

THE CHIEFS ESPORTS CLUB

#WEARECHIEFS

THE CHIEFS
BUSINESS UPDATE

Wholly owned by SQID Technologies Limited (CSE:SQID)





Chiefs Esports is ANZ's leading esports and gaming entertainment organisation.

Founded in 2014, we have stayed on top of the region with a dedication to **excellence** both in game, and out. We pride ourselves on taking the reigns and leading from the front, and, we have the trophies and results to show it.

To us, this industry is more than just picking up a controller and hitting start game. This is about a **devotion** to our craft, **passion** in the things we love, and above all else, **connection** with our friends, family, and community.

We focus on these core values in everything we do.



OUR NETWORK



1M+

NETWORK
FOLLOWING



350M+

21'/22' NETWORK
IMPRESSIONS



10M+

NETWORK
REACH



95M+

21'/22' NETWORK
VIDEO VIEWS



30.8M+

21'/22' NETWORK
ENGAGEMENTS



100K

AVERAGE WEBSITE
HITS MONTHLY



BRANDS WE HAVE WORKED WITH





CHIEFS FEATURED IN THE MEDIA



The Sydney Morning Herald



Red Bull



DOT ESPORTS



DEXERTO.COM



Ministry
Of Sport

AdNews



THE ESPORTS OBSERVER



REUTERS





A WINNING D.N.A

LEAGUE OF LEGENDS

- 1x LCO CHAMPIONS
- 4x OPL CHAMPIONS
- 4x OPL RUNNERS-UP
- 5x INTERNATIONAL REPRESENTATIVE

HALO INFINITE

- 12x HCS OCEANIA CHAMPIONS
- 4x INTERNATIONAL REPRESENTATIVES

TOM CLANCY'S RAINBOW SIX SIEGE

- 3x OCEANIC NATIONAL CHAMPIONS (ANZ)
- 1x APAC LEAGUE - SOUTH RUNNERS-UP
- 1x INTERNATIONAL REPRESENTATIVE

COUNTER STRIKE GLOBAL OFFENSIVE

- 3x IEM SYDNEY REPRESENTATIVE
- 2x ESL AUNZ CHAMPIONS
- 3x MDL GLOBAL CHALLENGE QUALIFIERS

ROCKET LEAGUE

- 3x ESL AUNZ CHAMPIONS
- 3x INTERNATIONAL REPRESENTATIVE
- 1x IEM SYDNEY REPRESENTATIVE

FORTNITE

- 4x AUSTRALIAN OPEN FINALIST
- 2x FORTNITE WORLD CUP REPRESENTATIVES

CALL OF DUTY

- 17x COD LEAGUE RUNNERS-UP
- 10x INTERNATIONAL REPRESENTATIVE





AUSTRALIA'S BEST COMPETITORS - 2022 PERFORMANCE RESULTS



LEAGUE OF LEGENDS

BACK TO BACK
FIRST PLACE

2022 WORLD
CHAMPIONSHIP TEAM

Top of the ladder for the second season in a row. Currently the global best in 4 different in game categories, including fastest win time. We represented OCE at the 2022 League of Legends World Championships.



HALO

UNDEFEATED IN
AUSTRALIA AND NEW ZEALAND

Chiefs Halo have won every HCS tournament in ANZ, currently the only undefeated team in the region in Championship matches.

The Halo team also competed at the Halo 2022 World Championships.



RAINBOW SIX: SIEGE

BACK TO BACK TO BACK TO BACK
CHAMPIONS

After 4 first place finishes in a row across multiple pro leagues, our team has cemented their place in R6 history.



Australia's biggest esports gaming house EVER. Located in sunny Queensland, Australia.

The Chiefs Country Club Project has ushered in a new era in esports & gaming content creation for our region. What has previously been industry defining across North America, is now being achieved domestically in Australia.

Playing the traditional role of housing our professional League of Legends team, the Country Club also opens up creative spaces across an entire acre (4065m²) of land.

This space provides:

- A fully fledged Players Lounge, where players compete live each week
- Break out, podcast, and streaming rooms for content creators
- 2 keg bar with full size pool table
- Tennis Court, Swimming Pool, Arcade breakout room + more

Never has an office or gaming house offered this much opportunity in our region, and we do all we can to create content for the people playing along at home.





ON SITE ACTIVATIONS



Branded Hosted Parties and Events

With an epic property like this it would be a shame to not celebrate the community coming together whenever we can. Over 4000m2 provides an immense amount of space for multiple brands to activate at any given moment.

In house tournaments, broadcasts, and podcasting

Building a foundation on content, the house plays host to podcasts and streaming broadcasts. We recently broadcasted Australia's biggest ANZ Call of Duty tournament, partnering with non other than Chris Pratt and Amazon Prime to promote his new show; The Terminal List.



Unique branding activations

Legendary street artist Sofles connected with Red Bull to immortalise one of the most iconic moments in Chiefs history with an incredible mural. With an enviable amount of activation space, the house provides a platform for unlimited creativity to promote your brand.



In House Podcast Studio



Branded
Creator Streams
and tournaments



Embedded
Partner
Branding



Curated brand
experiences



BRINGING YOUR BRAND TO LIFE



Bespoke national tournaments



On the world stage



National Ad Campaigns



On site activations

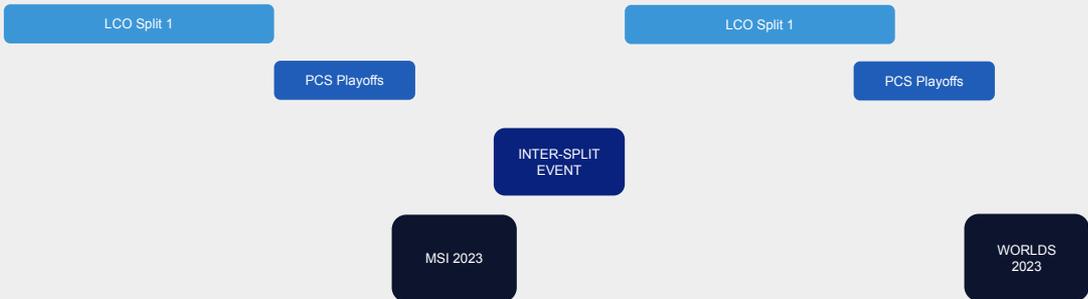


THE CHIEFS ESPORTS CLUB - 2023 CALENDAR

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



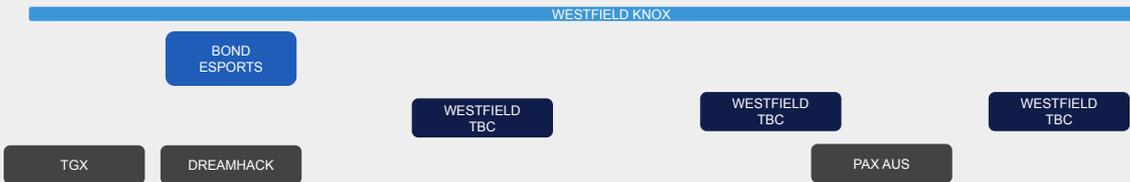
COMPETITIONS



BOOTCAMPS



ACTIVATIONS



TOURNAMENTS



CONTENT





KEY BUSINESS ACCOMPLISHMENTS 2022

- Multi year partnership with Australia's largest retail shopping centre - Scentregroup/Westfield
 - Retail and activation strategy with national workshops and gaming activations(ticketed and commercialised)
 - Westfield Knox permanent/purpose built dedicated gaming and activation space for The Chiefs- Q2/3 2023
 - Westfield & Scentregroup to add Chiefs to inventory list for media sales and commercial offering in 2023
 - Working closely with the marketing and partnerships teams to align with all major brands within Westfield as potential partnership opportunities for The Chiefs
- McDonalds Winter campaign live from the Country Club - Case study featured on page 23
- McDonalds Summer campaign live from the Country Club - Case study featured on page 16
- McDonalds Overwatch 2 game launch from the Country Club
- Amazon Prime & Activision activation at the Country Club for the season of Jack Reacher - Case Study on page 15
- Amazon Prime & Activision activation at the Country Club for the season of The Terminal List- Case Study on page 18
- Energizer \$15,000 ANZAC Invitational tournament activation at the Country Club
- Dreamhack Melbourne
 - League of Legends finishing the regular season 21-0 and breaking all time records. Only dropping one official match in the best of 5 grand final, eventually winning 3-1 to make the world championships.
 - Unlocking \$200,000 USD to be paid for qualifying via the publisher
 - Average concurrent viewership of 320,000 per game for The Chiefs
 - Halo winning the final national championship for 2022. The team taking home all major national titles for the year and qualifying for HCS Seattle and the World Championships
 - The team won all national events and qualified for 5 major international events in 2022
- Westfield Mt Gravatt holiday activation - Two week physical activation - Case study on pages 21 & 22
- League of Legends Scouting Grounds tournament in conjunction with L'Oreal & Cure Cancer Australia - Case study on page 17
- Bond University: Business of Esports Course launched
- 10 new clients and campaign partners added in 2022
- 4 content creators added to the Chiefs family - totalling 3 million more in additional reach for 2023



THE CHIEFS CASE STUDIES

THE CHIEFS ESPORTS CLUB

CASE STUDIES



PRIME VIDEO ANZ - JACK RYAN

The ANZ Call of Duty Modern Warfare 2 Invitational sponsored by Jack Ryan



550k+

GAMERS REACHED



132k+

HOURS WATCHED



2.9M+

TOTAL CAMPAIGN
IMPRESSIONS

To celebrate the launch of Season 3 of Jack Ryan, **Amazon Prime ANZ** enlisted The Chiefs to host a live broadcast from the Chiefs Esports Clubhouse in South East Queensland.

The 8 team event included some of the best Call of Duty Influencers, Pro Players, and Content Creators for a 8 hour event that included a \$15,000 AUD Prize Pool. Additionally, The Chiefs handled a social media take over of the Amazon Prime ANZ social media accounts through team creator, JackoGFreak.

Campaign Initiatives included:

- [Partnership Promotional Video produced by The Chiefs](#)
- [Going Rogue Round with JackoGFreak and PrimeVideo](#)
- Social Media posts in the lead up, going live, and post celebration
- Digital Logo Placements on stream and across social media
- Over 120+ Social Media Posts
- 7.5 Total Broadcast Hours





SUMMER LAN PARTY AT THE CHIEFS HOUSE

On the 18th of December Macca's and The Chiefs kicked off Summer in style with our very first Summer LAN party.

With the sun shining, and music pumping, we summer-fied The Chiefs Esports Clubhouse for the ultimate summer gaming experience.

Winners were flown in from all around Australia, from life long fans, to professional players, to take on the next level racing hot lap challenge, participate in a creator vs pros Intel PC Build off, and spend some time at the incredible esports and gaming compound.

Additionally, we launched some exclusive collab merch that included summer tees and hats, that have become instantly iconic.



5 WINNERS FLOWN OUT TO THE CHIEFS GAMING HOUSE



2 LIMITED EDITION MACCAS X CHIEFS APPAREL ITEMS CREATED



NATIONWIDE GIVEAWAY TO FIND THE WINNERS



Campaign Initiatives included:

- [Partnership Promotional Video](#)
- Social Media posts in the lead up, going live, and post celebration
- Chiefs pro players and influencers present
- Product placement and mentions
- Limited edition apparel created and given out



SCOUTING GROUNDS LIVE EVENT WITH ONLINE BROADCAST



200,000+

GAMERS REACHED VIA CHIEFS



65+

BRANDED SOCIAL POSTS



12hr+

OF LIVE BROADCAST INCLUDING 17 GAMES

Over the weekend of Nov 26-27, the Chiefs Country Club was home to the L'Oréal Men Expert Scouting Grounds. A combine type competition to showcase all the up & coming League of Legends players in ANZ as part of our strategy to help nurture and grow grass roots domestically and have Men Expert seen as the brand helping make this possible.

Over 12 hours & 17 competitive games broadcast live from the house featuring LCO pro league commentators & talent.

32 up & coming players selected to compete over the weekend and showcase their skills from a pool of 90+ applicants (captained by current pro players).

EVENT INCLUDED:

- [SCOUTING GROUNDS RECAP VIDEO](#) [LINK]
- Men Expert event title sponsor
- Social Media posts in the lead up, going live, and post celebration
- Men Expert product giveaways for viewers
- Product placement & mentions on broadcast + brand shoutouts.
- Digital Logo Placements on stream and across social media
- \$4,102.11 raised for Cure Cancer





THE TERMINAL LIST INVITATIONAL



Amazon Prime Video tasked us with hosting their first gaming tournament to promote Chris Pratt's new series; The Terminal List. This one day broadcast was hosted live from our gaming house. We enlisted the help of Australia's best Call of Duty Commentators, invited NRL Star Jordan Kahu to play from the house, and enlisted 10 of the best Call of Duty content creators from Australia, New Zealand and Japan.



Tournament
Introduction by
Chris Pratt himself



Over 1M+ reach across
social media in 24
hours



Over 350k gamers
tuned in to the live
event



Broadcast globally,
live from the Chiefs
gaming house



ENERGIZER TEAM PARTNERSHIP

12 Month Team Partnership



30.1M+

TOTAL
OVERALL IMPRESSIONS



501+

BRANDED SOCIAL
POSTS



741k+

MR ENERGIZER X
CHIEFS GIF VIEWS

The Chiefs and Energizer Partnership focused on embedding the Energizer brand with Australia's top esports leagues and teams, and providing educational content to help gamers power up, and stay fully charged for longer.

The partnership focuses on three key categories; Logo and Brand placement, Curated Video Content, and Social Media posts.

Campaign Initiatives included:

- Jersey Logo Placement
- LCO Broadcast Placement
- Announcement Video
- Curated Educational Content
- Energizer GIFs
- Creator Streams
- Social Media Posts
- Digital Logo Placements
- Gaming House Brand Placement

Do you want **games** with that?

(Playing) Together & lovin' it



Your favourite streamers are playing together!



CRAYATOR



LOSERFRUIT



CRISPY



JACKO G FREAK



AYEKAY

POPULAR NOW |

Feature | The games we're looking forward to in 2021

Time loops, cyber kitties, glass-cannon witches, squirrels...

Feature | PlayStation in 2021: Sony presses its advantage with a string of big exclusives

God of War, Horizon, Gran Turismo and more look to drive PS5 into new homes all year.

Feature | Xbox in 2021: a proper launch year awaits

The pressure's on Halo Infinite, but true success may lie elsewhere for Microsoft.

No, Microsoft isn't forced to use batteries in Xbox controllers because of a deal with Duracell

Positive.

Digital Foundry | Cyberpunk



LATEST |

Ask Iwata book releases in English this April

Words of wisdom from the late Nintendo president.

Feature | PlayStation in 2021: Sony presses its advantage with a string of big exclusives

God of War, Horizon, Gran Turismo and more look to drive PS5 into new homes all year.

Magic: The Gathering Arena hits Android early access this month

Acc.

Path of Exile's Echoes of the Atlas expansion comes out next week

Absolutely boss.

Feature | What to look forward to in 2021 - It's the Eurogamer next-gen news cast!

Switch it up.

Jelly Deals | Xbox Series X's stock where to buy Microsoft's new console

Nintendo eShop struggles amid Monster Hunter Rise demo release

Now open for maintenance.

SNK reveals King of Fighters 15 debut trailer

Plus two new Samurai Showdown characters.

Jelly Deals | It's over 50% off on this massive Switch accessories bundle

Carry case, controller docks, screen protectors, comfort grips, headphones and more.

Four years late, Twitch suspends Donald Trump's account

To stop it being used "to incite further violence".

Call of Duty: Black Ops Cold War gets a mid-

ALEX GLENN



MCDONALDS AUSTRALIA

SUMMER STREAM WEEK PARTNERSHIP



670K+

GAMERS REACHED VIA CHIEFS



75+

BRANDED SOCIAL POSTS



5.6M+

TOTAL CAMPAIGN IMPRESSIONS

Across 7 days, The Chiefs worked alongside some of the biggest creators in Australia to bring the first Macca's sponsored streams to life.

The week long event saw Muselk, AussieAntics, Crayator, Loserfruit, Crispy, Jacko G Freak, AyeKay, Kiki and NRL Legend Alex Glenn come together to play. Because gaming is better together.

Campaign Initiatives included:

- [Partnership Promotional Video](#)
- Collaborative streams across the team
- Social Media posts in the lead up, going live, and post celebration
- Week long schedule of creator streams
- Digital Logo Placements on stream
- Partnered Media promotion via Dot Esports, the biggest esports media network globally

Playing together & lovin' it
GOING LIVE NOW



ALEX GLENN



Playing together & lovin' it
7pm AEDT on Jan 21st



CRISPY



JACKO GFREAK

Playing together & lovin' it
7pm AEDT on Jan 28th



AYEKAY



KIKI



WESTFIELD MT GRAVATT ACTIVATION

The Chiefs Raceway came to Westfield Mt Gravatt centre court during the Sept-Oct school holidays. For 2 weeks shoppers were given a taste of esports & gaming through an activation made for all age groups. Participants could try one of the car sim racing setups or even take to the skies in the jet simulator. The casual lounge set up had split screen Rocket League on so friends and family could battle it out and find out who was best.

COMMERCIAL INTEGRATION



Over 300,000 consumers through the centre during activation



Embedded products and branding with product sampling



360 degree branding opportunities



Pro player and influencer attendance



Daily competitions and fan play with partner product giveaways & Hot Lap competition

CONTRIBUTING ACTIVATION PARTNERS

L'ORÉAL
PARIS
MEN EXPERT

next level
RACING

RAZER

COMPUTER
ALLIANCE



(click video above to play)



MACCAs WINTER STREAM WITH THE CHIEFS

The Macca's® Winter Takeover of our Country Club is complete and what a weekend it was! Special Guests including Australia's largest League of Legends streamer "Midbeast", LCO commentator "kiittwy", & NRL legend Alex Glenn. Chiefs House Tour live on stream. Limited edition Chiefs x Macca's merch given away to those that interacted and to finish it off a McDelivery hookup for everyone at the house.



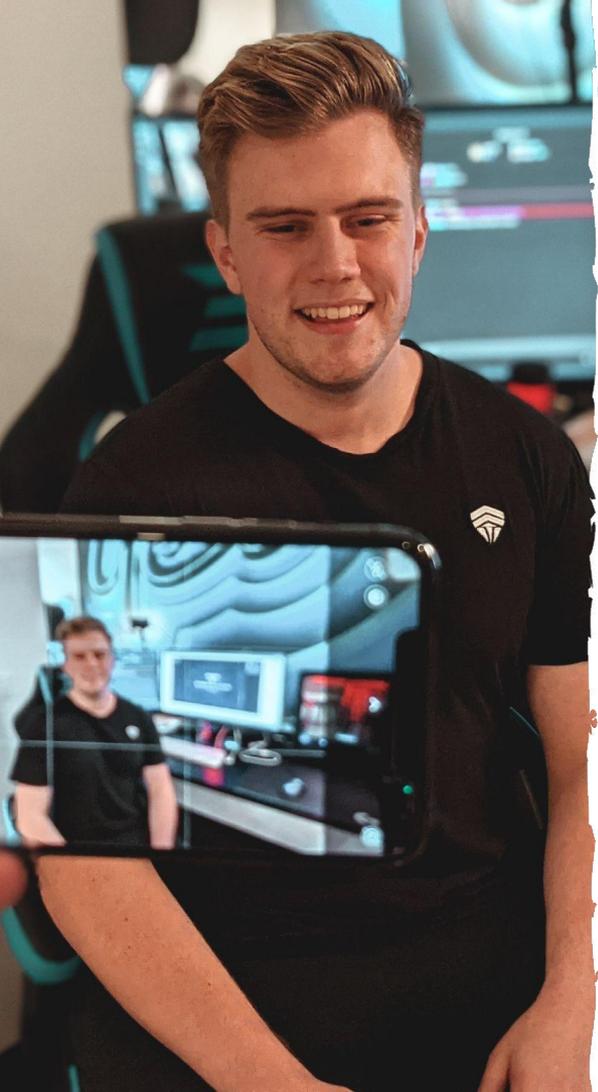
(click video above to play)



CHIEFS "HOUSEWARMING" PARTY

We attend (and host) multiple events throughout the year and it is always fun to showcase what an awesome time they were and the partners that were involved in them. Take a look at our "Chiefs House Warming Party" with Red Bull.





OPTUS STREAMING BOOTH



CONCEPT

WE PROVIDED THE INITIAL CONSULTATION ON WHAT THE SPACE SHOULD ENCOMPASS AND HOW IT WOULD INTEGRATE INTO THE WIDER GAMING/ESPORTS ECOSYSTEM, EMBEDDING OPTUS AS A BRAND.



CREATION

DURING CREATION WE PROVIDED CONTINUED CONSULTATION ON TECHNICAL ASPECTS OF WHAT WAS NEEDED IN THE BOOTH AND CREATED PROCEDURES AROUND THE CONTENT CREATOR INVOLVEMENT IN THE BOOTH.



EXECUTION

THE BOOTH IS NOW OPEN IN OPTUS FLAGSHIP STORE AT QUEEN ST MALL, BRISBANE. WE MANAGE THE WEEKLY FLOW OF CREATORS AND PROMOTION FOR THE BOOTH, AS WELL AS PARTNER ACTIVATIONS INSIDE THE BOOTH.



L'ORÉAL PARIS MEN EXPERT

Now a long term partner, our initial 3 month campaign was L'Oreal's first entrance into the esports and gaming market in ANZ.

We focused on a content driven community engagement approach for a strong initial brand awareness push for their target audience.

1000+
PIECES OF
CONTENT

22
COMPETITIVE
GAMING
TOURNAMENTS

350
SOCIAL MEDIA
POSTS

JERSEYS
AND SOCIAL
ASSETS

IN STORE
WOOLWORTHS
ACTIVATION

50
PRODUCT
GIVEAWAYS

8,000,000+
IMPRESSIONS

LIVE STREAMS
+
WEB





QV MELBOURNE ACTIVATION

The Chiefs took over QV Melbourne and bought gaming & esports to QV with a custom made Gaming Dome! The dome featured free to play gaming stations, a mini esports main stage, and racing simulators. **45,000 people made their way through the dome over the 2 week period** with even a drop in appearance from F1 driver Lando Norris (who is a passionate gamer himself) while the Melbourne GP was on.



(click video above to play)



CONTENT EXAMPLE - PARTNER CONTENT WITH RED BULL

Regular brand centric content that focuses on partner activities. In this video we captured legendary and world famous graffiti artist 'Sofles' coming out to the Chiefs House to paint a mural on one of our walls. This included Red Bull branding, a former Chiefs players likeness, and was Halo themed.



(click video above to play)



CONTENT EXAMPLE - TEAM CONTENT

Content made to showcase our players/team dynamic to grow fan awareness and affinity with players. Lot's of organic opportunities for brand & product inclusions.



(click video above to play)