

**PLANET VENTURES SUBSIDIARY, 1<sup>st</sup> ELEVEN LIMITED,  
ANNOUNCES THE ADDITION OF THE ECL CREATOR NETWORK  
TO 1<sup>st</sup>11 - A WHOLLY INCLUSIVE NETWORK WITH OVER 100  
FEMALE GAME CREATORS**

**VANCOUVER, British Columbia – May [2], 2022 – Planet Ventures Inc. (TSX-V: PXI; OTC: PNXP; FSE: P6U1) (“Planet” or the “Company”)** is pleased to announce that 1<sup>st</sup> Eleven Limited (“1<sup>st</sup>11”), a wholly owned subsidiary of the Company, has reached an agreement with ECL Gaming (“ECL”) whereby ECL will be joining 1<sup>st</sup>11’s Creator Network.

ECL is a leading esports organisation focused on creating a positive impact, equity and inclusion for women in the gaming industry. ECL is based in the United Kingdom and has over one hundred of the most popular and engaging female gaming creators, esports and YouTube talent. ECL will use 1<sup>st</sup>11’s Challenge App to create fun interactive challenges and rewards, as well as to support 1<sup>st</sup>11’s proprietary formats and experiences focused on fun challenges, rewards and experiences.

1<sup>st</sup>11 is an entertainment and technology business that is ‘The Home Of Challenges’ which offers fans, gaming creators and communities tools to be able to easily create and share fun accessible challenges where fans can play to earn exclusive experiences, NFT rewards and more. 1<sup>st</sup>11 also helps brand partners activate within the gaming space with scalable interactive programming and gaming formats that feature a growing network of the world’s most popular sports stars, influencers and esports talent.

Via 1<sup>st</sup>11’s mobile ‘Challenge App’ fans can easily play alongside or against their heroes and favourite creators across a wide range of AAA titles and blockchain games. ECL will also feature in 1<sup>st</sup>11’s flagship football and gaming crossover format alongside a number of 1<sup>st</sup>11 Ambassadors including international soccer star Arthur Melo (Juventus & Brazil). ECL’s female gaming talent will take part in the format’s hero challenges and promote and support unique experiences supported by 1<sup>st</sup>11’s technology where fans can join in the fun seamlessly.

Chris Glancy, Chief Product Officer 1<sup>st</sup>11, stated ***“1<sup>st</sup>11 is focused on promoting diversity, equity and inclusion within the gaming community. Our purpose is to design gaming challenges and experiences that are fun, entertaining and positive. There are over a billion girls that play video games<sup>1</sup>, ECL has an incredible roster of talent and we look forward to collaborating to make an impact together.”***

The new strategic partnership will see all ECL’s talent roster incorporated into the 1<sup>st</sup>11 Creator Network. The 1<sup>st</sup>11 Creator Network is a mobile talent management and influencer marketplace custom built to provide best in class analytics, measurement and full service support for scalable gaming activations by brands and rightsholders. The 1<sup>st</sup>11 Creator Network is designed to blend seamlessly with 1<sup>st</sup>11’s consumer facing ‘Challenge App’ where casual gamers can discover, take part in and create

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<sup>1</sup> Source: [www.statista.com](http://www.statista.com)

challenges whilst simultaneously earning, winning rewards and/or purchasing products.

Planet would also like to announce the appointment of Craig Loverock to the Board of Directors. Mr. Loverock is a licensed CPA, CA. He has over 25 years' experience in accounting and finance roles in Canada, the United States and England. Mr. Loverock has been the Chief Financial Officer and Corporate Secretary at Contagious Gaming Inc. (TSXV:CNS) since November 30, 2015, and currently serves as the Chief Financial Officer of Sproutly Canada, Inc. (CSE:SPR). He also currently serves on the Board and as the Chair of the Audit Committee for Workspport Inc. (NASDAQ:WKSP). Mr. Loverock is also on the Board of 1<sup>st</sup>11.

## **1<sup>st</sup>11 Entertainment**

1<sup>st</sup>11 is a gaming, influencer and technology business focused on designing fun, scalable and accessible formats across gaming and the metaverse in collaboration with authentic and credible creators and sports talent. The business is based in the United Kingdom with hubs in Sao Paulo and Buenos Aires. 1<sup>st</sup>11's mobile talent management platform '1<sup>st</sup>11Creators' is home to hundreds of gaming creators, esports talent and pro athletes including the likes of soccer star Arthur Melo (Brazil, Juventus F.C). 1<sup>st</sup>11 also partners with Final Level, which is one of the biggest gaming/ content groups in Latin America with 60 million+ subscribers and over half a billion views per month. In Europe 1<sup>st</sup>11 is also working with the most popular FIFA 21 community of Facebook Gaming, SAF Global Gaming. For more information about 1<sup>st</sup>11, please visit 1<sup>st</sup>11's website: <https://1st11fun.com/>.

## **About ECL Gaming**

ECL is the home of women's esports. ECL's vision is to help promote more diversity and inclusivity in the gaming industry and ECL aims to deliver industry leading content and experiences to engage consumers across the globe. A brand driven by diversity, ECL's priority is to ensure that ALL gamers feel included, irrespective of age, gender, ethnicity, or social status. With an expected audience of 307 million people in 2022, esports is one of the fastest growing industries, however, despite gaming's rise into the largest form of mass media entertainment there is still not enough representation for women in the gaming community.<sup>2</sup> ECL's goal is to help promote more diversity and equality by empowering women to grow within the gaming community. For more information about ECL, please visit ECL's website: <https://eclentertainment.gg/>.

## **About Planet**

Planet is an investment issuer listed on the TSXV, that is focused on investing in disruptive companies and industries that have high growth potential. Planet's unique portfolio driven investment policies provide its investors with access to emerging and high-growth opportunities while shielding them from any formidable downside. For more information, please visit Planet's website: <https://planetventuresinc.com/>.

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<sup>2</sup> Source "Newzoo" expect growth to continue with 8.7% year-on-year growth, ending the year 2021 with 240.0 million occasional viewers and 234.0 million eSports enthusiasts, a total eSports audience of 474.0 million.

## **ON BEHALF OF THE BOARD**

"Zula Kropivnitski"

Zula Kropivnitski

Chief Financial Officer and Director

## **INVESTOR RELATIONS CONTACT**

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## **CAUTIONARY STATEMENT ON FORWARD-LOOKING INFORMATION**

*This news release includes certain statements that may be deemed "forward-looking statements". All statements in this news release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects", "plans", "anticipates", "believes", "intends", "estimates", "projects", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results may differ materially from those in the forward-looking statements. Factors that could cause the actual results to differ materially from those in forward-looking statements include market prices, continued availability of capital and financing, and general economic, market or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and actual results or developments may differ materially from those projected in the forward-looking statements. Forward-looking statements are based on the beliefs, estimates and opinions of the Company's management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward-looking statements in the event that management's beliefs, estimates, opinions, or other factors, should change.*

*Neither TSX Venture Exchange nor its Regulations Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this news release.*