



Sports AI Leader Gerford AI Partners with Guild Esports on R&D

Gerford AI, an artificial intelligence and data analytics company across numerous Olympic and emerging sports, announced its latest partner this week with Guild Esports PLC, a global teams organisation and lifestyle brand co-owned by professional football player David Beckham that fields professional players in gaming competitions.

At the core of the partnership, Gerford and Guild Esports plan to utilise Artificial Intelligence technologies for the discovery and development of professional esports players. Gerford AI uses machine learning and computer vision technologies to improve athletic performance, and specialises in emerging sports, such as table tennis, swimming and freestyle skiing. By working together with Guild's advanced technologies and expertise in gaming, Gerford will be able to apply and advance its AI capabilities in the esports space more quickly.

The partnership will focus on the development of AI-driven technologies to provide accurate, time saving data analysis, track individual players' performances and optimise pre-game preparation. Data driven performance analysis is vital to the scouting and the development of players, and AI technology is able to assess players without the subjective opinions of coaches.

Additionally, Guild and Gerford's R&D partnership will explore the development of an esports-focused online censoring tool, designed to address anti-social behaviour online more effectively by automatically filtering harmful language in game. The creation of AI-driven technology to combat potential online harms in esports will enhance the ability of organisations in the sector to provide safe spaces for pro-players to practice and compete.

"We've seen great success in using our artificial intelligence technologies to improve performance across emerging sports, particularly table tennis and swimming. By partnering with Guild, we can leverage our proprietary technology in the esports space for the first time," said **Iggy Jovanovic, Founder & CEO of Gerford AI**. "We see great technological development opportunities by working with Guild's world-class athletes, working to optimise their preparation and improve coaches' access to data in real-time competitions. We're looking forward to working with Guild as we look to create a new dawn for esports coaching."

Guild and Gerford anticipate that the resulting innovations from the R&D partnership can be leveraged to create revenue generation opportunities for both companies, and also sees long-term potential to use the technology to develop professional and educational curriculums for licensing and sale, servicing the wider esports industry from teams to everyday gamers.

"Esports, like any modern sport, is a numbers game. The more information that is available to teams, the more they can improve both their training and in-game performance. However, the vast amounts of data available make it exceptionally difficult for coaches to extract key information from the data generated or comprehend this information in real time," said **Jasmine Skee, CEO of Guild Esports**. "By partnering with Gerford, we'll be able to utilise their AI technologies to improve teams' performance, and give players greater protection online, ensuring they can focus on gaming in an abuse free environment. These AI-driven solutions show great promise for Guild, and the entire esports industry."



About Guild Esports:

Guild Esports PLC is a global fan-focused team organisation and lifestyle brand that fields professional players in gaming competitions under the Guild banner. Our in-house training academy aims to attract and nurture the best esports talent, and our goal is to provide the ultimate entertainment experience alongside a distinctive lifestyle brand authentic to the esports community worldwide. Guild is led by an experienced management team of esports veterans and co-owned by David Beckham. The Company is headquartered in the UK and its shares are listed on the main market of the London Stock Exchange (ticker: GILD) and on the OTCQB Venture Market in the United States (ticker: GULDF). Please visit www.guildesports.com for more information.

About Gerford AI

An Australian sports tech company using AI technology and data analytics for performance analysis of athletes in Emerging Sports. Gerford AI provides insights and data analytics via computer vision through their proprietary AI technology. Working with Emerging Sports globally such as table tennis, beach volleyball, swimming and winter sports. Recipients of their technology, data and insights include coaches, athletes, broadcasters and other media partners. 2022 highlights for Gerford AI included: Beijing Olympics Gold medal - Women's Mogul Skiing, Commonwealth Games Birmingham - Gold, Silver & Bronze medals in table tennis for Team England. www.gerford.com

For Gerford media inquiries:

Rob Penner

Gerford AI, Public Relations

media@robertdpenner.com

For Guild Esports Inquiries

Guild Esports	
Jasmine Skee Chief Executive	via Tancredi +44 207 887 7633
Neil Thapar Investor Relations	+44 7876 455 323
Tennyson Securities	
Corporate Broker Peter Krens	+44 207 186 9030
Tancredi Intelligent Communications Media Relations	
Helen Humphrey Charlie Hobbs Maddy Newman guild@tancredigroup.com	+44 7449 226 720 +44 7897 557 112 +44 7380 127 135