



Alpha Esports Tech Elevates Jonathan Anastas to Chairman of the Board

Experienced Gaming, Esports and Digital Media leader elected to lead strategic direction of Alpha.

May 16, 2021

Vancouver, BC – Alpha Esports Tech Inc. (CSE: ALPA), (“Alpha” or the “Company”), a technology company that focuses on emerging markets in Esports, mobile gaming, commerce, blockchain, and high growth opportunities, is pleased to announce the appointment of current director, Jonathan Anastas, as Chairman of the Board. Mr. Anastas offers the Company more than two decades of leadership experience in esports, gaming, digital media, public markets and is currently the Group Chief Marketing Officer for ONE Championship and ONE Esports.

With over a decade’s experience in gaming in addition to his leadership role at ONE Esports, Anastas was CMO of the Guitar Hero business unit and Global head of Digital and social at [Activision](#) where his work helped Call of Duty exceed \$10 billion USD in sales and he successfully marketed Call of Duty’s first forays into Esports. Additionally, during Jonathan’s tenure, he worked on the launch of both Skylanders and Destiny, generating record revenue for new gaming IP (over \$5 billion USD combined). Before joining Activision, Jonathan served as Vice President, Head of Global Marketing for [Atari](#), the legendary video game publisher.

“Jonathan is an experienced leader in the Gaming and Esports industry, having helped generate billions of dollars in revenue and his appointment as Chairman of the Board showcases our ambition to establish Alpha at the forefront of the industry,” said interim CEO, Matthew Schmidt. “While serving as a director, Jonathan has been instrumental in both operational and financial strategies and we are thrilled with his appointment to Chairman of the Board.”

“During my board tenure at Alpha, I’ve been impressed by the Company’s vision, management and product roadmap,” said Chairman of Alpha, Jonathan Anastas. “There is huge white space in the Company’s focus on leveraging their platforms to grow casual Esports participation across new genres and player bases. As a team, we will continue to drive user acquisition, seek powerful partnerships and grow the business. Having held leadership positions at two publicly-traded game publishers and co-chaired the board of directors for the Game Marketing Summit, I look to leverage that experience and help Alpha’s management and board deliver market leadership, results and shareholder value.”

About Alpha Esports Tech Inc.

Alpha Esports Tech Inc. is a technology company that focuses on emerging industries in Esports, mobile gaming, ecommerce and other high growth opportunities. Through a strong portfolio of technology assets and products such as GamerzArena, Alpha Esports Tech brings a unique mass-appeal focus to modern gaming platforms. Learn more at: www.alphatech.inc

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On Behalf of The Board of Directors

Matthew Schmidt

CEO and Director

Forward Looking Statement

This news release contains "forward-looking information" within the meaning of applicable securities laws relating to statements regarding the Company's business, products and future of the Company's business. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned not to place undue reliance on forward-looking information. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance and developments to differ materially from those contemplated by these statements depending on, among other things, the risks that the Company's products and plan will vary from those stated in this news release and the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation and does not intend to update any forward-looking statements or forward-looking information in this news release. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. The statements in this news release are made as of the date of this release.

The CSE has not reviewed, approved or disapproved the content of this press release

