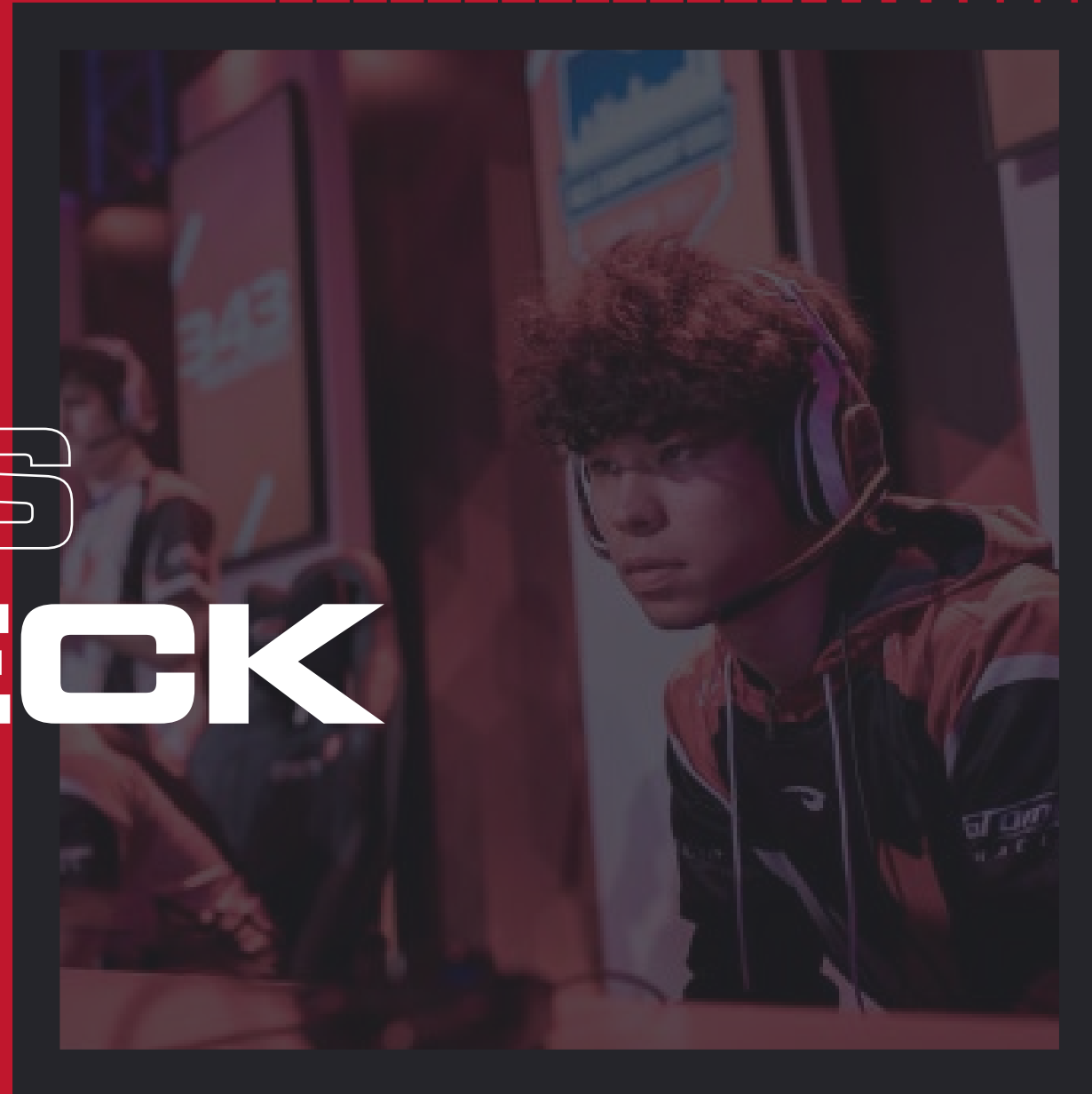
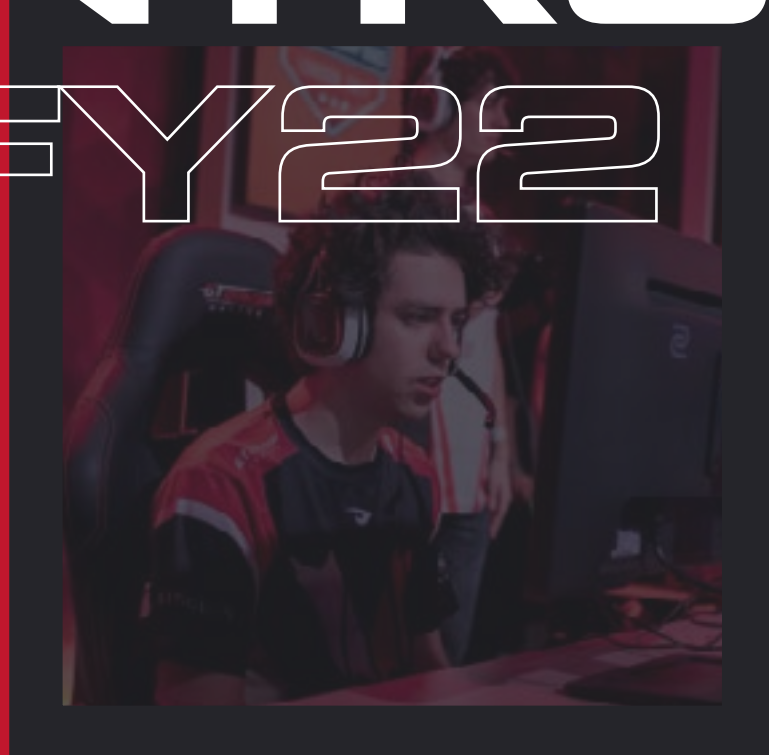


**VIPERIO**  
**ESPORTS**  
**INTRO DECK**  
**FY22**





---

<b>BRAND</b>	HISTORY	03
	CULTURE	04
	MANAGEMENT	05

---

<b>VALUE</b>	UK MARKET	06
	PRESENCE	07
	REACH	08

---

<b>STRATEGY</b>	COLLABORATION	10
	CASE STUDY	11
	EXPERIMENT	12

---

<b>SUMMARY</b>	EVENTS	13
	OVERVIEW	14

---

<b>INDEX</b>	REFERENCE	15
	CONTACT	16



**FOOT NOTE**

This introductory deck outlines who we are, our value and how we work with our partners. This deck does not include exact terms of our sponsorship packages.

**MEET YOU.**  
**NICE TO**

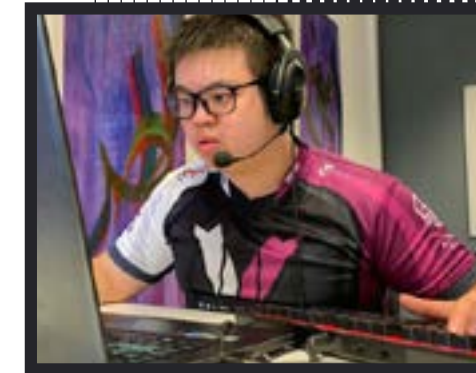




**2015**

Viperio are invited to compete at their first offline event, the Am2Pro Call of Duty LAN in Leicester, England.

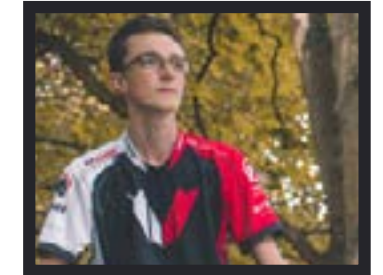
The team also attend their second offline event in Blackpool, England later in the year.



**2019**

Viperio embark on innovative projects, including a student CSGO team to compete in the UK's top university leagues.

Viperio also pick up high profile Twitch streamers and increase amount of broadcasted content.



**2020 - Present**

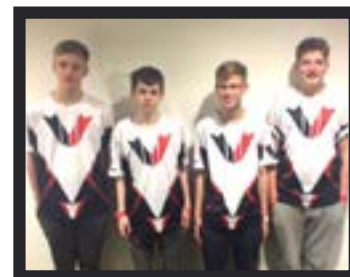
Viperio repositions brand to establish a stronger connection to Esports for the new decade, embracing the club's heritage.

Viperio cement itself as a brand that contends within the premier national leagues of the United Kingdom and Ireland.



**2013**

Under the name Viperio Gaming, the brand is founded by Christopher Sword at the age of 13. The members are a group of friends based in Newcastle with a passion for video games.



**2017**

Viperio are competing in a range of esports titles, with various teams located across Europe.

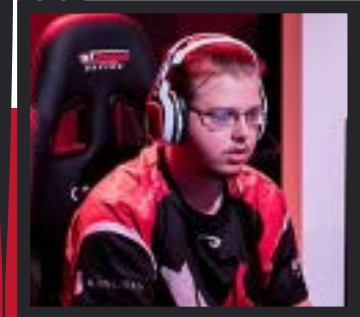
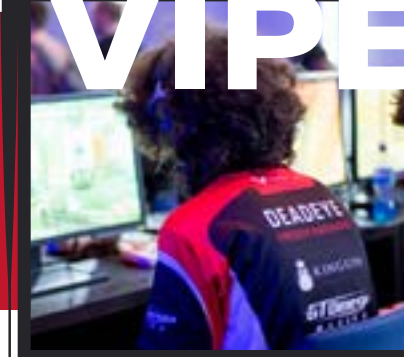
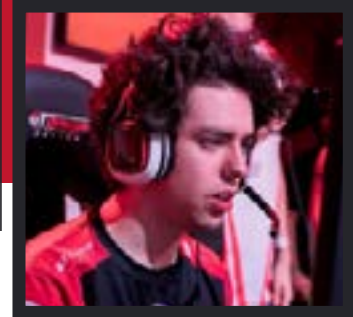
Highlight events include Halo World Championship: European Finals, where the team competed at Wembley Stadium in London, England.



**FOOT NOTE**

Viperio has a long history in various different forms of local and international activity, from grassroots leagues, university events & European Championship tournaments.





# THE 5 CORE VALUES OF VIPERIO

## SEIZE THE MOMENT

To have the courage to pursue the play, back your teammates and take risks. Exciting matches are made by those willing to seize the moment. We apply this all aspects of life. No mountain is too high, and no ocean is too deep. Only those who make brave decisions rise to the top.

## UNITED IN VICTORY

The culture of winning begins with accepting that championships are won by all and not by one. The supporters, the coaching staff, the players; no member of the team is too small. The hard work behind the scenes is never overshadowed by the victory of those in the spotlight.

## HUNGRY & HUMBLE

We strive to be better in all aspects of life, both inside and outside of the game. We are humble when victorious, and gracious in defeat. Success is a two step process: to have the drive & hunger to reach the top, then the modesty & humility once we get there.

## THE NORTHERN GRIT

The northern grit is the notion of when the going gets tough, we get going. We navigate the harsh and ever-changing environment of Esports by motivating one another to overcome any challenge. Our northern spirit and community ethos brings us together, creating a catalyst for success.

## TAKE THE STAIRS

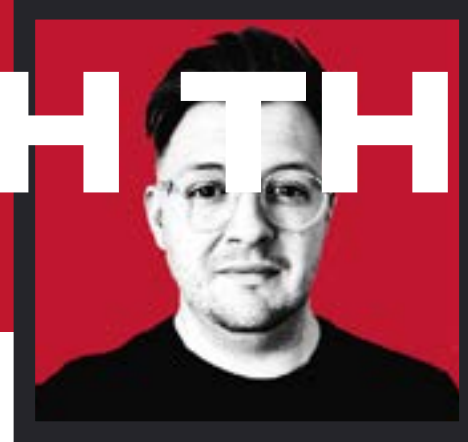
We're a strong believer in working our way up from the open circuit to the elite professional leagues. Starting in open grassroots competitions, we've organically moved up to hold licence agreements with some of the premier national leagues of the UK&I.

## FOOT NOTE

Viperio uses these 5 values to stimulate activity in all aspects of our brand hierarchy. This makes us unique, approachable and a cut above the average esports team.



# LEADING THE ANGELS THROUGH THE SKIES.



## SENIOR LEADERSHIP

**CHRISTOPHER SWORD**  
FOUNDER & MANAGING DIRECTOR  
[LINKEDIN PROFILE](#)

A First Class Honours Graduate in Business and Management from Durham University, Chris founded Viperio at the age of 13, and boasts 8+ years management experience in esports.

Christopher also has professional experience working with sales strategy and operations in the enterprise technology industry, and is a former 8x WTKA World Champion in kickboxing and karate (2012-14).

**BRODIE MULVANEY**  
HEAD OF SALES  
[LINKEDIN PROFILE](#)

Brodie is an Upper Second Class Honours Graduate of Law from Keele University. Formerly a player for Viperio, Brodie now boasts 5+ years experience within various business development and strategy roles.

Brodie boasts 3+ years experience in virtual sales and recruitment consultancy. Brodie is an avid lacrosse player, previously representing Keele in various leagues and tournaments.

**GARETH SISSONS-ROWE**  
HEAD OF BRAND  
[LINKEDIN PROFILE](#)

Nottingham Trent University Graduate with 7+ years professional experience in Design. Previously worked with Redbull, TheNUEL, Dulux, Betfair, Sportsbet. Now leads brand development and design for GamersApparel.

Gareth has 8+ years of competition experience, competing in a number of UK LAN events, as well as managing teams to top 4 finishes within the British Counter-Strike community.

**CONOR RABBETT**  
HEAD OF MEDIA & ECOMMERCE  
[LINKEDIN PROFILE](#)

A renowned esports videographer & motion designer, Conor has worked with some of the world's biggest YouTubers, including KSI (13.7m), Adam B (3.3m) & ImAllexx (2.2m).

Conor has also worked on projects for BBC Introducing, GFUEL and Derry City Council. Conor has played a pivotal role enabling production of live broadcast team content and the maintenance of our official team website.

## FOOT NOTE

Viperio houses a 30+ team of players and content talent, coaches and management. This is just a selection, and a full organisation chart is available upon request.



## The UK's esports audience has reached 6.5 million, with 3.1 million enthusiasts. The average being a 21-35 year old male.

### THE UK HAS THE FRAMEWORK TO SUPPORT GROWTH

PwC believe that the UK has a great grassroots framework in place to drive growth and engagement, especially with Riot's League of Legends league structure. This will play a key role in pushing the UK market to the global standard of other European nations.

### 2ND MOST WATCHED COMPETITIVE ACTIVITY FOR BOYS IN UK.

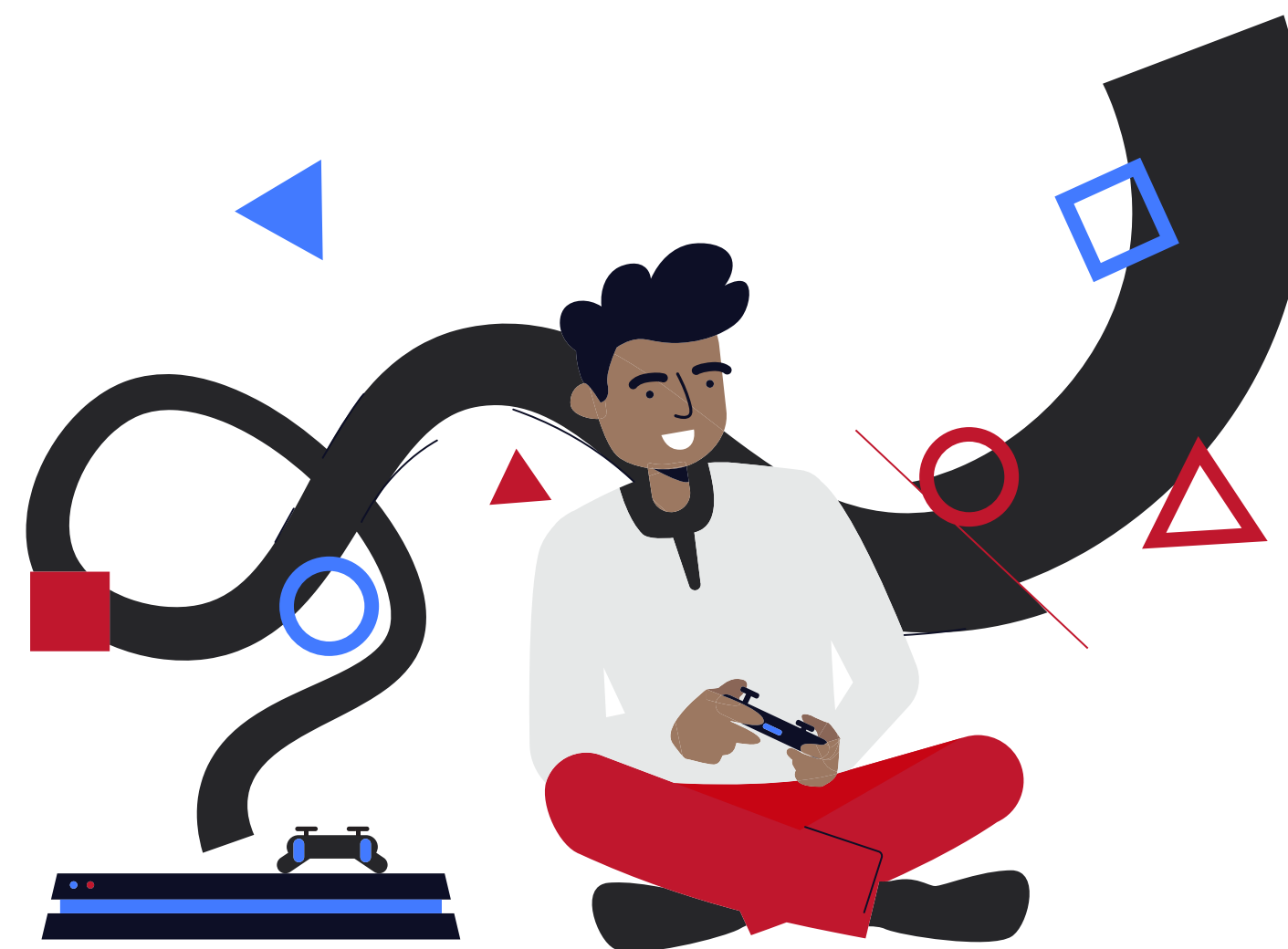
The British Esports Association reported that a recent study of 5,000 youngsters found that one in five male respondents said they regularly tuned in to watch esports. This puts esports ahead of mainstream sports such as boxing, rugby & tennis.

### EUROPEAN ESPORTS REVENUE WILL REACH €670M BY 2023.

According to a report by Deloitte, the European esports market generated €240 million in revenue during 2018, and had an audience of 105 million people. Revenue is expected to grow by 23% each year to reach €670 million by 2023.

### THE GRASSROOTS MARKET IS A BOOMING POOL OF TALENT

The grassroots scene is thriving in the United Kingdom. UKIE report that over 3,000+ players compete in student leagues, representing over 110+ universities across the country. This increases the standard of competition, and uncovers untapped talent.



### FOOT NOTE

This page references various reports including those by leading global consultancy firms. Links to these reports can be found at the end of the document.



# Our partners become an integral part of our brand that is seen by many and competes globally.

## HOME TO PLAYERS COMPETING IN LEADING ESPORTS TITLES

Using The Esports Observer's **Q2 2021 PC Games Impact Index**, Viperio compete in the UK&I national league for two of the top ten most relevant esports titles globally. This includes the index's number one title, League of Legends, as well as Rainbow Six Siege.

## A TWITCH TEAM WITH A 46,000+ COLLECTIVE FOLLOWING

On the world's largest video game broadcasting platform, Twitch, Viperio has a team page consisting of 24 individual member channels. Our streamers are located in countries across Europe, allowing us to expand our reach to a network of viewers from across the globe.

## 13+ OFFLINE EVENTS & COUNTLESS ONLINE TOURNAMENTS

With 8+ years of competitive history, our players have represented Viperio at a variety of online and offline tournaments. Past venues include Wembley Stadium, the Gfinity arena and Birmingham's National Exhibition Centre.

## A CONTENT FIRST SOCIAL STRATEGY

Unconventional methods of promotion are avenues we want to explore. Using mediums such as TikTok, Instagram Stories & Twitter Live, we're constantly looking for new methods to help put Viperio and our partners in front of new audiences.



### FOOT NOTE

The four above mentioned topics are a selection from an array of activities which help Viperio stay relevant within the esports sector.

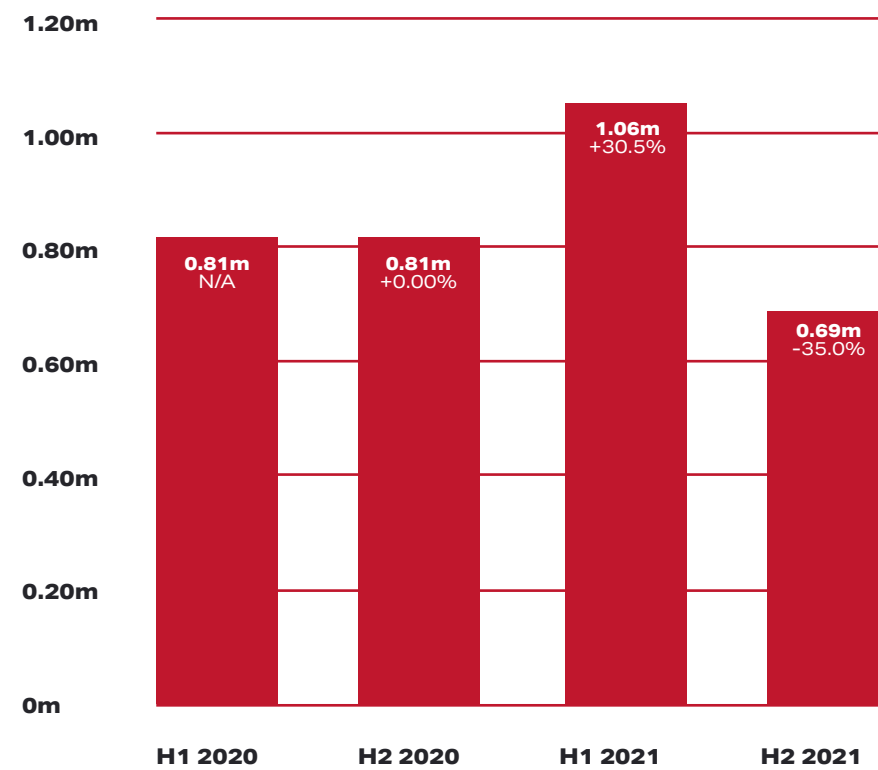


# Twitter: our primary point of engagement with 1,750,000+ impressions over the last year.

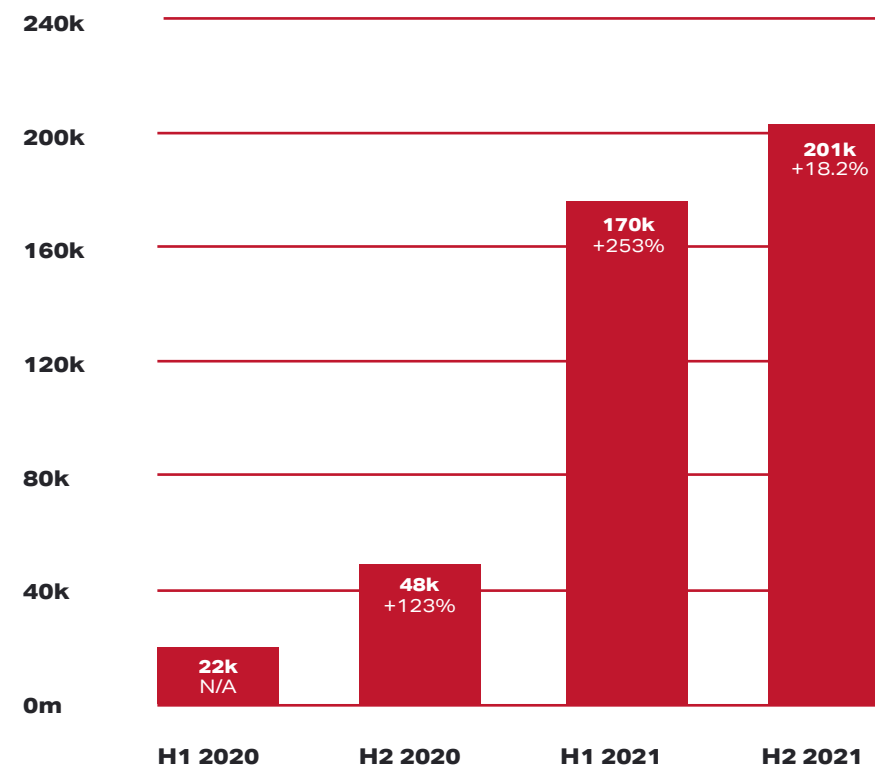
With over 3,400+ followers, our Twitter account plays a pivotal role in facilitating authentic engagement with our audience. With 371,000+ profile views over the last twelve months, Twitter has grown into our most valuable method of distributing media to our fans and members of the wider esports community.

Twitter offers a variety of tools to creatively promote content to our viewers. From elements as simple as our profile header, to more advanced features such as Twitter cards and Twitter Live, we're able to push team content and partner information in inventive and eye-catching ways.

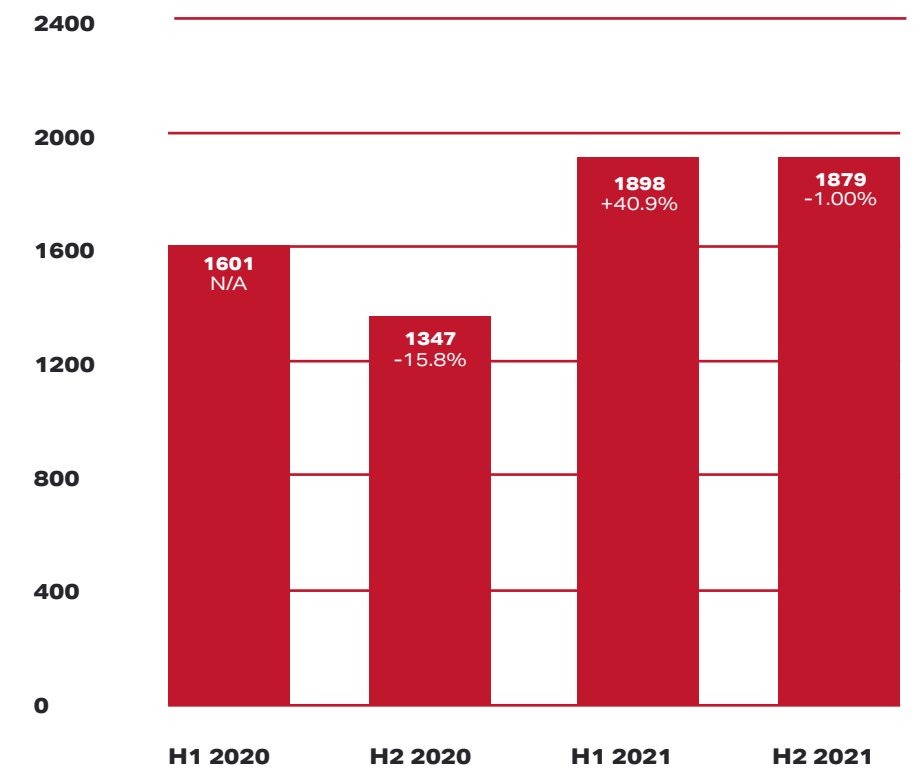
## IMPRESSIONS



## PROFILE VISITS



## ACCOUNT MENTIONS



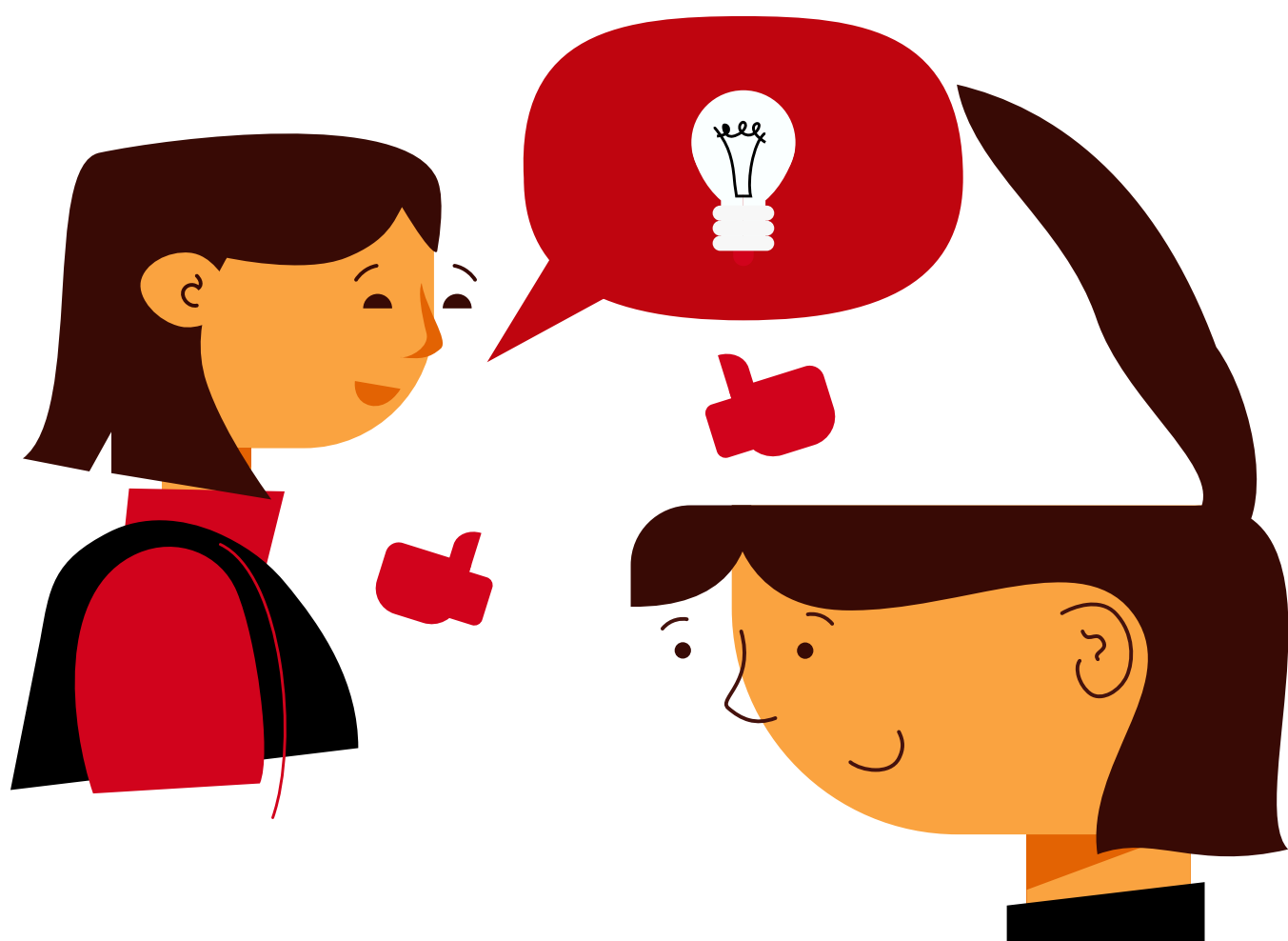
## FOOT NOTE

Statistics above illustrate the reach of the team account only (@viperioesports). Reach is further expanded when including engagement across individual member accounts.





# Whilst we love to tweet, we continuously engage with our fans as they move between platforms.



<b>TWITCH</b>	<p><a href="https://www.twitch.tv/team/viperio">TWITCH.TV/TEAM/VIPERIO</a></p> <p><b>FOLLOWERS</b> 46,000+</p>	Twitch allows our individual members to truly connect and interact with their followers in realtime. Made up of 24 channels, our Twitch team act as ambassadors for Viperio, helping to personify our brand on the leading esports broadcasting platform. Our streamers come from a range of social and ethnic backgrounds, and of different genders and sexual orientations.
<b>FACEBOOK</b>	<p><a href="https://www.facebook.com/viperio">FACEBOOK.COM/@VIPERIO</a></p> <p><b>FOLLOWERS</b> 4,400+</p>	Our Facebook audience consists of a wider pool of nationalities, with over 50% of our followers located in South East Asia. While Facebook is a lower priority platform for Viperio, as one of the world's leading social media platforms, we continue to push out key pieces of content to continuously remain in the face of our followers.
<b>INSTAGRAM</b>	<p><a href="https://www.instagram.com/viperioesports">INSTAGRAM.COM/@VIPERIOESPORTS</a></p> <p><b>FOLLOWERS</b> 550+</p>	While not as popular as some of our other social media channels, we still see it key to have a presence on Instagram. A very visual platform, we commonly utilise features such as Stories to directly interact with followers, provide rapid updates and also offer behind the scenes views. These features will be more important once in-person competition returns.
<b>TIKTOK</b>	<p><a href="https://www.tiktok.com/@viperio">TIKTOK.COM/@VIPERIO</a></p> <p><b>FOLLOWERS</b> 1,900+</p>	As new platforms emerge, Viperio look to capitalise on changing consumer habits to stay relevant and attract new followers to our core social channels. TikTok's "For You" page has helped us grow our profile rapidly organically. Posts include stream highlights and sketches featuring individual members of Viperio, with some videos receiving hundreds of thousands of views.
<b>WEBSITE</b>	<p><a href="https://www.viperio.com">VIPERIO.COM</a></p> <p><b>MONTHLY VISITORS</b> 2,000+ USERS</p>	Our website is an owned platform which allows us to distribute information to followers. Our website acts as a detailed information resource, informing visitors about rosters, match results, latest news and partner information. With over 6,600+ page visits per month, the majority of our website viewers are located within the UK&I and USA.

## FOOT NOTE

Statistics above illustrate the reach of the team account only (@viperioesports). Reach is further expanded when including engagement across individual member accounts.



**A variety of assets to help put your brand in front of our audience, whilst creating shared value for your company and our followers.**

**FOOT NOTE**

Viperio has a wide range of assets which can be used to create shared value with our partners. Choice of promotion may vary depending on the required KPIs and objectives.

**PROFESSIONAL GRADE PRODUCTION TEAM**

Through close ties with Just Content Studios (Owned by our Head of Media Conor Rabbett), Viperio have access to industry leading videography and production equipment. This enables us to produce our own commercials, live broadcasts and podcasts with ease.

[SEE OUR PARTNER JUST CONTENT](#) →

**NAMING RIGHTS PROGRAMMES AND COMPETITIVE TEAMS**

Our teams compete in a variety of leagues & tournaments. What better way to showcase our partnership other than a co-named team. This would show your business name in tournament standings, match broadcasts & related shared content.

[SEE VIPERIO 86 CO-BRANDED TEAM](#) →

**BRAND ACTIVATION VIA PRODUCT PLACEMENT**

Our jersey is the main piece of our official player kit. With various spots to place your company logo, our jersey is a great way to be featured in match photos, livestreams, and be exposed to all other players and fans in attendance.

[SEE VIPERIO JERSEYS IN ACTION](#) →



# Case study - Utilising Twitter & YouTube to generate \$73,000+ in sales for GT Omega.

## A LONG STANDING PARTNERSHIP SINCE MAY 2015

We originally partnered with GT Omega back in May 2015, and at the time, it was a very big announcement at the time. GT Omega hadn't partnered with many teams, and we were one of the smallest team they worked with during that year.

## A CHANCE TO SELL TO UNTAPPED CONSUMERS

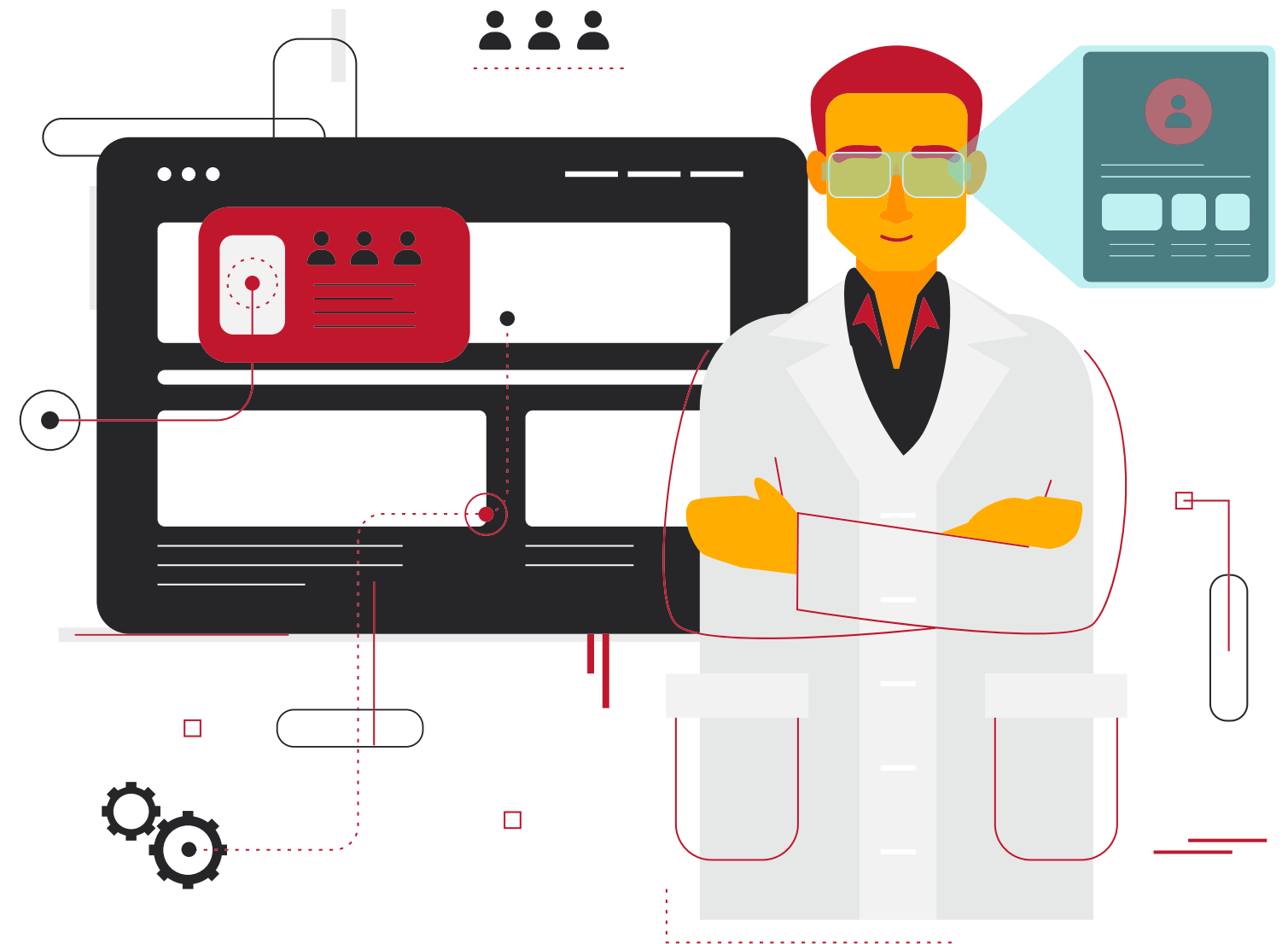
Through a combination of tweets and short adverts at the start of our creator's YouTube videos, between May 2015 & December 2018, we helped GT Omega obtain 261 unique orders in the UK, and 88 in the USA, bringing in approximately \$73,031 in sales revenue.

## DEVELOPING THE RELATIONSHIP AS WE BOTH GROW.

As Viperio grows within the European esports scene, we were able to help GT Omega generate more sales for their business. In turn, we began to give our players and creators GT Omega chairs to ensure they played in comfort, and to cement our partnership on player streams.

## REWARDING OUR FANS AND COMPETING TOGETHER

We've given away GT Omega chairs on Twitter to reward our followers, whilst driving attention towards the GT Omega brand. 41 players have worn a jersey representing Viperio and GT Omega at offline events; seen on streams, captured in event photos & viewed by attendees.



## FOOT NOTE

In the example, the KPI was increased revenue. Viperio understand that KPIs vary between partners, and we will tailor our approach to help you meet your objectives.



**Standing out from other teams by being a first mover and pioneer of experimental content.**

**FOOT NOTE**

Viperio take an opportunistic approach when entering new esports or launching new content offerings, decided using cost benefit analysis and ease of execution.

**OPPORTUNITIES WITHIN UNIVERSITY ESPORTS**

Esports is widely accepted within UK&I universities. Student esports gives teams access to prime candidates aged between 18-25 with the drive to learn and win trophies. Viperio were one of the first brands to field a student roster to compete in university leagues.

[SEE VIPERIO DURHAM EXAMPLE](#) →

**TREND SETTING & EXCITING ORIGINAL CONTENT**

Too many teams simply post their results, relying on third party coverage to generate additional content. We're keen to be a first mover when it comes to media, being one of the first teams to start a live, pregame show to build hype around upcoming fixtures.

[SEE VIPERIO ALL ACCESS PREGAME SHOW](#) →

**BRAND EXTENSIONS INTO NICHE ESPORTS AND MORE**

Whether it be acquiring a Street Fighter V player from Teesside to represent us in small community tournaments in the North East, to acquiring an international chess player to target an even wider audience, we're keen to extract value from all areas of gaming.

[SEE VIPERIO BOONY, OUR LOCAL PLAYER](#) →



**Taking on the best of the best, our competitive calendar for the next six months sees us represent the UK&I in a European tier league, as well as competing in two nationals leagues within our home market.**



**NORTHERN PREMIER LEAGUE (NPL)  
APR 2022 - AUG 2022**

Viewership: Average: 800~, Peak: 1300~

Official Broadcast:  
[twitch.tv/rainbowsix\\_uk](https://www.twitch.tv/rainbowsix_uk) (56.8k followers)

Following the merger of the UKI Nationals & Nordic Championship, the NPL sees the UKI & Nordic's best 10 teams compete for a chance to compete in the European Challenger League 2022.

**ENTRY: CONFIRMED**



**NORTHERN LOL CHAMPIONSHIP (NLC)  
JAN 2021- MAR 2022**

Viewership: Community Streams

Official Broadcast:  
[twitch.tv/nlclol](https://www.twitch.tv/nlclol) (51.6k followers)

Competing in the NLC Division Three, Viperio takes on some of the best semi-professional League of Legends teams within the UKI & Nordics esports ecosystem.

**ENTRY: CONFIRMED**



**EUROPEAN CHALLENGER LEAGUE  
OCT 2022 - NOV 2022**

Viewership: Average 6,897, Peak 23,056

Broadcast:  
[twitch.tv/rainbow6](https://www.twitch.tv/rainbow6) (2.1m followers)  
[twitch.tv/rainbowsix\\_uk](https://www.twitch.tv/rainbowsix_uk) (56.8k followers)

Europe's 16 best National league teams come together to compete for a chance at promotion into the European League.

**ENTRY: CONDITIONAL**

**FOOT NOTE**

The tournaments & leagues listed above are Viperio's priority events in H2 2021 and H1 2022. Entry into conditional events is pending the outcome of an earlier event.





### WHAT MAKES VIPERIO UNIQUE IN THE WORLD OF ESPORTS?

- 01 **THE NORTH EAST'S TEAM:** Founded in 2013, Viperio is the largest esports club in the North East of England, and one of the oldest team in the UK&I. Our brand strategy can capitalise on local opportunities without alienating international fans.
- 02 **FINANCIALLY SAVVY:** Despite zero investment to date, though robust planning and a conservative spending strategy, Viperio have obtained licence agreements for multiple leagues and established a following for considerably less cost than other
- 03 **EXPERIMENTAL FIRST MOVER:** Whether it be taking inspiration from traditional sports, or trying less common mediums of distribution, we're not afraid to think out the box and innovate when promoting our brand to relevant audiences.

### WHAT ARE THE MAIN INCENTIVES TO PARTNER WITH VIPERIO?

- 01 **BRAND PERCEPTION:** By sponsoring Viperio, your business instantly shows a commitment to supporting our team and the esports industry, improving your brand perception in the eyes of both our fans and the wider esports community.
- 02 **REACH A YOUNG, BROAD AUDIENCE:** With esports a mainstream form of entertainment for Millennials and Generation Z, Viperio can help promote your company to an audience which includes esports fans, players and other esports businesses.
- 03 **DRIVE COMMERCIAL OPPORTUNITIES:** Whether it be co-branded products, unique promotional content or logo placements across our assets, partnering with Viperio is a creative avenue to drive new business opportunities for your company.

### HOW IS VIPERIO IS COMMITTED TO SUSTAINABLE OPERATIONS?

- 01 **ENVIRONMENTAL:** currently operating online with a 100% remote workforce, Viperio minimise our environmental impact by prioritising online competitions to avoid unnecessary travel, minimising our our carbon and waste footprint.
- 02 **SOCIAL:** Viperio places a strong emphasis on individual wellbeing, actively monitoring the physical and mental health of our players. Viperio also take a strong stance in tackling social issues such as racism and harrasment.
- 03 **GOVERNANCE:** Currently all profit is re-invested into the company to drive growth and further support our representatives, staff and wider stakeholders. Effective communication channels ensure the voices of all within Viperio are heard.

### FOOT NOTE

Continued expansion into Esports through Viperio increases the North Easts ability to develop world class esport athletes/professionals and long-term sustainable careers.



<b>PAGE</b>	<b>REFERENCE</b>	<b>CONTENT LINK</b>	<b>PAGE</b>	<b>REFERENCE</b>	<b>CONTENT LINK</b>
06	Newzoo (2016) The UK Esports Audience 2016.	<a href="https://newzoo.com/insights/infographics/uk-esports-audience-2016/">https://newzoo.com/insights/infographics/uk-esports-audience-2016/</a>	07	The Esports Observer (2021) Q2 2021's most impactful PC games.	<a href="https://www.sportsbusinessjournal.com/Esports/Sections/Media/2021/07/q2-2021-impact-index.aspx">https://www.sportsbusinessjournal.com/Esports/Sections/Media/2021/07/q2-2021-impact-index.aspx</a>
	PwC (2018) The growing presence of the UK in esports. PwC Perspectives.	<a href="https://pwc.blogs.com/industry_perspectives/2018/09/the-growing-presence-of-the-uk-in-esports.html">https://pwc.blogs.com/industry_perspectives/2018/09/the-growing-presence-of-the-uk-in-esports.html</a>	13	Esports Charts (2020) European Challenger League 2020 viewers stats.	<a href="https://escharts.com/tournaments/rainbow-6/european-challenger-league-2020">https://escharts.com/tournaments/rainbow-6/european-challenger-league-2020</a>
	Deloitte (2019) European esports market worth €240 million=	<a href="https://deloi.tt/3eZQJns">https://deloi.tt/3eZQJns</a>		END OF REFERENCES	END OF URLS
	BEA (n.d.) Esports is now the second most-watched competitive activity	<a href="https://britishesports.org/news/esports-is-now-the-second-most-watched-competitive-activity-among-boys-in-the-uk-aft...">https://britishesports.org/news/esports-is-now-the-second-most-watched-competitive-activity-among-boys-in-the-uk-aft...</a>			
	UKIE (2016) Growing the UK as an esports hub. Esports whitepaper report.	<a href="https://ukie.org.uk/sites/default/files/eSports%20whitepaper.pdf">https://ukie.org.uk/sites/default/files/eSports%20whitepaper.pdf</a>			



**THIS IS THE LAST PAGE OF THIS DOCUMENT**  
**WE WOULD LIKE TO THANK YOU FOR YOUR TIME.**  
**YOU CAN DIRECTLY CONTACT US BELOW.**

**MANAGEMENT**

CHRIS SWORD  
**MANAGING DIRECTOR**  
DURHAM, UNITED KINGDOM  
EMAIL.CHRIS@VIPERIO.COM  
+44 7498 818 007

BRODIE MULVANEY  
**HEAD OF SALES**  
NEWCASTLE, UNITED KINGDOM  
EMAIL.BRODIE@VIPERIO.COM  
+44 7835 788 706