

**SBI Holdings Enters the Esports Business with
the Establishment of SBI e-Sports Co., Ltd.**

SBI Holdings, Inc. (Head Office: Minato-ku, Tokyo: Representative Director, President & CEO: Yoshitaka Kitao) hereby announces that it established SBI e-Sports Co., Ltd. (hereinafter “SBI e-Sports”) and has decided to enter the esports business.

The term esports, which stands for “electronic sports,” refers to computer and video game-based matches played as a competitive sport.

In recent years, the field of esports has developed at a remarkable rate. It is estimated that at the end of 2019, worldwide esports viewership had reached 450 million ^{*1}, and moves to integrate esports with the Olympics have been ongoing. Around 75% of esports audiences are reportedly aged under 35 ^{*2}, with recognition rising particularly among digitally-minded generations. In Japan, hopes have been placed in esports as a regional development measure. esports were adopted as part of the cultural programs for the 2019 National Sports Festival in Ibaraki and the 2020 National Sports Festival in Kagoshima ^{*3}, and a number of esports tournaments and events solicited and organized by local governments and regional financial institutions have been held.

The new company SBI e-Sports will field professional esports teams, manage esports media and provide services such as esports-related consulting. In anticipation of sustained growth in the field of esports, the company will also explore coordination with partner companies and other groups in Japan and overseas as part of global initiatives. In addition, SBI e-Sports will contribute to the revitalization of regional economies by helping local governments and regional financial institutions attract esports events.

With the establishment of SBI e-Sports and its entry into the esports business, SBI Holdings expects to boost recognition of the SBI Group by enhancing points of contact with digitally-minded generations, and by extension, to be able to create synergies with the various financial service businesses of the Group.

[Website]

<https://sbiesports.co.jp/>

*1 Based on the Global Esports Market Report 2019 published by Newzoo

*2 Based on Esports TRENDS REPORT 2018 published by GlobalWebIndex

*3 Holding of the event is uncertain due to the COVID-19

[Company overview]

Name	SBI e-Sports Co., Ltd.
Logo	
Address	15F Izumi Garden Tower 1-6-1, Roppongi, Minato-ku, Tokyo
Representatives	Representative Director & Chairman: Hiroyuki Ogawa
	Representative Director & CEO: Masatoshi Kotani
Business	Management of professional esports teams, esports media and provide services such as esports-related consulting

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