

HSBC and ONE Esports team up to tackle financial fitness



15 February 2022 – Leading international bank HSBC and ONE Esports, a leading esports media platform and subsidiary of Group ONE Holdings (ONE), today announced a new partnership that will change the way players engage with esports.

The one-year partnership, starting as a pilot in Singapore, Malaysia, and Indonesia, will also see HSBC partner with ONE Esports on 10 community tournaments and one major event this year.

Global esports revenues grew to over \$1bn+ in 2020*, with an increase in player numbers of 5.3% from 2019 of which 55% were based in Asia-Pacific.**

In-game resource management is a crucial strategic aspect of esports, but there is little financial guidance on how to optimise these valuable assets. The partners will create tailor-made videos to help players manage these prized resources in multiplayer online battle arena (MOBA) games, with useful hints and tips. The expert advice will also be designed to be transferable to life outside of gaming.

ONE's Analytics and Insights team will also conduct research and produce a report on the Southeast Asian esports community's preferences and behaviours related to financial services.

"We are hugely excited to partner with ONE Esports and offer our expertise to help the gamers, fans, and teams of esports with their financial fitness," said **Jonathan Castleman, Global Head of Brand and Brand Partnerships, HSBC**. "Our wider venture with ONE Esports will help the industry to unlock even more potential."

"ONE Esports is thrilled to unveil its partnership with global financial services giant HSBC," said **Carlos Alimurung, CEO, ONE Esports**. "Esports has already achieved huge growth, and its potential continues to soar. HSBC has a proven track-record of helping individuals and businesses unlock opportunities, and this partnership can help us all reach new heights."

Sources:

*Newzoo 2020 Global Esports Market Report, YouGov (2021)

**Newzoo The Games Market and Beyond in 2021

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About ONE Esports

ONE Esports features the world's biggest games, the world's best teams, and the world's best esports athletes. As the Home of esports Heroes, ONE Esports unleashes esports heroes who ignite the world with hope, strength, dreams, and inspiration. ONE Esports also owns oneesports.gg, a top global esports site that reaches millions of visitors each month, and delivers to its community the latest esports news, reviews, features, how-to guides, and in-depth stories on esports athletes, teams, and fans.

For more updates on ONE Esports, please visit www.oneesports.gg, follow us on Twitter and Instagram @ONEEsports, Facebook at www.facebook.com/ONEEsports, and LinkedIn at www.linkedin.com/company/ONEEsports/.

About HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,969bn at 30 September 2021, HSBC is one of the world's largest banking and financial services organisations.

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