans, but also from clubs whose participation in the esports competition has prompted them to organise their own tournaments for fans. We see considerable potential to develop this initiative further as part of a broader strategy to engage fans in a specific demographic.”



1 LIGA PLE CUP

In the last quarter of 2022, the Polish Esports League entered into yet another esports and sports collaboration. Together with the 1st Football League, we created esports tournaments for premier league clubs, where their representatives competed in EA SPORTS FIFA 23.

The first tournament of the series took place on 8 November at the Władysław Król Municipal Stadium in Łódź. Representatives from twelve premier league clubs competed in the FIFA Ultimate Team formula on the PlayStation 5 platform. The next competition took place online on 7 December and the broadcast could be followed on the

Polish Esports League channels. Worth highlighting is the involvement of the 1st League clubs who actively promoted esports events, supported their players and celebrated their successes on social media.

A total of 168 players took part in the 2022 1 Liga PLE Cup (qualifiers and tournaments). Interestingly, the finals of both competitions included a player who had started his 1 Liga PLE Cup adventure from the qualifiers.

The cooperation between Fortuna 1 Liga and the Polish Esports League is a natural fit between the football and esports environments, which often intermingle. In addition, the 1 Liga PLE Cup series shows how exciting and multidimensional the competition on virtual green pitches can be.

CLUBS REPRESENTED IN THE 1 LIGA PLE CUP





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EVENTS

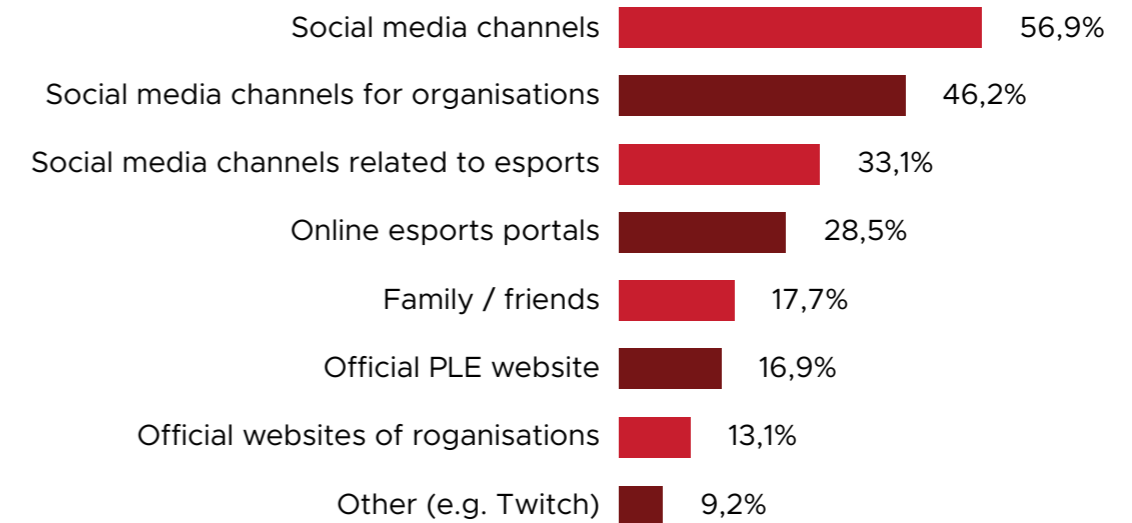
At the Polish Esports League, we are aware that we are doing projects for the viewers, so we try to ask them regularly for their opinions. Together with the survey company Sponsoring Insight, we conduct a survey of our fans twice a year.

We check the age, gender and place of residence of viewers, but also their opinions about the Polish Esports League, our broadcasts and social media or activities carried out with partners. So, who are PLE fans?

WHO ARE THE PLE FANS?

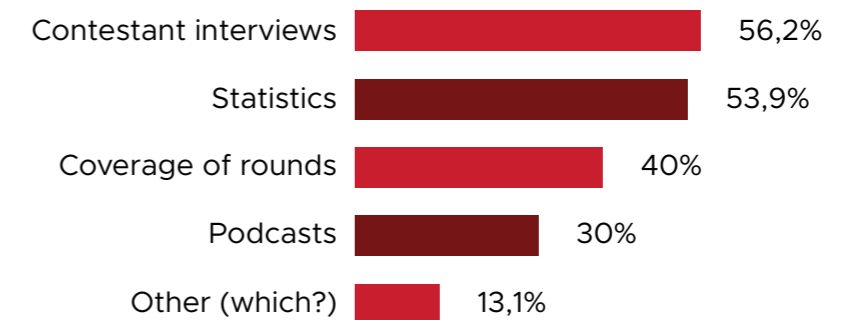
Viewers carefully select the matches they choose to watch. 22.5% look forward to every game of their favourite team, 20% switch on the broadcast at least once every round, and 15% do it no less than once a month.

Fans are most likely to get news about PLE from our social media.



It turns out that our fans are not only looking for information related to the games themselves, but also for additional entertainment or informative content.

THE INCREASE IN THE AMOUNT OF WHAT CONTENT RELATED TO THE POLISH ESPORTS LEAGUE WOULD YOU WELCOME IN THE MEDIA?

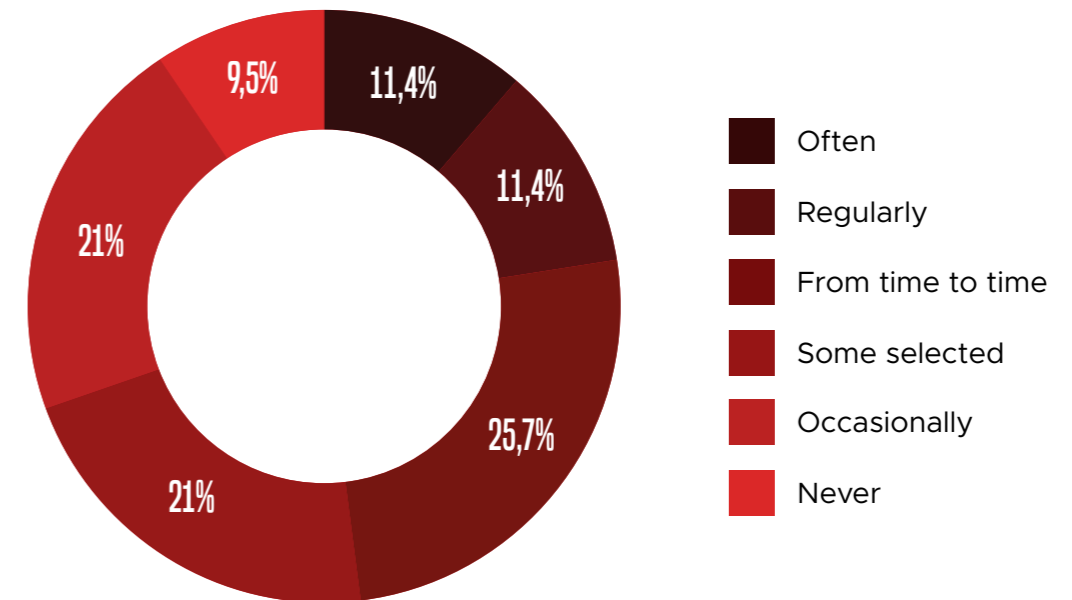


Multiple choice question (n=130)

HOW OFTEN DO YOU BUY PRODUCTS FROM PLE SPONSORS?

The audience recognises and appreciates the activities we carry out with our partners. The most notable are social media initiatives (39.1%), product presence in the match studio (37.1%), joint promotional campaigns (28.6%), advertising spots (23.8%) or video projects (20%). The fact that the PLE is sponsored makes 38.1% of respondents more likely to purchase products or use the services of the competition's partners. And indeed – as many as 90.5% of the audience declare that they at least occasionally buy our partners' products!

Surveys conducted by Sponsoring Insight show that PLE audiences are an engaged but also demanding group, so we are constantly trying to improve our projects and come up with new initiatives.



Source: "Polish Esports League – Fan Profile and Games Image Survey" – Sponsoring Insight, December 2022





HEINZ PLE ALL-STAR

We have known for a long time that gaming and esports have gone mainstream. We are keen to show those who don't yet know that gaming is not just about playing on a computer. It is entertainment and fun, a community, a leisure activity and a way of life. The iconic Heinz brand is also well aware of this, knowing that young consumers are hard to find in traditional media today. Their lives have shifted to the digital world and gaming is one of the favourite activities of Millennials and Generation Z. Additionally, consumer research shows that up to 92% of gaming viewers reach for drinks and snacks while watching streams. So, there could hardly be a better place for an FMCG brand campaign!

That is why Heinz and PLE have joined forces to create a unique project. Heinz PLE

All-Star is a combination of competition, event, content and fun, modelled on American team sports. PLE fans in an online vote chose a team of stars to face in a showmatch against a team of influencers with Błówek and Łozo as members. But this was only the beginning of the project. We designed a special CS:GO map in the shape of the Heinz logo, where everyone could try their hand at... smashing tomatoes with a ketchup bottle! There were prizes in kind and the opportunity to play against an All-Star team in the grand final. For less advanced players, there was a simple browser game where you could also compete for gaming equipment and other prizes. These activities were accompanied by entertainment content involving celebrities, Heinz sales promotions and contextual advertising activities on the Twitch platform. We tried to be where the consumers are - in their natural environment. Hence the contextual advertising messages on the inStreamly platform, referring to watching streams and eating while doing so. Importantly, the activities we



proposed were catchy enough that players, streamers and influencers were keen to get involved, creating their own unique content relating to the project.

The grand finale took place in July at the City Beach in Gdynia, where our All-Star team faced a team of foreign stars and a team of fans during the PGE Super Cup. Fans hungry for excitement were also able to sample dishes with the flagship Heinz sauces in a branded food truck.

All the campaign objectives were more than met. Thanks to media activities and influencers, we generated eight million reach and the advertising equivalent far exceeded the investment made. The most important thing was that it managed to show gaming as a mainstream pastime, which, seasoned with Heinz ketchup, tasted even better!



„I think we have created with PLE an innovative, mainstream platform for promoting the Heinz brand, taking advantage of the natural environment in which players move. Heinz PLE All-Star is a concept that has brought lifestyle branding in a gaming context - for both more pro and casual gamers - to prominence. This is what modern forms of communication in a gaming environment are all about - a good concept, a strong brand connection and building engagement.”

ANGELA KONIECZKO BRAND MANAGER, HEINZ POLSKA





„Certainly, such a new venue was the Nowy Świat Courtyard in Warsaw, where the Polish Esports League organised the event called PLE.GG Gaming Weekend. - On weekends, this venue hosts thousands of young people hungry for fun, music and digital entertainment. So, we naturally combined this space with gaming, which is the glue that binds these three elements together.”

TOMASZ CHOMCZYK PR MANAGER, POLISH ESPORTS LEAGUE

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PLE.GG GAMING WEEKEND

One of the primary objectives of the Polish Esports League is to organise unique live events where visitors, regardless of age, favourite game or fan sympathies, can enjoy themselves together. The Polish Esports League wants to surprise fans all the time and tries to look for new locations for events where it can show esports tournaments in an interesting way.

The deciding rounds of the PGE Champions Division, the qualifiers for the PGE Super Cup of the PLE, the FIFA tournament with the stars, or the watching party of PGL Major Antwerp 2022, the Counter-Strike: Global Offensive World Championship - these are just some of the attractions that PLE has prepared for visitors, despite the inclement weather conditions in the entertainment centre of Warsaw.

The modern event in the capital attracted many stars to the esports event. TV, internet and sports personalities appeared on the press wall, including Marcin Gortat, Maciej Kurzajewski, Wojciech "Łozo" Łozowski, Karol "Blowek" Gązwa, Karolina Szostak,

B.R.O, Alan Andersz or Olivier Janiak. The event also included esports competition with CS:GO stars, as the HEINZ PLE ALL-STAR TEAM, formed by Dominik "GruBy" Świdorski, Paweł "byali" Bieliński, Tomasz "phr" Wójcik, Grzegorz "Szperero" Dziamałek, Michał "snatchie" Rudzki and Mariusz "Loord" Cybulski, was presented during the event.



DID YOU KNOW...

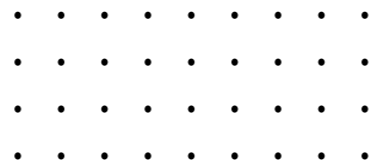
During the PLE.GG Gaming Weekend, the "Win with BRO" tournament was held, during which visitors could compete in the FIFA22 competition with Jakub "BRO" Birecki - a Polish rapper and music producer. Only one person managed to beat the musician. The winner was 11 years old.



RED BULL CAMPUS CLUTCH

PLE's collaboration with Red Bull has been in place for two years, but 2022 has seen another signature project from both brands. The Polish Esports League was responsible for organising the Polish final of the Red Bull Campus Clutch project. This is a global VALORANT tournament designed for students from fifty countries to determine the best academic team in the world.

This is the largest global initiative of its kind. Winning the world final means a prize of 20,000 euros and the opportunity to attend and watch the VALORANT Masters championship live. To have a chance to represent Poland at the world final, all you had to do was have student status, assemble a team of five and apply on the project website. There was no shortage of fierce competition and positive emotions during the October final, which took place in the studios of the Polish Esports League. The Black Team was the best and went to Brazil in December, where they made it to the world semi-finals, only to be beaten by the Canada.



KRYSTIAN TERPIŃSKI
ESPORTS PROJECT MANAGER
POLSKA LIGA ESPORTOWA

„From the perspective of the Polish Esports League, the organization of the Polish Red Bull Campus Clutch LAN finals was of course an important element in the development of the VALORANT esports scene. We are glad that our strong and long-term partner also trusted us with this project and that together we could serve the student part of the community a day full of excitement and competition. The trip to Brazil for the global finals itself was an amazing experience for the players and an experience that they will remember forever. For our company, this is, in turn, a valuable lesson full of conclusions regarding work on initiatives aimed at less advanced players.”



In 2021, the PGE Super Cup of the Polish Esports League appeared on the esports map of Poland. An event that is by all means unique, and one that has gained additional prestige in 2022, bringing together more than 100 esports players from various titles on the beach in Gdynia.

The PGE Super Cup of the Polish Esports League was held for the first time in 2021, but the event appealed to fans so much that it became a permanent fixture on the PLE calendar. First and foremost because of its umbrella nature, for under the banner of the "Super Cup", PLE organised as many as four tournaments last year: the finals of season 2 of VALORANT East: United, the final of the HEINZ PLE: All-Star campaign, the international Counter-Strike tournament for the PGE CS:GO Super Cup and the PGE e-Puchar Gdynia Sailing Days in Virtual Regata.

In addition to admiring the esports competition, fans were able to visit themed areas. The Free-to-Play zone from Polska Grupa Energetyczna, where each visitor could play the most popular titles on LG monitors and win unique prizes, attracted a lot of interest. Those hungry for the esports experience satisfied their appetites

at the HEINZ food truck or in the:protocol zone. VALORANT fans were also most excited to visit the Riot Games BUS, where plenty of activities awaited newcomers. Well-known gaming influencers also appeared on the beach in Gdynia, including

Karol "Blowek" Gązwa or Paweł "Leh" Lehmann.

This hybrid event was one of the biggest live gaming events of the second half of the year in Poland.

PGE SUPER CUP PLE

In 2022, the Polish Esports League has set its sights on a variety of locations for its events, which is why the PGE Super Cup has also gained a new location. The event, which in 2021 took place at the Summer Stadium in Gdańsk, this time took place at the City Beach in Gdynia.

More than a hundred esports players enjoyed themselves together with the arriving beachgoers in the sunshine to the sound of the sea waves and the cheers of the competing teams. This perfectly reflected the nature of the event, which was perfectly suited to the tastes of players and fans. For the former, it was the last significant tournament before the summer break, while for the visiting fans it was a great start to the holiday season.



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We expected an intimate tournament by the sea, but this event completely exceeded our expectations. We met some amazing people there; I'm not just talking about players from other teams, but also fans and people working in the Polish Esports League, with whom we had a great time. Also, the surprise after winning the tournament was crazy. I'm talking about the limousine ride. I would never have even thought that something like this could happen. PLE can surprise you..

DENISLAW DIMITROV
SKADE
THE CS:GO TOURNAMENT WINNER



PGE SUPER CUP PLE 2021 VS 2022

	VIEWS	UNIQUE VIEWS	AVERAGE USERS	VIEWERS PEAK	HOURS WATCHED
PGE SUPER CUP PLE 2021	317 205	275 275	603	2 261	17 807
PGE SUPER CUP PLE 2022	558 177	341 090	891	3 764	52 631





Together with the Polish Esports League, we are setting new standards in the area of sponsoring professional esports competitions. In 2022, we were able to realise some interesting projects – in addition to the PGE Champions Division, we held the second edition of the PGE Super Cup of the PLE. We also showed the social dimension of esports – an industry that will become a modern, attractive job market for young people in the coming years. Grand final of the competition and presentation of medals to the winners – the Illuminar Gaming team, was the perfect culmination of a year-long, highly successful collaboration.

ZBIGNIEW KAJDANOWSKI
DIRECTOR OF THE MARKETING
AND ADVERTISING DEPARTMENT
OF PGE S.A.

DECEMBER FINALS

The culmination of the year in the Polish Esports League was the PGE Champions Division final in December. The event marking the end of the esports year in Poland has undergone an evolution, much like the league as a whole, resulting in increased fan and player activity.

The first innovation was the venue. The final of the most important competition of the Polish Esports League took place at “The Collective”, a gaming venue in the Legia Warszawa Stadium. The choice of location was not accidental; it was intended to emphasise the importance of the match, and the interior design perfectly reflected the nature of the meeting and naturally alluded to computer games.

The changes also affected the format of



the key competition. In 2021, four teams participated in the final tournament, and after three days of competition, the champions of the Polish Esports League were announced. Last year, the knockout phase of the PGE Champions Division lasted as long as two weeks, with the final being a separate event, the culmination of a full year’s work by two teams.

The week-long break between the semi-finals and the final event also resulted in an increased amount of content created, the distribution of which translated into fan activity at the event and the broadcast of the PGE Champions Division final. Players, organisations and even fans actively participated in the discussion on social media, highlighting

the importance and significance of the final clash.

In the competition of the best teams of the PGE Champions Division, Illuminar Gaming players won for the second time in history. The IHG players secured their success in even more impressive style, not losing a single board in the autumn. They lifted the cup in the final event at the Legia Warszawa Stadium, where, in the presence of the most important people in Polish esports and celebrities from the front pages of newspapers, they defeated FurryFury UNGENTIUM 3:0.





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CSR

There are nearly twenty million gamers in Poland who have come across virtual entertainment at some point in their lives. Electronic sports are based on competition, so more than one player is involved in each game. Interaction with other people is unavoidable.

The most popular esports are team games. Esports has no physical barriers and is accessible to all. It is characterised by great media appeal, high viewership and interest among influencers, among others. Popular persons are keen to get involved in the promotion of virtual entertainment. This has not escaped the attention of the media, and major news corporations already have sections dedicated to news from the world of virtual gaming. All this has a positive impact not only on the development of the industry, but also on the labour market around esports competitions. More and more employers appreciate the skills of employees that have been acquired in the gaming industry.

Esports is becoming an increasingly important part of the economic and entertainment ecosystem worldwide with each passing year. For the past two years, the Polish Esports League and the Polish Energy Group have been working together to promote the development of esports and professional transformation in Poland, in an effort to show new paths of development for young people. In 2022, the Polish Esports League and the Polish Energy Group have launched a series of workshops on esports and the professions of the future. At the be-



PAWEŁ KOWALCZYK
PRESIDENT
POLSKA LIGA ESPORTOWA

„As the Polish Esports League, we want to educate young people about esports. Esports is already providing great opportunities for young people to develop, and we see a need for specialists in many areas of our business.”

ginning of December in Bełchatów, in the presence of a large audience, mainly children and young people, practitioners and theoreticians of the industry talked about the esports ecosystem, the relationship between leagues – organisations – players, new competitions and the prospects of this rapidly developing industry. The lecture also featured guest speakers Bartosz "bejott" Jakubowski (FIFA23 world vice-champion) and Piotr "izak" Skowyrski – one of the most popular esports commentators in Poland and the world.



MICHAŁ MACKIEWICZ
HEAD OF SPONSORSHIP AND EVENTS
PGE S.A.

“Our cooperation with the Polish Esports League is not only about promoting the PGE brand during the Champions Division games. It also involves a CSR project related to esports as a profession of the future. As a socially responsible company, PGE wants to support young people on their way to a modern career, which is particularly important in regions such as Bełchatów, where the green transition will be linked to changes in the labour market.”

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NEXT LEVEL OF THE POLISH ESPORTS LEAGUE

One of the pillars of the Polish Esports League's activities is the education and competence development of esports players. In 2022, we decided to build an educational and esports space where young amateur players could start their adventure into the professional game - PLE: Next Level.

BUILDING ESPORTS FOUNDATIONS

This is the first mass games in Poland to be embedded in the professional structure of the Polish Esports League. The project is aimed at amateur players who did not know where, how or where to start. This is in response to the growing demand for education on the topic of embarking on an esports and gaming adventure, which has emerged in a post-pandemic society.

As part of this endeavour, we have created a pioneering network of amateur competitions that aims to build the structures of the Polish esports scene from the bottom up. In the premiere edition, we have set our sights on four titles: Counter-Strike: Global Offensive, VALORANT, Clash Royale and FIFA23. In addition, we invited four ambassadors who, with their experience gained on the stages of the world's biggest esports tournaments, were to promote tournament sign-ups, support young players and also develop their competences.



ADAM GIL HEAD OF ESPORTS, POLISH ESPORTS LEAGUE

„As the Polish Esports League, we want to show that esports is not only competition at the highest level. The main goals of the PLE: Next Level games are to popularize esports in Poland, raise new champions, and above all, create a development path and educate young players.”

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AMATEUR CHAMPIONSHIP OF POLAND

The basic premise of the project was the development of regional communities in all 16 provinces of our country. We wanted to outline a pathway whereby players, even from smaller urban or rural centres, could compete for the title of provincial champion. The next stage was the battle at the regional level, where the champions of the four neighbouring provinces competed for tickets to the final tournament in Warsaw. In this way, twenty-four of the best players

from all over Poland came to the Warsaw esports centre "FPS Center" on 17 December, where the LAN finals of the PLE: Next Level project took place. The premiere edition attracted 1,200 players, with the largest number, 90, coming from the Mazovia region.

NOWY POZIOM W LICZBACH



1 200
PLAYERS



4
GAMES



16
PROVINCES



500 000
VIDEO VIEWS



17
TRANSMISSION DAYS

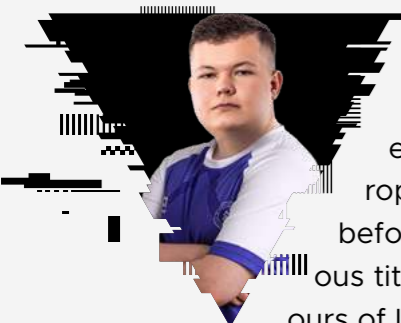
PROJECT AMBASSADORS



MARIUSZ "LOORD" CYBULSKI - Poland's most successful Counter-Strike coach and past CS 1.6 and CS:GO player. As a player, his greatest successes were celebrated in the older version of the popular "shooter", where he was part of the legendary "Golden Five", considered the best team in Counter-Strike history. He started his coaching career in 2015 and led some of the best teams in the country - Lounge Gaming, Team Kinguin, ARCY or Wisła All in Games Kraków.



BARTOSZ "BEJOTT" JAKUBOWSKI - a veteran of the FIFA scene, ranked among the top domestic players for years. Multiple Polish representative and national champion. He won his first best player title over the Vistula in 2011 in FIFA 12. In 2022, he was member of the Polish national team that won the world vice-championship.

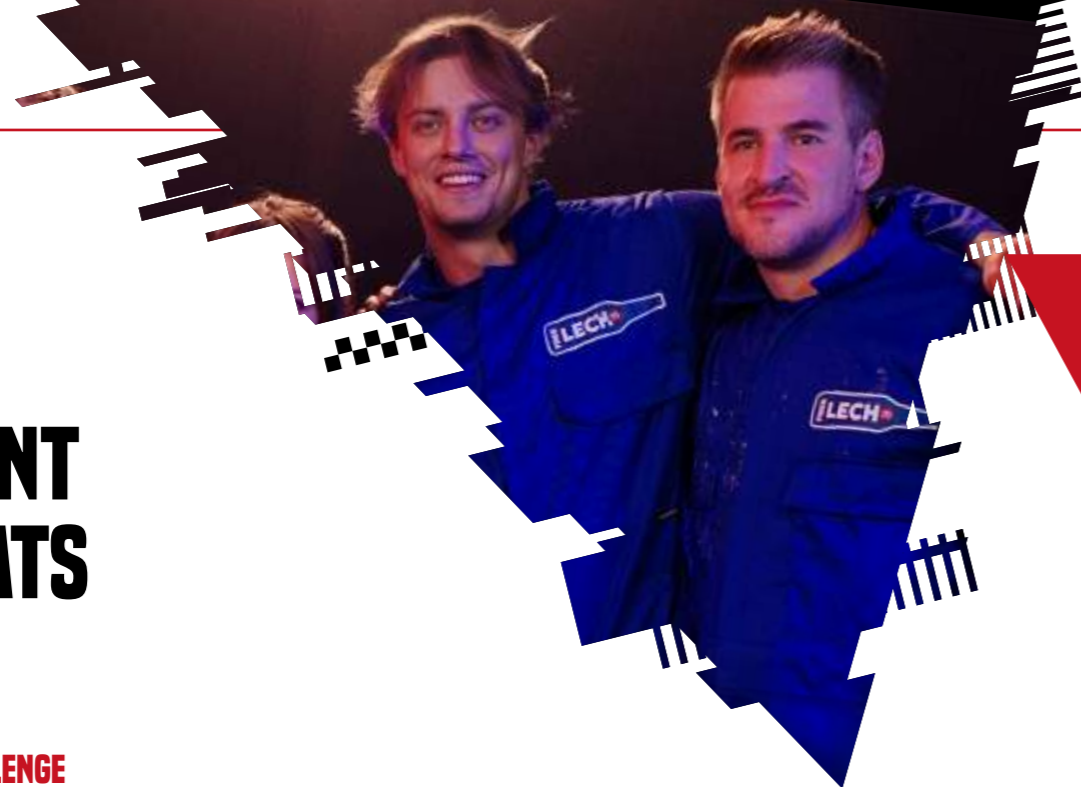


KAMIL "BADDYG" GRANICZKA - one of VALORANT's nicest young players, with an extremely wide range of experience. He has worked for some of Europe's leading organisations, but celebrated his greatest successes with Team Vitality, in whose colours he won the European Championship and the French Championship. Interestingly, before starting his career at VALORANT, he tried his hand at various titles. In 2018, he won the Zula World Championship in the colours of Izako Boars.



MARCIN "POWP" LEPCZYŃSKI - one of the main faces of mobile gaming in Poland. Commentator, content creator and one of the most popular creators in mobile gaming. In the past, he was responsible for organising the most important Clash Royale league in our country.

CONTENT FORMATS



„The episode of the Lech Free Challenge series, produced in conjunction with the Polish Esports League, was part of a strategic collaboration and crowned more than a year of activation. We wanted to combine the two worlds, offline and online, in the competition, so we brought elements known from gaming into the real world. In competitions combining sports and esports, the brand ambassadors of Lech Free and the PLE team showed that "Lechends can do anything", because Lechends are active, open-minded people who can skilfully combine pleasure with the challenges of everyday life. This year, we will continue our cooperation with the Polish Esports League, also through dedicated projects.”

KAROLINA KRÓL-NOWACKA BRAND MANAGER, LECH FREE

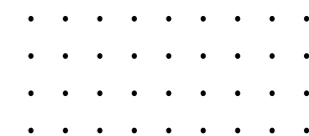
LECH FREE CHALLENGE

Following the success of last year's "Lech-end Clash" project, we have followed up and prepared, together with the Lech Free brand, a surprise for fans of CS:GO and the Polish Esports League. We wanted to show once again that esports is not only a serious and thoroughly professional competition, but also a lot of fun and an area attractive to young people. And the Lech Free brand is happy to accompany consumers in such moments.

We decided to transfer the esports competition to real life and tested how the invited players and ambassadors of Lech Free would perform in paintball tasks. Lech Free's team included Olympic medallist Damian Janikowski, fitness trainer Natalia Tober, model and presenter Kasia Szklarczyk and model Rafał Jonkisz, while the role of captain fell to Piotr "Izak" Skowyrski. In turn, PLE was represented by players such as Piotr "Morelz" Taterka, Paweł "Reatz" Jańczak, Sebastian "Neex" Trela, Maciej "Luz" Bugaj and Patryk "Ponczek" Wites. We summarised the struggle in a video, which can be viewed on Izak's channel. There was no shortage of rivalry, adrenaline, a good dose of humour, behind-the-scenes talks and even... the fa-

miliar CS:GO chicken (which, of course, was not harmed during the filming).

The result? Over one million plays, nearly 200 comments and 8,500 positive reactions. But above all, we proved once again that sports and esports go perfectly together, giving fans a lot of fun. Thanks to the off-beat communication, Lech Free became the second most popular PLE Partner, achieving an assisted recognition of 50.4%. Even more importantly, for nearly 40% of respondents the brand has become closer as a result of their involvement with PLE; 58.4% will consider it for their next non-alcoholic beer purchase.



SWIPETO

In 2022, the Polish Esports League produced more than thirty video formats with influencers, partners, esports organisations and media. Among other things, the materials prepared included promotional support content for PLE's flagship products - the PGE Champions Division or Valorant East United. There was also no shortage of independent productions of an informative nature, promoting esports and its various facets.

One such project was a collaboration with the SwipeTo portal. As part of this collaboration, PLE produced 3 differentiated video formats of 10 episodes each, for distribution on the media partner's channels. The aim set for PLE was to showcase the diversity of gaming and esports. The company carried out the full range of activities, from the preparation of the concept, through production, to the realisation of the final product. For this collaboration, we have developed three unique formats - "Life after life", "What are you playing" and "Esports without fiction".

"Esports without fiction" is a format maintained in the style of "real talk" showing real stories of people involved in esports, in which the hosts ask guests about difficult issues they have faced during their careers. Among others, players, coaches or specialists in the psychology of esports were invited to the programme. Everything was framed in the atmosphere of a dynamic interview, straight out of classic detective stories. The programmes answered a number of questions of importance to the industry, such as: does hating on them bear relevance

to players' form? What terminated or drove your career forward? How do you achieve success in esports?

"What are you playing" is a typically entertaining format, the idea of which was to mingle the environments of esports with media representatives and traditional athletes, and to test esports preferences among one and the other. A set of categories was prepared from which visitors had to choose what was closer to their hearts. Esports and gamers were treated to mainstream topics such as films, food, music, leisure, beauty type, for example. In contrast, visitors not involved in the industry were faced with typical esports choices - a choice of game types, equipment, leisure activities.

"Life after life" is a documentary format about people involved in esports, in which former esports players and industry representatives speak about how their lives went after a career in esports or gaming. The heroes in the series tell new, previously unknown stories, presenting a completely different side of esports after the professional stage.

The premiere of episodes of all three series and a social media campaign in the area is scheduled for early 2023.

SERIES HEROES

ESPORTS WITHOUT FICTION

Michalina **Młoda** Chudzińska
 Michał **Avahir** Kudliński
 Patryk **Ponczek** Wites
 Kamil **BaddyG** Graniczka
 Janusz **Hayabusa** Kubski
 Urszula **Xirreth** Klimczak
 Patryk **Patitek** Fabrowski
 Radosław **MAKKU** Makuch
 Sebastian **Krzepki** Krzepota
 Komil Khamidov

WHAT ARE YOU PLAYING

Damian **Nervarien** Ziaja
 Paweł Fajdek
 Kasia **Brunecia** Cimochovska-Bączek
 Łukasz **Hermes** Pożyczek
 Jacek **Minise** Jeziak
 Tomasz **Magvayer** Filipiuk
 Aleksander Sikora
 Maciej **Luz** Bugaj
 Mateusz Szymkowiak
 Jeremiasz **JERY** Marciniak

LIFE AFTER LIFE

Jakub **Kubon** Turewicz
 Mariusz **Loord** Cybulski
 Fryderyk **Veggie** Kozioł
 Piotr **Peet** Ćwikliński
 Wojciech **Tabasko** Kruza
 Patrycja **inn** Tęcza
 Łukasz **LeoFromKorea** Mirek
 Jakub **Joe Black** Paluch
 Jędrzej **Bogdan** Rokita
 Adam **destru** Gil





THE "OTHER WORLD" PODCAST

In June 2022, the Polish Esports League published the first episode of the "Other World" podcast, hosted by Maciej Iwański (TVP Sport commentator) and Piotr "Izak" Skowyrski (gaming streamer/influencer).

A few years ago, Maciej introduced Izak to the world of football. Their joint commentary on the Poland-Germany match at Euro 2016 attracted a record 700,000 fans in front of the screens, which at the time was an absolute internet ratings hit on Polish Television. Now, in turn, Izak has invited Maciej Iwański into "his" esports and digital world.

"Other World" creates a space where esports issues collide with everyday life topics. The two seemingly different worlds became the basis for interesting and engaging discussions about a dynamically changing reality, technology, new forms of entertainment or the online world and its impact on society.

The first season of the "Other World" podcast showed first and foremost how broad the phenomena of esports and gaming are. It turns out that celebrities from the front pages of newspapers often play computer games, and they are also genuinely interested in the esports phenomenon and follow the most important events from the world of digital entertainment.



In the first season, the Polish Esports League produced ten episodes and the PLE studio was visited by, among others, Dariusz Szpakowski, Piotr Kędzierski, Jakub "B.R.O" Birecki, Maciej Kurzajewski, Radosław Majdan, Bartosz "bejott" Jakubowski or Maciej "Morgen" Żuchowski.

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„The first season of the "Other World" podcast showed that the decision to use the collaboration from the joint commentary of the European Championships and World Cup 2018 matches for TVP Sport was a very good one. In our conversations in front of the microphone, we got along without any special preparation, and Piotr, on the occasion of these podcasts, was also able to pass on a lot of his own experience, which is important for the audience that knows him from the esports space. What is pleasing and bodes well for the future is certainly the fact that the listeners are with us from the first minute to the last, which means that the formula has caught on well. In the first season, we had a wide range of guests, from celebrities and linear TV celebrities, to athletes and esports stars. We will continue in this direction, perhaps also developing one-to-one conversations under the branding of our podcast. The most important thing, of course, is the opinion of the listeners (and probably soon the viewers, too, as we are working on expanding the formula), but our guests in their reactions to the recordings often mention that this is a podcast different from any they had attended before. And that's great to hear.”





2022



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PARTNERS

mainstream entertainment, competing for consumers' time and attention with music, cinema or traditional sports. We are proud that this is being recognised and appreciated by our Partners.

Sponsorship-wise, 2022 was a very important year for us for many reasons. Above all, we have shown that we are a trustworthy partner, which has resulted in extended cooperation with brands such as Polska Grupa Energetyczna, Lech Free, the: protocol, LG, Red Bull, Media Expert and Logitech G. The agreement with PGE is particularly noteworthy. Polish Energy Group (PGE), known primarily for its sponsorship of sport and culture, has become involved in esports for the first time on such a scale, becoming the primary sponsor of the PGE Champions Division and the PGE Super Cup of the

PLE. In addition, the contract was signed straight away for three years, which allows us to think steadily about developing the cooperation and building the brand image in the gaming environment. Our joint efforts resulted in the Sport Biznes Poland Association's Award for the best sponsorship project in esports.

Our portfolio of partners is growing year on year. In addition to endemic brands and those traditionally associated with esports, we can also boast collaborations with brands that have never operated in this area before. We are particularly proud of the projects with the Heinz and Lech Free brands. Both projects showed that gaming is all about having fun, and that people are keen to get involved in engaging activities of the different brands.

Our portfolio of games and competitions continues to grow, which has a positive impact on cooperation with sponsors. 2022 was a particularly successful year in the area of sports games. We established a partnership with the Orlen brand, which for the first time in its history has engaged in esports activities on such a scale. Thanks to the cooperation with the 1st Football League, we held the FIFA competition in which representatives of the clubs that play in this competition on a daily basis took part. In turn, our partnership with the Polish Sailing Asso-

ciation has allowed us to sail into the wide waters of eSailing and conduct a series of Polish Cup competitions in virtual races. We firmly believe that sports and esports are not in competition with each other, and can often go hand in hand, drawing the best from each other.

What we enjoy the most is the true partnership with our Sponsors. As a result, we raised over 70% more funding for our projects than last year. For Partners, it was an excellent opportunity to showcase themselves to an attractive target group and reach the esports community with their communication.

We closed 2022 full of optimism and ideas for the years ahead. We know that with such Partners, we can confidently think about achieving even the most ambitious goals.



ALEKSANDRA MARCINIAK
HEAD OF SALES & PARTNERSHIPS
POLISH ESPORTS LEAGUE

Our ambition from the beginning was not only to make the Polish Esports League synonymous with esports in our country, but also to create a strong communication platform. In the two and a half years of existence in the new unveiling, we have managed to do just that - our productions accumulate more than 11 million video views annually. We are reaching out to esports fans, but also more casual gamers and spectators, looking primarily for entertainment. We have consistently shown that esports is not really entering, but is already in





TITULAR PARTNER
PGE CHAMPIONS DIVISION
& SUPER CUP

TITULAR PARTNER OF THE CUPS,
PROVIDER PGE CHAMPIONS DIVISION
& VALORANT EAST: UNITED

TITULAR PARTNER
PLE F1 CUP

TITULAR PARTNER
PLE ALL-STAR

OFFICIAL PARTNER
PGE CHAMPIONS DIVISION

OFFICIAL PARTNER
PGE CHAMPIONS DIVISION
& PGE SUPER CUP

OFFICIAL PROVIDER
PGE CHAMPIONS DIVISION
PGE SUPER CUP
& VALORANT EAST: UNITED

OFFICIAL PROVIDER
PGE CHAMPIONS DIVISION

OFFICIAL PARTNER
PGE SUPER CUP

OFFICIAL PARTNER
HEINZ PLE ALL-STAR
& PLE: NEXT LEVEL

OFFICIAL PROVIDER
PGE CHAMPIONS DIVISION FINALS

OFFICIAL PROVIDER
PGE CHAMPIONS DIVISION FINALS

OFFICIAL PARTNER
PGE CHAMPIONS DIVISION FINALS

ADVERTISING CAMPAIGN
DURING PGE CHAMPIONS DIVISION

OFFICIAL PARTNER
THE ESAILING COMPETITION CYCLE

OFFICIAL PARTNER
PLE 1 LIGA CUP





PGE POLSKA GRUPA ENERGETYCZNA

2022 is the second year of cooperation with the Polish Energy Group, or PGE. The PGE brand has firmly established itself on the esports map of Poland, seizing the opportunity to communicate with younger audiences in their natural environment. Traditionally, PGE has supported the PGE Champions Division in CS:GO and the PGE Super Cup, organised this time at the City Beach in Gdynia. The brand was present in the broadcasts of the games, in social media communication and at our events. But we have also prepared some novelties together. First of all, we conducted the first of a series of training courses related to professional transformation. We told secondary school students from Bełchatów about what the job market is like for esports and gaming and what you need to pay attention to in order to find your place in it. Special guests at the meeting were Bejott and Izak. Together with PGE, we were also involved in cooperation with the Polish Sailing Association, organising a series of eSailing competitions. Our activities have been recognised with an award from the Sport Biznes Poland Association for the best esports sponsorship project in Poland.

ZBIGNIEW KAJDANOWSKI
DEPUTY DIRECTOR OF CORPORATE
COMMUNICATIONS AND
MARKETING
AT PGE S.A.



"The cooperation with PGE is in line with the PGE Group's business strategy, one element of which is modern energy services. In the 2 years we have been working together, we have managed to realise several interesting projects. Our commitment is bearing fruit – the PGE brand has become recognisable in the gaming community, with more than half of fans identifying us as a company involved in esports. We see the Polish Esports League as an organisation with huge potential, which is why we have concluded a three-year contract in 2022. Together we will continue to promote esports; our next step will be to show the social potential of this industry, which in the coming years will become a modern, attractive labour market for young people."



MEDIA EXPERT

Media Expert is the Partner that first believed in the potential of VALORANT within the PLE and became involved in VALORANT East: United, being present throughout the year in the project's broadcasts and communications. As a result, the brand has contributed to the project's rapid growth and up to a 15-fold increase in viewership!

Media Expert also had a strong presence in the world of CS:GO, becoming the primary sponsor of the Four Cups series, giving teams from the Polish top tier a pass to compete in the PGE Champions Division. PLE fans could also take part in numerous competitions in which valuable gaming equipment from Media Expert's range was up for grabs.



LECH FREE

Lech Free is another partner that, after the 2021 cooperation, decided to continue its presence within the Polish Esports League. From the outset, the brand from Kompania Piwowarska's portfolio was keen to reach viewers and fans of esports in a more offbeat way than traditional advertising exposure, which is why we reached out together for the second time for content activities. This time, teams of brand ambassadors and PLE players competed in the Lech Free Challenge in paintball, and the whole thing can be watched on the YouTube channel Izak LIVE. In addition, Lech Free was present in the form of a chillout zone at the Gaming Weekend in May, and also supplied its products for the PGE Super Cup and the December final. This has significantly increased the proportion of PLE fans who view the brand positively and are considering purchasing products from the Lech Free range.



THE: PROTOCOL

The: protocol is the youngest brand in the Pracuj.pl family. The website gathers job offers for IT professionals and supports candidates in the recruitment process. As part of the PGE Champions Division of the PLE, the brand had a segment on the broadcast discussing the three most interesting offerings of the week. The adverts were then placed on PLE's LinkedIn profile. The response from the audience was extremely positive. 36.7% of fans surveyed said that the offers presented in the segment had piqued their interest, and 20% had visited the site to find a job in the IT industry.

PLE's collaboration with the: protocol demonstrates perfectly how effective targeted activities can be.



RED BULL

The Red Bull brand is inextricably associated with esports and the Polish Esports League. This year, the distinctive cans were seen by spectators in both the PGE Champions Division games and VALORANT game projects. Red Bull supported the showmatch accompanying the final of the second split of VALORANT East: United, which took place in July in Gdańsk, as well as the entire third split of the competition. In October, on behalf of the brand, PLE organised the Polish final of the Red Bull Campus Clutch project, the winners of which went to the world finals in Brazil.



G2A

G2A knows that gaming is first and foremost about entertainment, which is why it is present with us wherever we want to reach out widely to people for whom gaming is a way of spending their free time in an interesting way. This year, the brand was present at the Heinz PLE All-Star project, supporting the event and giving participants in the promotion and games the chance to win great prizes. During the PGE Super Cup, it was possible to meet G2A hostesses at the City Beach in Gdynia with a mysterious suitcase - in order to win its contents in the form of discount codes, one had to take part in a special gaming quiz.

In the autumn, G2A also supported - as the first partner - our latest project, PLE: Next Level. This allowed the brand to reach gaming and esports enthusiasts widely, promoting its landing page in a customised way.



ORLEN

PKN Orlen is a patron of Polish sport, known above all to supporters of traditional competitions. Wishing to expand the brand's presence in this segment, we have jointly created the PLE Orlen F1 Cup project, a series of simracing competitions in the F1 game, which is a very faithful reproduction of the rivalry on Formula 1 tracks. The game mode allows competition at different levels, but the Polish Esports League brings together the best players from Poland as part of its competition. The project not only links to other brand sponsorship activities, but also responds to important issues such as innovation or community support focused on one area. By supporting the F1 competitions, Orlen is making its contribution to the development of esports, enabling young players to hone their skills and showing positive role models by combining esports with sporting activities.

There were two seasons of twelve races each, with more than 40 drivers taking part. The competition was very well received by the simracing competition community and PKN Orlen's presence was seen as a natural continuation of the brand's sponsorship activities in the area of motorsport.



PLE.GG F1 CUP ORLEN



UB RZES
WYCIĘZKA



W. KRUK I SEIKO

Branded watches have already become a permanent fixture in the panorama of prestigious sports competitions around the world. The PLE is no different! On the occasion of the PGE Champions Division final in December, we partnered with the Seiko and W. Kruk brands, thanks to which the best player of the final Piotr "Morelz" Taterka was awarded a Seiko watch after the match, from a special gaming collection. In addition, we organised a competition for PLE fans, who had to predict the MVP of the final on social media and justify their choice. The same watch as the MVP was waiting for the author of the most interesting statement.

Both brands were also shown contextually and in an offbeat manner in the broadcast - instead of a traditional timer showing the time until the start of the broadcast, we had a Seiko clock, and the logos of both partners appeared in other places related to showing the time during the game.





HELLCASE

Last November, Hellcase, a site where CS:GO fans can bet on and upgrade their weapon skins, became the Official Partner of the PGE Champions Division Playoffs Phase. Together, we held a giveaway for weapon skins in CS:GO worth more than \$500. In addition, our viewers were able to use a dedicated code to receive \$0.7 and a 10% bonus on their first deposit when they registered.

WŁAWA

UŻYJ KODU: PLE

AWP ASIIIMOV

SKRZYNIĘ PREMIUM

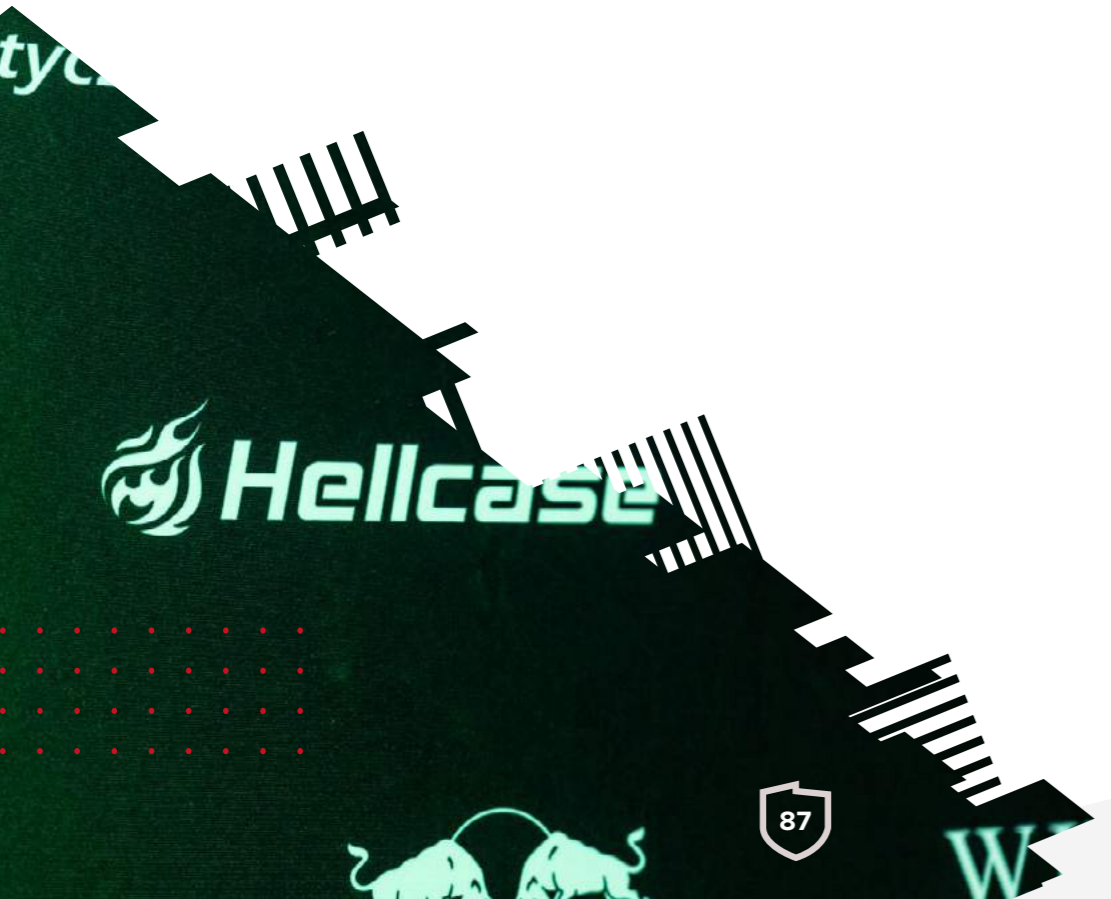
SKRZYNIĘ KILLJOY

SKRZYNIĘ DREAM

POLSKA LIGA ESPORTOWA
DYWIZJA PGE MISTRZOWSKA

Hellcase

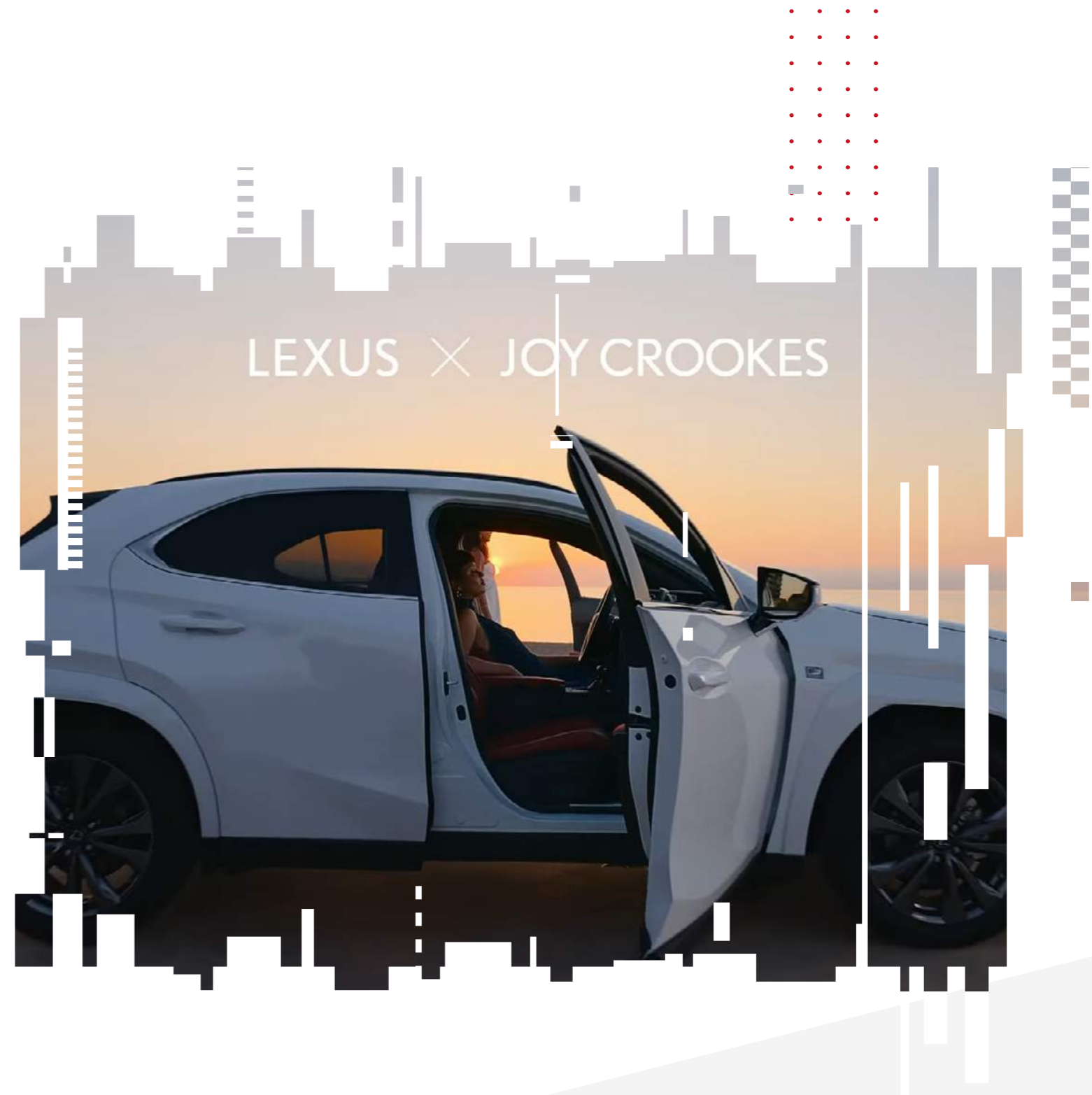
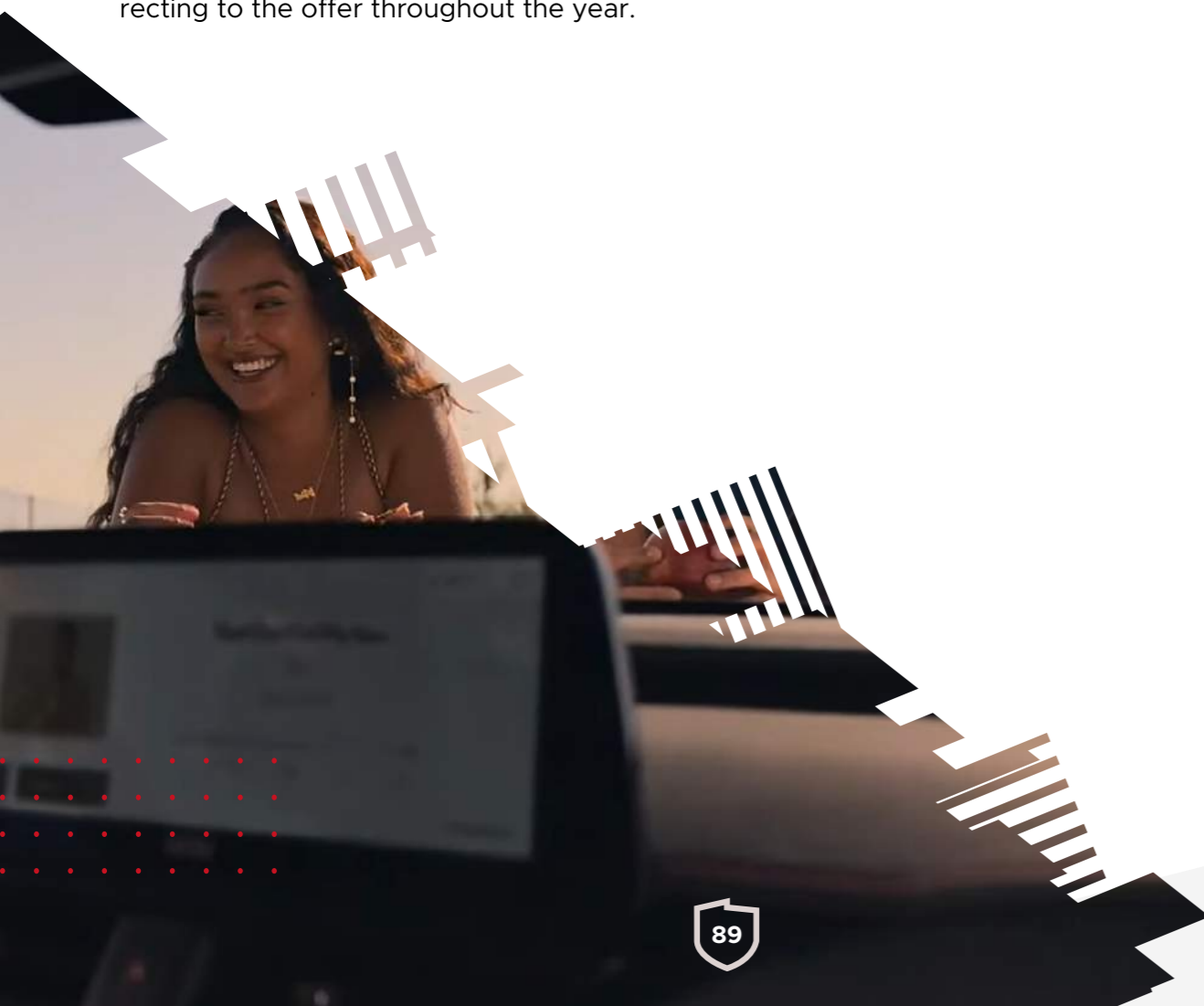
AK NIGHTW





LEXUS

This is the second time that the luxury car brand has decided on an advertising campaign for the PGE Champions Division, believing that esports fans are an interesting target group that could form a potential customer base in the future. Lexus aired advertising spots and links directing to the offer throughout the year.



POLISH ESPORTS LEAGUE AWARDS

In 2022, the Polish Esports League received two prestigious awards from the Sport Biznes Poland Association. In the first half of the year, the Jury awarded the league the "Esports and Business" award for the best and most effective project conducted at the interface between esports and business. The award-winning project was PLE's flagship product, the PGE Champions Division. The award was also presented to the principal sponsor, Polska Grupa Energetyczna. The second esports Industry Leader award of the year in December was received by CEO of PLE Paweł Kowalczyk.

In the category "Esports and business", the jury's assessment was based on the campaign's objective and its implementation, the selection of the target group, creativity and innovation, tools and their effectiveness, audience engagement and the effects of the campaign. PGE became the principal sponsor of the Champions Division of the Polish Esports League in 2021, becoming one of the most important sponsors of esports in Poland. Within the PGE Champions Division, 2 seasons of Counter Strike: Global Offensive competition were played in 2021. The games were broadcast on Polsat Games and on streaming platforms: YouTube and Twitch.



ESPORTS INDUSTRY LEADER

„I am delighted that among such a distinguished group of sports marketing experts, the esports industry is not just a nice addition, but a regular feature of inspiring discussions and exchanges. I would like to thank first and foremost the employees of Polska Liga Esportowa S.A., whose hard work and its effects have been recognised.”

PAWEŁ KOWALCZYK
PRESIDENT
POLISH ESPORTS LEAGUE



„Thank you for appreciating PGE's commitment to the development and professionalisation of Polish esports. Together with the Polish Esports League, we have created a unique project such as the PGE Champions Division of the PLE, and the award from the Association Sport Biznes Poland is the best confirmation of this. Cooperation with the Polish Esports League has had a positive impact on the recognition of PGE Polska Grupa Energetyczna among young people”

WOJCIECH DĄBROWSKI PRESIDENT OF THE MANAGEMENT BOARD OF PGE POLSKA GRUPA ENERGETYCZNA



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PLANS FOR THE FUTURE

A new year brings new challenges. As the Polish Esports League in 2023, we will be responsible for CS:GO and VALORANT competitions at all levels. In addition, we are planning extensive activities in the PLE: Next Level project, which aims to organise esports festivals in four Polish cities in 2023.

INNOVATIONS IN THE CS:GO WORLD

Last year, we heavily changed the format of the CS:GO games, creating a single, year-round season, which we combined in the ecosystem with the Pretenders Division and Media Expert Cup competitions. This has enabled even lesser-known teams to join the elite and test their abilities against the best players in the country. Listening to the voice of players, the community and partners, we will make further improvements to our league system in 2023. The aim is to create a format that will enable Polish organisations to develop steadily, while giving new and lesser-known teams the chance to compete with the best teams in the country and fight for a place at international tournaments.

Like every year, the Polish Esports League will invite CS:GO supporters to the PGE Super Cup of the PLE. The 2022 was the first ever international tournament, where Illuminar Gaming went up against the top teams in the world ranking. This competition was hugely popular with fans, so we hope it will be similar at this year's event.

In 2023, esports fans can also look forward to the second edition of the ALL-STAR project. Last year, in collaboration with the HEINZ brand, we created one of the most

interesting initiatives on the Polish CS:GO scene, where the league's best players competed against foreign stars and fans. The amount of positive feedback has exceeded our expectations, so in 2023 virtual entertainment fans can again expect extensive action with the selection of a star team, competition with them on the server and finally a showmatch with foreign stars.

A STORM IN THE WORLD OF SHOOTERS

VALORANT is the fastest growing FPS game in the history of the market. In 2022, after less than two years of presence in the virtual space, VALORANT was the most-watched game on the streaming platform Twitch.tv, nearly twice ahead of the second-ranked Counter Strike: Global Offensive. Riot Games, on the other hand, is one of the most respected game developers with experience in game-dev, but also in building an esports ecosystem. Their productions have been setting the trend in esports for years, and have been acclaimed by the community.

Our presence at VALORANT began in 2021 when we started working with Riot Games to create a points-based but unique tournament for players. In 2022, we have already established a long-term partnership with a developer who has entrusted us with the mission of creating amateur and semi-professional games in twenty countries in Central and Eastern Europe. With innovative gameplay and a comprehensive plan for the development of the game and the players, we won the bid to host the professional level competition, Challengers East: Surge. This means that from 2023, the Polish Esports League will be responsible for the devel-



opment of the VALORANT product among players of all levels in Central and Eastern Europe.

We're not resting on our laurels! In 2023, we have ambitious goals for the development of the VALORANT ecosystem. We already have more than ten thousand people in our player base, and the number of players and fans attending the broadcasts is growing every month. This year we have 200 broadcast days planned and we want to focus on creating unique tournaments, activating VALORANT community members from all 23 countries in our games.

WE ARE ENTERING A NEXT LEVEL

As the Polish Esports League, we want to create opportunities for all game enthusiasts, regardless of their level, to develop in the esports space. The effect of this is the

PLE: Next Level project, which responded to the demand for esports competitions at a regional level.

The first edition was held under the honorary patronage of the Ministry of Sport and Tourism, with 1,200 competitors on the start list. The competition was based on a strategically embedded ecosystem of regional rivalries, culminating in national finals in four titles at an event in Warsaw.

In 2023, we have ambitious plans to further develop the space for amateurs and professionals. Above all, we want to organise unique esports and gaming festivals in four Polish cities, where visitors will get, among other things, an educational zone created with the support of nutritionists, physiotherapists and physical preparation coaches. There will, of course, be esports competitions, meetings with players from the Polish

Esports League, free-to-play zones, partner stands and even esports tournaments for the youngest players.

We intend to develop amateur structures in Poland, show gaming fans that there is a place for them in the professional esports ecosystem and take care of the education aspect for young people, using training with experienced ambassadors and digital workshops on new technologies. Already in 2022, the project has been placed under the honorary patronage of the Ministry of Sport and Tourism and we hope to create unique live events that will set a new benchmark for digital entertainment.

EVEN MORE CONTENT

Last year, we implemented projects such as the "Other World", a podcast by Maciej Iwański and Piotr "Izak" Skowyrski, or Dawid

"dejfa" Wawryk's original programmes with "Talking about Esports". In autumn, the production studio also hosted CS:GO players in the PGE Master Group Champions Division round matches, or VALORANT shooters competing for a trip to Brazil in the finals of the Polish Red Bull Campus Clutch qualifiers.

In 2023, we will be hosting new productions, not just podcast productions. New formats are emerging and, above all, you will see what we have been working on in the last quarter of 2022. There will be even more esports competition!



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22

Polska Liga Esportowa S.A.

Zaniemyska 5
Warszawa 02-939
office@polskaligaesportowa.pl

Our socials:

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PLEeague 
plegg 