



POLSKA LIGA
ESPRTOWA

REPORT 2023



POLSKA LIGA
ESPORTOWA



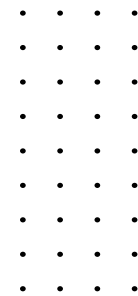
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REPORT



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PAWEŁ KOWALCZYK
CEO
POLISH ESPORTS LEAGUE

I am extremely proud that the systematic development of the Polish Esports League has allowed us to become the leader of the esports market in Poland. In 2023, we clearly marked our position in Central and Eastern Europe, organizing games and international broadcasts in 23 countries, implementing non-standard projects in the area of esports, gaming and sports, as well as organizing a number of educational panels.

We conduct activities that, based on our pillars – Play, Learn, Enjoy – take care of players at all levels of advancement. We create leagues and competitions for the best players in the country and Europe, but also extensive educational and esports events for amateurs. We already have almost 20,000 players in all

our tournaments and this number is constantly growing. The Polish Esports League is not only the organizer of esports competitions, but also a comprehensive hub for people fascinated by broadly understood virtual entertainment. This is clearly emphasized by the All-Star project, which has long gone beyond esports and gaming. The previous edition of this campaign was awarded with the Sport Biznes Polska Congress and Effie Awards, but in 2023 the project was even more spectacular, which you can read about further in our report.

Last year, we also expanded our cooperation with PGE Polska Grupa Energetyczna. So far, we have been involved in the PGE Champions Division PLE and PGE Autumn eSailing Cup competitions, and from 2023 we have expanded the PGE Next Level PLE competition. In addition to creating a space for competition for young players, we also took care of the educational aspect.

We organized 24 lectures by specialists in the field of psychology, physical activity and proper nutrition. Only over the last year, several of the most talented PGE Next Level PLE players strengthened leading Polish teams and got involved in the best individual leagues.

Special thanks to Riot Games, the producer of the VALORANT game, as we've collaboratively developed this title's esports ecosystem in Central and Eastern Europe over the past three years. In addition to amateur and professional competitions, last year we also managed to organize non-standard events such as VALORANT BUS and VALORANT Summer Draft Cup, which were aimed at engaging the gaming community and fans at an even greater level. In 2024, we want to expand these activities with a new, complementary information zone on the Eastern Europe region, as well as add new tournaments for the best players and community representatives.

We haven't forgotten about live events. We organized regular esports events in 2023, of which there were finally nine! What is more, we have cooperated with new brands and brands in the field of non-standard activities, such as Monte Snack All-Star PLE, Heinz Power Up, or Superbet & PLE Gamehub. Additionally, we have started work on an innovative tool using AI, the task of which will

be to help in the development of the most talented players of the Polish Esports League in Poland and Europe.

I would like to thank and congratulate the entire team of the Polish Esports League, who every day puts a lot of effort into the development of the esports ecosystem and our company. I am sure that there will be even more exciting projects in 2024, and I hope for further successes, which you can read about in our Report.

Let's play together!



WHO WE ARE?

The Polish Esports League (PLE) is the leading organizer of esports competitions in Central and Eastern Europe. The Polish Esports League works closely with the largest game producers, such as Riot Games, and leading sports entities, such as PGE Polska Grupa Energetyczna, Polish Sailing Association, and Fortuna 1 Liga.

The Polish Esports League (PLE) creates tournaments for players of all skill levels. It is the operator of VALORANT competitions in 23 European countries and the organizer of the PGE Champions Division PLE, the competition of the best Polish teams in CS:GO.

The company's latest product is PGE Next Level of the Polish Esports League (PLE), a nationwide, pioneering network of educational and esports competitions for amateur players. In total, over 19,000 players compete in the Polish Esports League ecosystem.

Today, PLE is an industry leader – it creates games, educates players, trains new specialists, but above all, provides entertainment. As a result, viewership remains high and the fan base continues to grow systematically. In 2023, the Polish Esports League completed 348 broadcast days, 9 live tournaments and cooperated with 23 clients.

For its activities, the Polish Esports League was recognized with several awards, including twice during the Sport Biznes Polska gala in the Esport and Business category, and the Effie Awards Poland award for the Heinz Polish Esports League (PLE) All-Star project.



STRATEGY PILLARS

PLAY

The baseline activity of the Polish Esports League is the organization of esports competitions for all gaming fans. In 2023, we organized twenty-nine tournaments for computer gamers, including nine live events. Using proven patterns and good operating patterns of sports leagues, PLE transformed the flagship competition of the PGE Champions Division PLE into a year-long season divided into four stages, culminating in a live final in December at the Legia Warszawa stadium. In addition to competitions for professionals, the Polish Esports League introduced PGE Next Level PLE into its product range, national and esports competitions for amateur players from all over Poland. We organized 4 live tournaments, supplemented with open training zones for all those interested. The Polish Esports League creates an equally extensive network of competitions in VALORANT, where it is responsible for professional and amateur competitions in 23 countries in Central and Eastern Europe.

The flagship competitions are complemented by projects conducted with partners from the world of sports, such as the PGE eSailing 2023

series carried out with the Polish Sailing Association and the 1 League PLE Cup with Fortuna 1 League.

LEARN

Another goal of the league is to educate society in the field of esports and gaming. Which is why in April 2023, the Polish Esports League signed a cooperation agreement with the Academy of Physical Education in Biała Podlaska, which is a pioneer in the field of esports education. As part of the cooperation, the Polish Esports League introduced an internship program for the Academy of Physical Education students, but also in November, the final of the PGE Next Level PLE competition was organized on the university campus. Throughout the year, the Polish Esports League (PLE) also organized 4 open educational zones, where event visitors could listen to lectures by the Polish Esports League ambassadors, the lecturers of the Academy of Physical Education and invited specialists in the field of nutrition, physical and mental activity.

ENJOY

The last key element of the functioning of the Polish Esports League is entertainment, because computer games are, above all, a source of good fun. Esports is entertainment, and the league framework, although professionalized, should provide – which it

DID YOU KNOW...

The inherent guiding pillar that the Polish Esports League follows is the slogan "Play, Learn & Enjoy". These are the defining areas of the League's operations, taking into account sustainability and communicating the values relevant to the brand coming from the esports market.

undoubtedly does – a lot of joy for players, organizers and, most importantly, the fans. Events organized by the Polish Esports League have attracted many famous personalities since the beginning of the new stage, which started in 2020. Sports stars and celebrities, the most important figures of Polish esports – everyone wants to be part of the spectacle offered by the Polish Esports League, having fun with the heroes of the fight taking place in virtual arenas. The best example of this ENJOY element in 2023 in the Polish Esports League was the Monte Snack All-Star PLE project. It was the second edition of the project, which was a combination of a plebiscite, competition and unique content, using the most popular players of the PGE Champions Division PLE. During the finale of the PGE Super Cup PLE, a team of league stars, popular foreign players and the best representatives of the community competition took part in the fun.

MISSION

Creating a complementary place for digital entertainment, connecting enthusiasts of gaming and electronic sports.

VISION

Being the first choice for companies that want to implement innovative and effective marketing campaigns in the world of gaming and esports, using the wide range of opportunities offered by the Polish Esports League.



2022 VS 2023 IN NUMBERS



3 → 9

LIVE TOURNAMENTS



7 → 16

GAME TITLES



21 → 29

TOURNAMENTS FOR PLAYERS



172 → 348

BROADCAST DAYS



4 561 → 12 150

INFORMATION IN TRADITIONAL AND SOCIAL MEDIA



11 000 → 19 000

PLAYERS IN THE POLISH ESPORTS LEAGUE ECOSYSTEM



5,9MLN → 6,3MLN

COMPANY REVENUES



18,4MLN → 33,9MLN

REACH IN SOCIAL MEDIA



POLISH ESPORTS LEAGUE KEY MOMENTS IN 2023

JANUARY

SEASON START
VEU & VCL

FEBRUARY

HUBS BEGIN
CS:GO

MARCH

CONFERENCE
PGE Next Level PLE

POLISH ESPORTS LEAGUE
with Kongres Sport
Biznes Polska award

START
PGE Champions
Division

1ST SPLIT FINALS
VEU & VCL

MEDIA DAY | WORKSHOPS
VEU & VCL

APRIL

PGE NEXT LEVEL PLE FINALS
Łódź

1 LIGA PLE CUP

2ND SPLIT START
VEU & VCL

VALORANT EAST: ELADIES
Kickoff

MAY

2ND SPLIT START
PGE Champions Division

JUNE

2ND SPLIT FINALS
PGE Next Level

TRIBUTE TO CS:GO

START
PLE Champs

2ND SPLIT FINALS
VEU & VCL

JULY

SUMMER BREAK

AUGUST

START
PLE Weekly CUPs

PGE SUPER CUP PLE

POLISH BROADCAST
VCT Champions

PGE POLISH CHAMPIONSHIP
eSailing

SEPTEMBER

OPENING
Superbet & PLE GameHub

PGE NEXT LEVEL PLE FINALS
Chełm

3RD SPLIT START
VEU

OCTOBER

3RD SPLIT START
PGE Champions Division

PGE NEXT LEVEL PLE FINALS
Łomża

PGE AUTUMN CUP
eSailing

NOVEMBER

EVENT HEINZ
Power UP

PGE NEXT LEVEL PLE FINALS
Biała Podlaska

POLISH FINALS
Red Bull Campus Clutch

POLISH ESPORTS LEAGUE
with the Effie Awards
Poland award

3RD SPLIT FINALS
VEU

DECEMBER

FINAL
PGE Champions Division

PZZ I PGE CONFERENCE
Grand Finale eSailing
in GameHub

**SBM STARTER
FINALE**
in GameHub

OPEN QUALIFIERS
VCL 2024

**POLSKA LIGA
ESPORLOWA****DYWIZJA PGE
MISTRZOWSKA**

PGE PLE Championship Division is an elite competition for Counter-Strike players. The best national players and organizations take part in the competition, and in 2023 the prize pool was PLN 405,000.

YEAR-ROUND COMPETITION

In 2023, the PGE Champions Division PLE has undergone major changes. The competition was divided into four stages: three splits and a final phase, culminating in the finale on December 2 at The Collective in Legia Warszawa Stadium. The change in the competition formula was inspired by the best sports leagues, where competition lasts all year round. PLE moved away from two separate seasons to a year-long cycle that ensured continuity of competition, more emotions for fans and successive awards for teams. The six teams with the highest number of points after three splits received an invitation to the final phase, where the prize pool was PLN 150,000.

THE STORY OF FIVE MAPS

In the final of the PGE Champions Division PLE we saw PGE Turów Zgorzelec and ThunderFlash. Both formations had the opportunity to face each other on the server many times in 2023, but it was the final of the 2nd split that went down in history.

Players from both teams then broke the world record in terms of the length of a Counter-Strike match. Media around the world wrote about Polish players who played the full five maps with overtime (173 rounds), and the entire competition lasted over 7 hours!

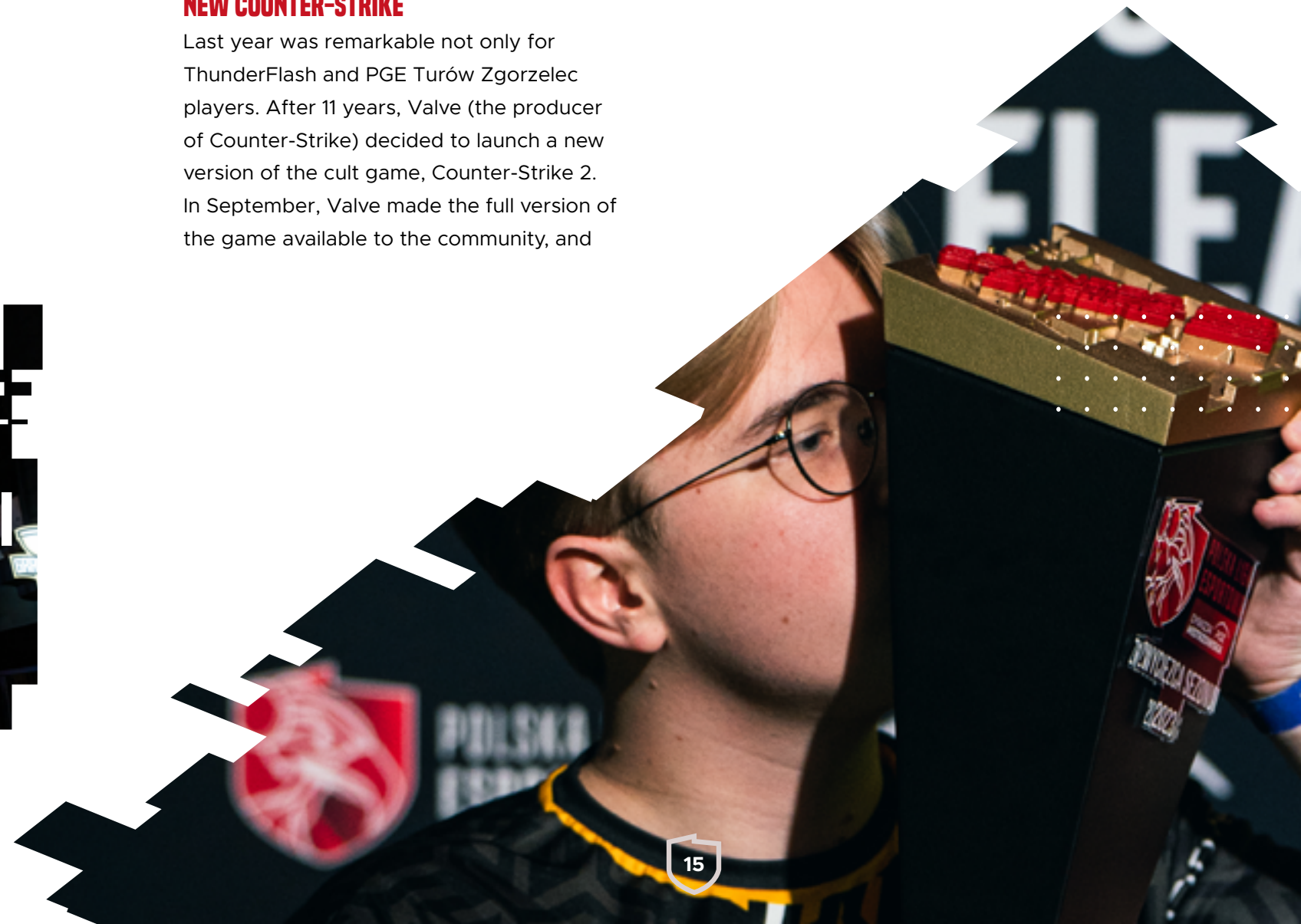
Experts also unanimously predicted a full five-map competition in the final at the end of 2023. And so it happened. The teams took turns winning subsequent maps, and everything was decided on de_mirage. There we also observed a very fierce competition that had to be decided by... overtime. The ThunderFlash team endured this battle of nerves better, and it was the players in yellow and black T-shirts who raised the cup and a check for PLN 75,000.

NEW COUNTER-STRIKE

Last year was remarkable not only for ThunderFlash and PGE Turów Zgorzelec players. After 11 years, Valve (the producer of Counter-Strike) decided to launch a new version of the cult game, Counter-Strike 2. In September, Valve made the full version of the game available to the community, and

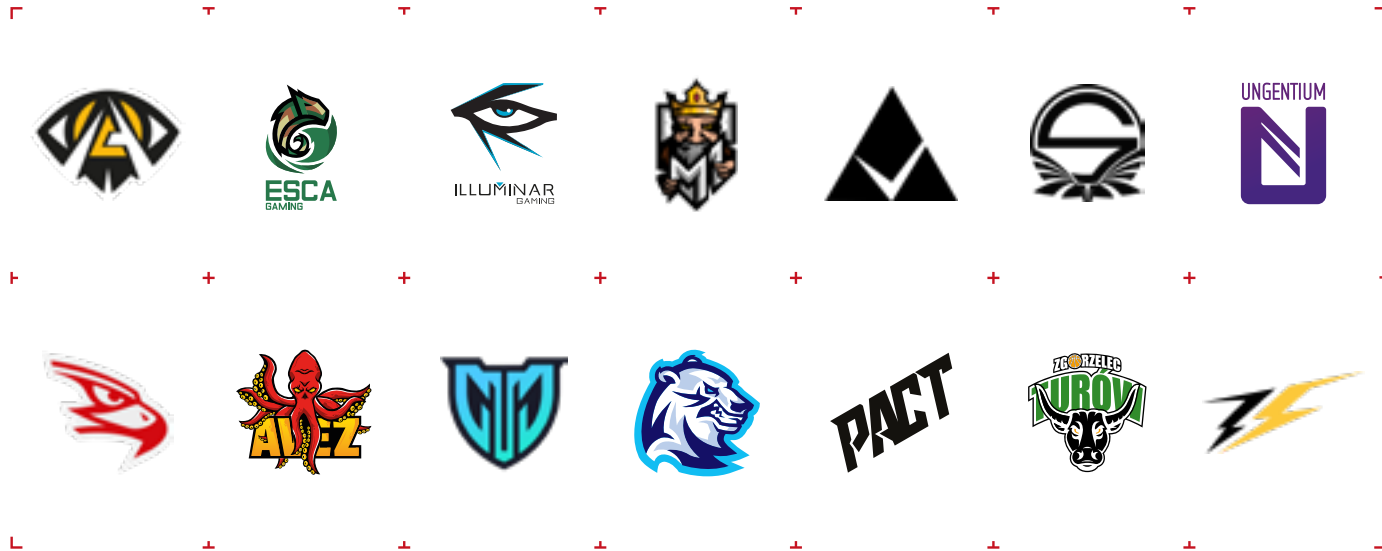
streamers from all over the world immediately started presenting the new version of this iconic FPS on the Twitch platform. This release was met with significant community interest, becoming the most popular title on Steam within days.

The new chapter in the history of Counter-Strike is a key change in the esports ecosystem. This is the necessary freshness that gives opportunities to develop new talents to make their potential a reality. It is also an opportunity for brands to reach younger audiences and permanently take root in the dynamically developing esports industry.





COMPETING TEAMS IN PGE CHAMPIONS DIVISION PLE



HALL OF FAME OF THE POLISH ESPORTS LEAGUE



2017 PRIDE GAMING
morelz, EXUS, Luz, reatz, MINISE



2017 TEAM KINGUIN
MICHU, SZPERO, mouz, rallen, Kap3r, Hyper, Loord



2018 TOMORROW.GG
SZPERO, mynio, Kap3r, JaKu, morelz



2018 AGO ESPORTS
GruBy, Furlan, phr, SZPERO, Kap3r, miNlrOx



2019 VIRTUS.PRO
MICHU, snatchie, Snax, Vegi, phr, kuben



2019 PACT
darko, lunAtic, Sobol, Goofy, Crityourseface, VinS



2020 PACT
darko, lunAtic, Sobol, Goofy, MINISE, VinS



2021 ILLUMINAR GAMING
GruBy, Sidney, morelz, mouz, mhL



2021 PACT
lunAtic, Sobol, MINISE, bnox, reatz, VinS



2022 ILLUMINAR GAMING
morelz, TOAO, mASKED, EXUS, reatz



2023 THUNDERFLASH
Klameczka, bajmi, Ex1st, Demho, fr3nd

COUNTER-STRIKE IN PLE IN NUMBERS



1 471
BROADCAST HOURS



105
MATCHES IN THE PGE CD PLE



223
MAPS PLAYED IN THE PGE CD PLE



1,2MLN
VIEWS OF THE BROADCAST OF THE PGE CD PLE GAMES



14
TEAMS IN THE COMPETITION





PGE SUPER CUP OF THE POLISH ESPORTS LEAGUE

RETURN TO GDAŃSK

After last year's event in Gdynia, this time the best esports players from Europe competed at the Summer Stadium in Gdańsk. This perfectly reflected the nature of the event, combining the best sports patterns with the dynamics and innovations known from virtual competition. For visiting PGE fans, the PGE Super Cup PLE was a great end to the holiday period, and for the players, it was a tournament of a unique nature and close contact with the audience.

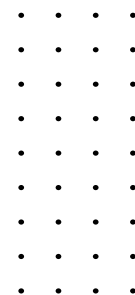
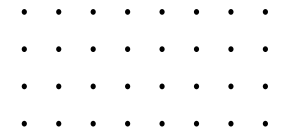


DID YOU KNOW...

PGE Super Cup PLE is a unique esports tournament held annually on Tricity beaches. This year's edition took place in Gdańsk, where three foreign formations and one Polish one competed for a prize pool of USD 20,000.

During this year's edition, which took place on August 25-27, fans could primarily watch the competition in the game Counter-Strike: Global Offensive. It was one of the last international CS: GO tournaments that attracted leading international teams to the Gdańsk beach – Into The Breach, 500, Eclot and Pompa Team. It was the players of LAN Pompa, making their debut at the tournament, who turned out to be the best, beating Dynamo Eclot 2-1 in the final.

The PGE Supercup of the Polish Esports League took place for the first time in 2021, but the fans liked the event so much that it became a permanent fixture in the PLE calendar. Due to its umbrella nature, because under the banner of the PGE Super Cup PLE three tournaments were organized last year: international competitions in Counter-Strike, an influencer tournament in VALORANT and the finals of the Monte Snack All-Star PLE campaign.



WOJCIECH DĄBROWSKI
PRESIDENT OF THE MANAGEMENT BOARD
PGE POLSKA GRUPA ENERGETYCZNA

From 2021, PGE, through cooperation with the Polish Esports League, supports the development of electronic sports and shows the opportunities offered by esports. The implementation of joint projects at a professional level, such as the PGE Champions Division PLE or the PGE Super Cup PLE, makes more people not only want to practice esports, but also watch them. The latest joint project of PGE and PLE is PGE Next Level PLE, which is aimed at amateurs. In this way, as with our other sponsorship projects, we focus on education. We want to support young players, educate them and help educate new specialists. This is the first esports and educational project of this type, where the games are embedded in a professional structure. In 2023, in cooperation with PLE and the Polish Sailing Association, we also organized a series of PGE eSailing 2023 tournaments, which culminated in the PGE eSailing Grand Finale. All these activities help us demystify the image of esports, showing that it is a valuable form of entertainment and teaches strategic thinking.



BEYOND ESPORTS

In addition to exciting esports competitions on the beach in Gdańsk, participants had the opportunity to take part in various attractions. Michał Kanarkiewicz ran the chess zone, the Positive Sport Foundation prepared educational workshops, and at the stand of the Polish Sailing Association you could go on a virtual cruise. Additionally, guests had the opportunity to try delicious Monte Snack products and take part in sports challenges on the G2A obstacle course and the AWF Biała Podlaska zone. This unique event united enthusiasts of esports, education, sailing, healthy lifestyle and entertainment.

WINNERS OF THE PGE SUPER CUP PLE

2021

IZAKO BOARS

STOMP, Vegi, Enzo, TOAO, byali

2022

SKADE

dennyslaw, SHIPZ, bubble, dream3r, Rainwalker

2023

POMPA TEAM

Snax, morelz, bnox, h4rn, SLY





PGE
NOWY POZIOM
POLSKA LIGA



TOMASZ CHOMCZYK
HEAD OF PR & COMMUNICATION
POLISH ESPORTS LEAGUE

PGE NEXT LEVEL POLISH ESPORTS LEAGUE

„When we organized the finals of the premiere season of PGE Next Level PLE in 2022 for several dozen people, I did not expect that a year later we would be able to fill a sports hall with several thousand people at the PGE Next Level PLE event. The project exceeded our expectations, becoming a milestone in the development of the Polish esports scene.

PGE Next Level PLE is an initiative that aims to raise, educate and promote a new generation of players to the esports world, which in a few years will constitute and drive the development of the esports industry in the country.

We are extremely happy that after just a few months, the most talented players are noticed by leading Polish organizations and receive invitations to the most important individual competitions. This shows that we are going in the right direction.

We want to promote esports in Poland, which is why we organize our events in places where esports have not existed before, or where there

was very little. Hence, the choice of cities such as Chełm and Łomża. An integral element of these events are educational zones, where we provide children, teenagers, and even their parents with knowledge about esports, sports and psychology. All this makes the PGE Next Level PLE events not only tournaments, but also interesting cultural events for the whole family.

Already last year, we started preparing to take the next step in the development of the PGE Next Level PLE project. We see that there is a demand for this type of events, and as the leader of the esports market in the country, we feel responsible to improve this initiative with each passing year.”

DID YOU KNOW...

PGE Next Level PLE is the first network of regional educational and esports competitions for amateur players in Poland, aimed at building the structures of the Polish esports scene, developing players' competences in and outside the game, and raising new champions.





COMPETITION

Although the premiere season of the PGE Next Level PLE competition took place in 2022, 2023 was crucial for the development of the project. In April, during a conference at the PGE National Stadium, PLE presented the title sponsor of the competition – PGE Polska Grupa Energetyczna. This partnership marked another step for the company in expanding its esports sponsorship ecosystem. In 2023, PGE and PLE jointly organized 5 competition seasons for amateur players, ending with four offline finals in Łódź, Chełm, Łomża and Biała Podlaska. A total of 6,599 players competed across 7 game titles.

EDUCATION

PGE Next Level PLE is not only a place of competition, but also of education. During each LAN tournament, there was a free educational zone, where visitors could participate in lectures by specialists in the field of physical activity, nutrition, mental health, and development in the world of esports. The invited experts included: lecturers of the Academy of Physical Education in Biała Podlaska, titled esports players and influencers, and renowned psychologists.

NEW CHAMPIONS

The name of the competition is not accidental, because PGE Next Level PLE has taken esports events for amateurs to a completely new level. The finalists who came to the tournaments often had to face the pressure created by fans in the stands, appearances in front of the camera, or questions from journalists for the first time.

Today, no one doubts that PGE Next Level PLE allows the most talented individuals to stand out. There are more and more examples of such players with each tournament. Just look at Sebastian “szlasky” Szklaski. The player from Siedlce won all 4 offline PGE Next Level PLE tournaments in FIFA 23/EA Sports FC 24 and next year he will play in the best FIFA league in the country. Oliwier “swiz” Janus and his colleagues triumphed at the CS: GO tournament in Łódź, later won the individual competition for PLE Champs professionals, and a few months later he represented the colors of the Danish organization Team Singularity. Kacper “Bambosh” Szlachta took part in the finals of the second season of PGE Next Level PLE in June, and today he represents one of the best Polish CS: GO teams, 9ine.



In Clash Royale, Wiktor “Inthrill125” Bylicki deserves attention, the winner of the competition in Łódź was also close to going to the Clash Royale World Championship, but in the general classification of eliminations he was just one game short of winning.





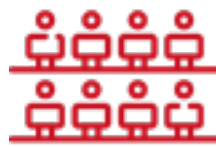
PGE NEXT LEVEL PLE IN NUMBERS

COMPETITION



7

TITLES



6 599

PARTICIPANTS



5

SEASONS



4

OFFLINE TOURNAMENTS



16

CASTERS



1

FOUR-TIME
WINNER



34

BROADCAST DAYS



EDUCATION



6

AMBASSADORS



15

SPEAKERS



24

EDUCATIONAL LECTURES

VALORANT

For three years, the Polish Esports League has been actively cooperating with Riot Games on the development of the VALORANT game ecosystem in Europe. The cooperation began in 2021 with an international tournament for top teams. A year later, PLE and Riot Games created periodic tournaments as part of VALORANT East: United. However, the last 12 months were definitely the most dynamic period in the development of the VALORANT scene within the Polish Esports League.

2023 CHAMPIONS



VEU STAGE 1
INCOGNITO



VCL STAGE 1
ACEND



VEU STAGE 2
INCOGNITO



VCL STAGE 2
ACEND



VEU STAGE 3
ACEND

„I am extremely pleased with the expansion of cooperation between the Polish Esports League and Riot Games with new, important activities in 2024. Personally, I'm most happy about the fan bus trip to VCT in Berlin and the Polish sector supporting zeek and starxo. We created an activation that all of Europe was talking about, and we can be proud of it. It is also worth mentioning educational workshops for players participating in Challengers East: Surge, which contributed to increasing players' awareness of topics outside the game. A great end to the year is the fact that we were able to once again introduce many talented VALORANT EAST: UNITED players to many regional leagues. I deeply believe that in 2024 we will find further new opportunities for unusual projects and improvement of our flagship competitions.”

GRZEGORZ SZABLA
SUPERVISOR, BRAND MARKETING
RIOT GAMES



COMPETITION

Thanks to VALORANT Challengers East: Surge that PLE became the exclusive operator of the largest regional competitions in Central and Eastern Europe, in which teams from 23 countries competed. Moreover, a natural connection was created with VALORANT East: United, where the best teams had a chance to win the right to take part in elite competitions. This is confirmed by the presence of Incognito, who was the best team in 2023 in VALORANT East: United, now participating in VCL 2024.

EDUCATION

In March 2023, PLE went a step further by organizing unique workshops and mediaday in Warsaw before the second split of VALORANT Challengers East: Surge. Over 50 players from 23 Central and Eastern European countries came to the headquarters of the Polish Esports League to gain knowledge on topics such as building a community, developing soft skills, signing contracts, cooperation with management agencies, and taking care of mental and physical health. In addition to the workshops, participants took part in a photo session, interviews and in creating unique video content. The event's speakers included: Wiktor Cegla (Head of Publishing Eastern Europe at Riot Games), Krystian Terpiński (Project Manager VEU and VCL), Stanisław Stokłosa (CEO of the player agency Fabryka Esportu); Zuzanna Hejduk-Mostowy (psychologist of the Pozytywnego Sport Foundation), Bartosz "bejott" Jakubowski (FIFA23 world vice-champion with the Polish national team) and Jakub Janaszek (Global Partnership Director at InStreamly).

A UNIQUE EXPERIENCE

A unique event of the 2023 season in the Polish Esports League was certainly the VALORANT Bus project, which aroused interest throughout Europe. PLE and Riot Games invited 30 Polish influencers, commentators, experts, and VALORANT fans for an unforgettable trip to Berlin for the VALORANT Champions Tour. The Polish delegation created an extraordinary atmosphere and support in the tournament arena, which the inhabitants of Berlin will certainly not forget for a long time.

The VALORANT Summer Draft Cup also aroused great emotions – an individual tournament for 10 leading VALORANT influencers, which took place on the beach in Gdańsk during the PGE Super Cup PLE. In addition to competing for cash prizes, fans gathered on the beach and those in front of the monitors had the opportunity to follow quizzes and challenges with their favorite creators.

In terms of broadcast implementation, the Polish Esports League has made significant progress. From 2023, PLE is the exclusive operator of Polish broadcasts of all VCT competitions. Additionally, Polish casters had the opportunity to cover VCT Ascension for the first time in history, straight from the competition arena.





TOMASZ CHAMERA
PRESIDENT
POLSKI ZWIĄZEK ŻEGLARSKI

SPORTS & ESPORTS

„The dynamic growth of interest in esailing and the growing role of esports are visible to the naked eye. The Polish Sailing Association aims to make esailing even more consistent with traditional sailing and use virtual sailing to promote real one. For this purpose, among other things, the international DigiSail project is being implemented, led by the Polish Sailing Association as part of the Erasmus+ Sport program. The development of eSailing is definitely one of the priorities not only of the Polish Sailing Association, but also of the world sailing federation, World Sailing. We see huge potential for investing in esports competitions, and the prospect of including esports in the Olympic family creates completely new opportunities.”

VIRTUAL ANCHORS UP!

The Polish Sailing Association is one of the fastest growing sports associations in Poland. Not only due to the scope of its activities, but also thanks to the innovation and ingenuity of its members. From 2022, the Polish Esports League and the Polish Sailing Association will cooperate by organizing eSailing competitions, virtual sailing regattas.

In 2023, PGE Polska Grupa Energetyczna, the Polish Sailing Association and the Polish Esports League organized a series of virtual PGE eSailing 2023 regattas. As part of this series, the Polish eSailing Championships were held in September. In October, the PGE Autumn eSailing Cup was held, and the culmination was the December event – the eSailing Grand Final, the winner of which was Krzysztof Warywoda. The competitor from Olsztyn is among the world’s best, which is confirmed by the Virtual Regatta global ranking.

In 2021, eSailing was included in the five virtual sports disciplines of the Olympic Virtual Series, organized by the International Olympic Committee. Moreover, the world Olympic sports authorities have created a cyclical event called the Olympic Esports Series, which is the first ever licensed Olympic virtual sports event. The first edition took place in 2021 and the second edition took place in June 2023 in Singapore.

EMOTIONS ON THE VIRTUAL PITCH

In 2023, the Polish Esports League continued cooperation with Fortuna 1st Football League. As part of this partnership, a tournament for 14 Fortuna 1 Liga football clubs was organized in April. Representatives of Arka Gdynia, Chrobry Głogów, GKS Katowice, GKS Tychy, Górnik Łęczna, ŁKS Łódź, Odra Opole, Resovia Rzeszów, Ruch Chorzów, Sandecja Nowy Sącz, Skra Częstochowa, Stal Rzeszów, Wisła Kraków, and Zagłębie Sosnowiec took up the challenge. The competition took place in the FIFA Ultimate Team formula on the PlayStation

5 platform. The winner was Marcin “mrn” Szes, representing Ruch Chorzów. The involvement of Fortuna 1 Liga clubs is worth emphasizing, which actively promoted esports events, supported their players and celebrated their successes on social media. The cooperation between Fortuna 1 Liga and the Polish Esports League is a natural combination of the football and esports environments, which often overlap. Moreover, the 1 League PLE Cup shows how exciting and multidimensional competition can be on virtual pitches.

PLE - THE LEADER IN COMBINING SPORTS AND ESPORTS

The Polish Esports League, in all its activities, tries to combine virtual competition with the promotion of physical activity. This can be seen not only through cooperation with the Polish Sailing Association, AWF Biała Podlaska and Fortuna 1 Liga, but also during the PGE Next Level PLE tournament series.

During educational workshops, lectures on physical activity among esports players are conducted.

Even speedway fans notice the activity of the Polish Esports League in combining these areas. According to a survey conducted by the Speedway Ekstraliga, respondents indicated that they were most likely to watch the Polish Esports League games. Moreover, as many as 70% of them are interested in participating in speedway esports competitions, and 83% are willing to watch these competitions online. This not only indicates a growing awareness of esports among fans of traditional sports, but also an increase in interest in this form of entertainment. It is worth noting that the Polish Esports League is already in talks with the Speedway Ekstraliga about cooperation and activities related to esports.

Data: Speedway Ekstraliga research

EVENTS



”

When joining the Polish Esports League, I knew that esports and gaming are already an integral part of the sports ecosystem. This is also confirmed by projects with Fortuna 1 Liga and the Polish Sailing Association. But now I believe that esports and gaming are also an important part of mainstream entertainment.

In 2023, the Polish Esports League also opened up strongly to non-endemic customers, combining their products with the broadly understood mainstream and digital entertainment. Responding to customers' needs, we try to prepare projects that uniquely combine the brand with a very interesting and dynamic group: the gaming community.

Our competences already include in-game and event solutions, as well as influencer marketing or activities with music creators strongly associated with titles such as Valorant or FIFA. This is confirmed by projects such as Monte Snack All-Star PLE, VALORANT Bus and Freeigrzyska Lech Free.

The evolution that the Polish Esports League has gone through over the last three years shows that the potential of activities in the area of esports and gaming is very large. PLE is no longer just a sports league, but a comprehensive gaming agency with a wide player base, pioneering technological solutions and event competences. I already know that 2024 will show further new opportunities for our company.

MAGDALENA TALMA
HEAD OF SALES & PARTNERSHIPS
POLISH ESPORTS LEAGUE



RED BULL CAMPUS CLUTCH

For the second year in a row, the Polish Esports League was responsible for organizing the finals of the Polish Red Bull Campus Clutch qualifications. For two months, dozens of student teams from all over the country competed in the qualifying rounds, but only four of them managed to win invitations to the LAN finals. These took place live in the Warsaw gaming club H.4.O.S, and the winner was the PRZEJAZD team. This formation had the pleasure of representing Poland at the world finals in Istanbul, where it competed with 50 teams from other countries. Ultimately, the representatives of Indonesia turned out to be the best.

RBCC IN NUMBERS

4
TEAMS AT THE
FINAL TOURNAMENT

5
INFLUENCERS FROM THE
VALORANT WORLD

22
VIDEO CONTENT
PRODUCED

200
FANS AT THE EVENT



FREEIGRZYSKA LECH FREE

The Polish Esports League, as in previous years, created a non-standard content project in cooperation with the Lech Free brand – Freeigrzyska Lech Free. This time, PLE proposed a unique combination of sports and esports, extending beyond the scope of previous activations, and Runmagedon joined the project. The role of PLE in the project was to create a virtual version of an obstacle course, straight from Runmagedon, in the game Counter-Strike: Global Offensive, and to organize a station that was used by participants to play their tests on the map.

736 000
VIDEO VIEWS

3
STARS

3
TEAMS

3
TASKS



We created an event with PLE that was a response to the needs of the Heinz brand. Thanks to the Heinz Power Up project, we reached the group of gamers, and the topic of the event, seemingly unrelated to ketchup, showed what a flexible promotional platform gaming is.

ANGELA KONIECZKO SENIOR BRAND MANAGER HEINZ KRAFT



HEINZ POWER UP

Heinz came to PLE with the mission of implementing an activation that would combine gaming and Heinz ketchup. The Polish Esports League has found a common denominator – the Super Mario Bros. game, which is unique and one of the few titles known around the world. What's important – probably everyone has heard about it, even those who are not extreme gamers who spend every free moment developing their gaming skills, and on weekends break world records as professionals. This is how Heinz Power UP was created, an event for fans of true classics such as Mario and Heinz ketchup. Famous players, streamers and gastronomic influencers were invited to the event during which they could compete in the legendary game. Fans of retro games also appeared on site and, during breaks from cheering, they could enjoy delicious snacks with Heinz ketchup. The space was filled with elements taken from the world of Mario.

4 000
COMPETITION ENTRIES

5
INFLUENCERS

6
COMMUNICATION PLATFORMS





„The GameHub project was a fascinating and instructive challenge for us. The Superbet brand is developing dynamically on the Polish and international markets, which results in attempts to reach new segments of players. We are developing our esports offer and have started regular activities with streamers on the Twitch platform. Therefore, further projects addressed to the community interested in this topic are a natural step. Together with the Polish Esports League, we wanted to create a meeting place with influencers and well-known and titled Counter-Strike players. We also opened our space to fans of less popular titles, which, as it turned out, have a very integrated and engaged community. Together, we managed to organize several dozen events addressed to various target groups. I think that among the community of many titles, GameHub will evoke positive memories.”

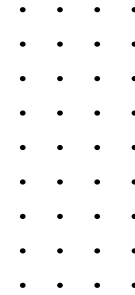
ŁUKASZ SEWERYNIAK
CEO
SUPERBET POLSKA

SUPERBET & PLE GAMEHUB

Superbet & PLE GameHub is an innovative activation combining a classic approach to internet cafés with a modern showroom. Thanks to cooperation with the Superbet brand, a new gaming premises appeared in the center of Warsaw, where not only fans of computer games and esports, but also traditional sports, could find their place.

The premises included high-class computer equipment, a watch party zone, a console zone, a sim racing station and a broadcast studio. Thanks to the possibilities of this place, together with the Superbet brand, the Polish Esports League organized various types of events, such as the watch party of the CS:GO major, tournaments in various titles, joint viewing of the VALORANT East: United finals, the conference of the Polish Sailing Association, the 2023 PGE eSailing Grand Final, or the sports journalists' tournament in Deluxe Ski Jump. The jewel in the crown was the Streamers Clash series, meetings of the most popular streamers who dueled in virtual arenas of various games.

Community involvement allowed us to build a steady number of visitors who eagerly participated in weekly activities. Various dedicated activities were available on site, thanks to which the number of participants in events organized jointly by the Polish Esports League and Superbet was regularly growing.



3

MEDIA PATRONS

13

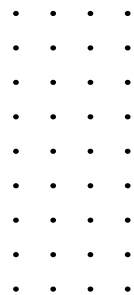
GAME TITLES

48

STREAMERS & INFLUENCERS VISITED THE VENUE

132

RECORD ATTENDANCE AT ONE EVENT





MONTE SNACK ALL-STAR PLE

For the second year in a row, the Polish Esports League implemented the All-Star project, and this time the title partner was the Monte Snack brand. All-Star is an action referring to the tradition known from American team sports, which is a combination of a plebiscite, content, show, challenge, and fan activation.

In the first stage, fans, voting on a specially created project website, chose the best players from the PGE Championship Division PLE.

Then they had the opportunity to face them in a unique challenge in CS: GO and a mini-game on the website. The best, in addition to valuable prizes, won invitations to the PGE Super Cup PLE event. There, in the final stage, the Monte Snack All-Star PLE team faced a team of international stars, and then a team of the best participants of the Monte Snack challenge.

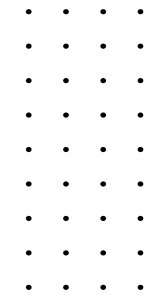
For fans who took part in the challenges that were part of the project, PLE prepared almost 100 prizes with a total value of over PLN 30,000. The competition in the Monte Snack challenges was so fierce that players spent a total of over 1,520 hours on the servers.

Throughout the duration of the project, it was based on extensive content activities, extensive cooperation with a media partner and promotional activities with influencers. Communication was conducted on 7 platforms, and the project generated a total reach of over PLN 12 million on social media.



„One of the elements of our action plan for the Monte Snack brand for 2023 was to create an activation that would provide unique gaming experiences in a non-standard way. We were looking for a formula that would be attractive to players, activating, but at the same time not limited to professional games or tournaments. The All-Star project fit perfectly into this framework, so we joined forces to create an engaging casual gaming platform in this edition. It offered a varied level of challenges, numerous prizes, and – what is equally important – gaming experiences for everyone. The brand was non-intrusively embedded in the world of gamers, which was very warmly received by the community, which is also a measure of the success of this project.”

RADOSŁAW WÓJCIK
HEAD OF GAMING
LIQUID THREAD



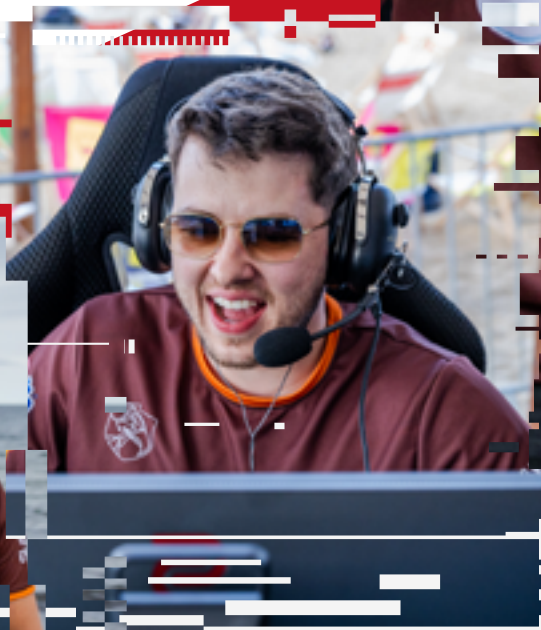
7 000
VOTES CAST

89 317
NUMBER OF ATTEMPTS
IN THE CHALLENGE
AND MINIGAME

1 520
TOTAL HOURS SPENT
ON THE SERVER

3 500
VISITORS TO THE EVENT
IN GDAŃSK

12MLN
MEDIA REACH







EDUCATION

AWF BIAŁA PODLASKA

In April 2023, the Polish Esports League commenced cooperation with the Academy of Physical Education in Białą Podlaską. The purpose of the partnership is to develop and promote electronic sports in Poland, educate new specialists in this field, and also to promote the “Esports” course, which has been run at the university in Białą Podlaską for three years. The Polish Esports League is under the patronage of the E-sport study program. It co-organizes educational workshops, professional internships, and promotes studying among players, besides organizing the field’s educational program.

The University of Physical Education in Białą Podlaską is a university with a 50-year tradition. The Esports major offers an innovative 3-year program on a national scale, allowing to obtain a bachelor’s degree in electronic sports and acquiring and improving key competences for future specialists in this field.

We didn’t have to wait long for the results of this cooperation. In June, PLE opened an internship program for the best esports students, and in November it organized the final PGE Next Level PLE event on the university campus in Białą Podlaską.



ONET SPORTS REVIEW

The Polish Esports League and Ringier Axel Springer Polska entered into a media partnership in April 2023. As part of the cooperation, RAS Polska websites publish information and content promoting esports, gaming and events organized by the Polish Esports League. Most media activities focus on the Esportmania.pl website and a dedicated section on the Przegląd Sportowy Onet website. Content regarding PLE initiatives and events was also published in other Ringier Axel Springer Polska media, such as Business Insider Polska.

Onet journalists visited and prepared reports from all events organized by the Polish Esports League in 2023. In this way, 111 articles on PLE were created in 2023, including 36 videos.



MATEUSZ ALEKSANDROWICZ
HEAD OF NEW BUSINESS SPORT ONLINE
RINGIER AXEL SPRINGER POLSKA

„Esports is an important part of Przegląd Sportowy Onet’s offer. We were one of the first on the Polish market to notice the potential of esports. Today, as one of the few publishers, we consistently follow this topic. Over the last two years, Esportmania has significantly increased its reach and revenues. From this perspective, a strategic partnership with the Polish Esports League in 2023 was a natural step for us. PLE is a leading player on the national scene that actively contributes to the development of esports and its popularization. It systematically develops, adding new elements to its offer every year. In 2024, we hope that together we will be able to achieve even more and introduce further innovations into our cooperation.”



HUBERT MAKARUK
DEAN OF THE FACULTY OF PHYSICAL EDUCATION
AWF BIAŁA PODLASKA

„Keeping pace with the dynamically developing esports industry, our university has decided to launch a pioneering esports studies course. This is a globally innovative program combining science with practice. Using the enthusiasm related to the pleasure derived from gaming, it prepares professional staff for professional work in the broadly understood esports sector. The partnership with the Polish Esports League enables students to undergo professional internships in the real environment of their future work. Thanks to this cooperation, it was also possible to organize the first large esports event in Białą Podlaską. It was where the finals of the PGE Next Level PLE and the AWF BP x Białą Secondary Schools Tournament took place. This event not only proved our commitment to the development of esports, but also showed the practical application of the skills acquired by our students. As a modern university, we are convinced that the future of education is the synergy of theory and practice, and our esports major is a perfect example of this approach.”



CSR

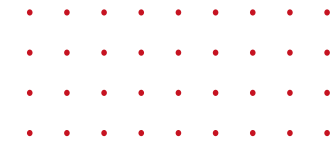


SOCIAL RESPONSIBILITY

Esports is becoming an increasingly significant part of the economic and entertainment ecosystem around the world with each passing year. Celebrities are eager to get involved in promoting virtual entertainment.

Unabated media coverage persists, as major news outlets now feature sections dedicated to virtual gaming news. All this has a positive impact not only on the development of the industry, but also on the labor market around esports competitions. The goal of the Polish Esports League is not only to develop business, but also to raise new champions and promote the competitions of the future created by the esports sector.

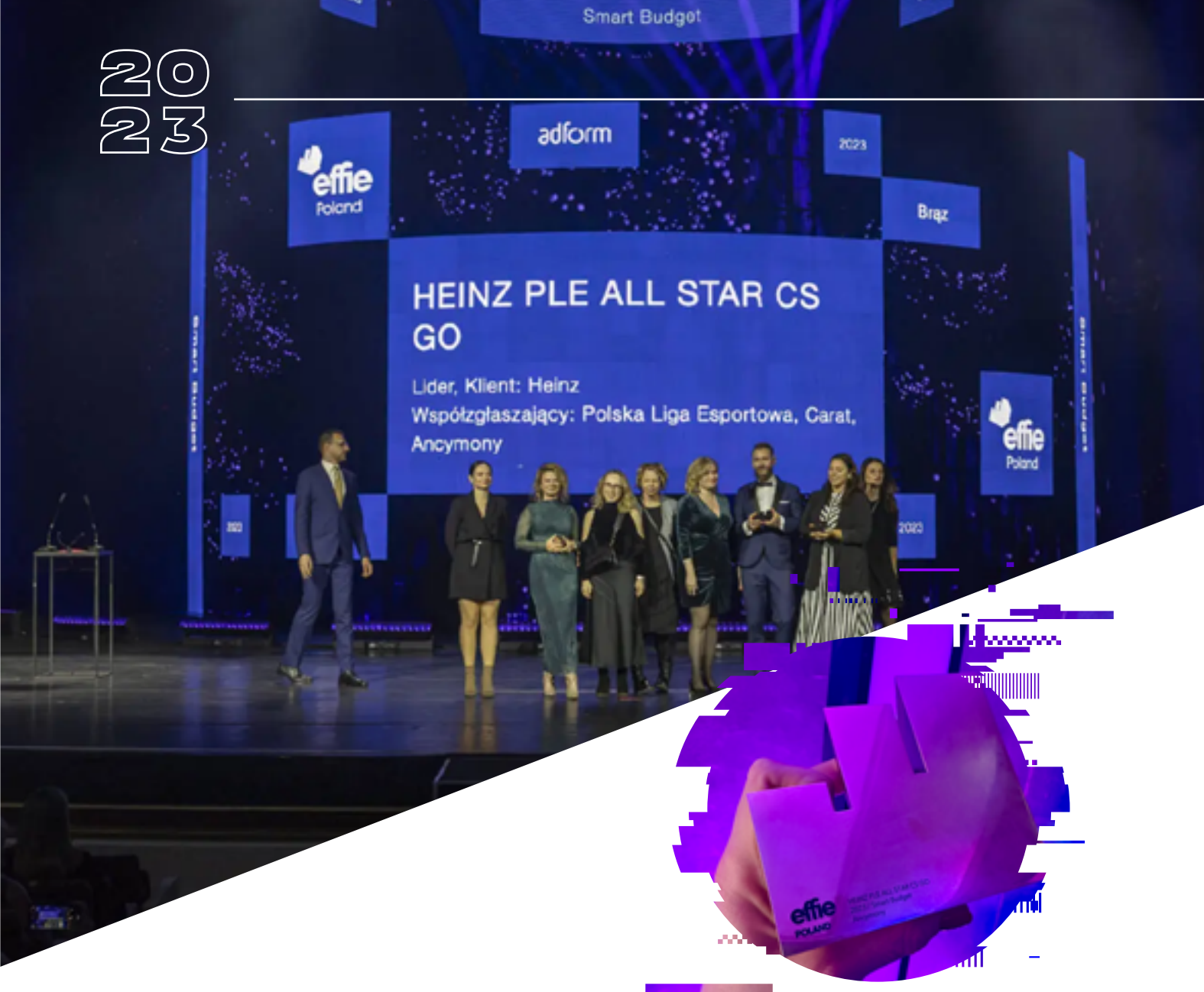
In 2023, the PLE established a partnership with the initiative: Esport Pomaga. It is an association of electronic sports enthusiasts with a noble goal of supporting the most needy children and promoting esports. Esport Pomaga and PLE jointly organized the farewell CS:GO Tribute tournament and the second edition of the CS2 Esport Pomaga: Esport Christmas Tournament. The money collected during charity tournaments was used to make the Christmas



dreams of children from poorer families come true.

Last year, PLE also supported the Care and Education Facility in Adamów, which received the necessary educational and office equipment, gift cards and sweets from PLE and its partners.

PLE operated equally dynamically with the Positive Sport Foundation, which conducted training and workshops as part of offline PGE Next Level PLE events in Łódź, Chełm and Łomża. Positive Sport Foundation specialists educated young people on combining esports and psychology, focusing on teamwork, conflict resolution, enhancing communication, and managing stress.



AWARDS

The primary goal of all activities of the Polish Esports League is the development of the esports ecosystem and community. Nevertheless, the Polish Esports League activities are increasingly noticed by entities and brands not directly related to esports. An example of such cooperation are the projects that the Polish Esports League implemented in cooperation with the Heinz Kraft brand. In 2023, the Polish Esports League was awarded for the Heinz PLE All-Star campaign in the “Esports and Business” category at the Business Poland Sports Congress gala, and also received a bronze Effie Awards Poland statuette. It is worth noting that Effie Awards Poland is one of the most

important events in the Polish marketing world, distinguishing the most effective strategies, campaigns, and marketing solutions.

Awards are won not only by projects, but also by employees of the Polish Esports League. Adam Gil (Head of Esports PLE) received the Leader of the Business Poland Sports Association award. This is a huge distinction that perfectly reflects the passion, commitment, and professionalism that Adam brings to the Polish Esports League.

As the head of the product department, he not only deals with building esports projects, but also sets development paths for PLE and the entire industry.



CONFERENCES

The development of the Polish Esports League is not only the result of activities in the field of esports, but also of lectures and appearances at conferences and workshops. In March 2023, PLE representatives participated in discussion panels and gave lectures at the 5th Sport Business Poland Congress and the MultiscreenDay conference. PLE delegates also actively participated in the 2nd European Congress of Sport and Tourism in Zakopane. Ending the year with their presence at the 6th Sport Business Polska Congress, as well as at the largest entertainment and multimedia fair in Central and Eastern Europe, i.e., Poznań Game Arena.

Additionally, the Polish Esports League organized two press conferences last year. In March, PLE presented the assumptions of the PGE Next Level PLE project at the PGE National Stadium, in the presence of Arkadiusz Czartoryski (Government Plenipotentiary for the Development of Children and Youth Sports) and Zbigniew Kajdanowski (Director of the Marketing and Advertising Department of PGE Polska Grupa Energetyczna). In December, in cooperation with the Polish Sailing Association and PGE Polska Grupa Energetyczna, PLE organized a conference devoted to the summary of the PGE eSailing 2023 season, to which it invited journalists.



ADAM GIL
HEAD OF ESPORTS, POLISH ESPORTS LEAGUE

PLANS FOR THE FUTURE

2023 was a very dynamic year, and we have further ambitious goals ahead of us. I am aware that the esports community expects as many events as possible from us, which is why we are preparing a unique event in the first quarter – EA Sports FC 24. We have signed a cooperation agreement with the Embassy of Saudi Arabia in Poland. Our first joint event will be Future Competition at the Legia Warszawa Stadium at the end of February. Of course, we are already planning our

flagship events. PGE Super Cup PLE is gaining in importance and recognition year by year, which is why you can look for us on Tri-City beaches this year. For the first time in the history of the Polish Esports League, we also want to organize the final of the PGE Champions Division PLE, open to fans. This is the result of the interest generated by this 2023 meeting, but also a natural response to the needs of the involved esports community. We also want to expand PGE Next Level PLE, and this will result in a special project

for the most talented youth in the country, which will take care of their development in a complementary and long-term way.

As we announced in January, we will also almost fully fill the calendar of VALORANT players. In addition to the flagship projects, we want to introduce two major projects, involving this active community.

In 2024, we also focus strongly on the development of PLE Tech and the GamerInsight project. We have plans and tools that, in the long run, will help us create a new quality of players and esports spectacles. We know what the role of a leader is, but every leader is only as good as his team. Not only that, but we are ready to develop esports not only in Poland, but also throughout Central and Eastern Europe. I would like to thank all fans, players, and partners for their support in 2023 and invite you to join us on a journey towards new, exciting challenges in 2024.

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PLE TECH - A NEW QUALITY IN ESPORTS

The year 2023 was a period of intensive expansion and development in the area of technology for the Polish Esports League. PLE TECH, an integral part of PLE, has made significant progress, setting the stage for further innovation and growth in 2024. The aim of the newly established company is to create white-label solutions, with priority on use by the Polish Esports League, available for both the B2B and B2C sectors. The developed projects and planned products are intended to constitute a catalog of tools and services for the gaming and esports sectors, which will be mutually complementary.

One of its most important projects is GamerInsight, which passed the research and development stage last year. This innovative system for analyzing the results and performance of CS2 players is just the beginning of PLE's activities focused on solutions supported by artificial intelligence. The goal is to introduce it for use by professional players and teams in PLE competitions to help them train and achieve even better results.

So far, all matches played in the PGE Champions Division PLE since 2020 have been analyzed, but the tool can also be implemented in lower-level competitions, to monitor players' progress and based on effective patterns developed by professionals.

In 2024, PLE TECH aims to create innovative technological systems that will contribute to the development of electronic sports and provide new values to the gaming community. Additionally, the team has now acquired the competences to carry out client orders regarding software issues, data



implementation, programming, creating dedicated mini-games or metaverses in games. This is a new range of competences and distinguishes the Polish Esports League not only in the world of esports, but also in sports and business.

MORE COMPETITION

The flagship competitions of the Polish Esports League in 2024 will invariably be PGE Champions Division PLE, VALORANT: Challengers East: Surge, VALORANT: East United and PGE Next Level PLE, but innovations are planned in each of these projects.

The development of Counter-Strike games will be dictated by the development of the entire scene, because VALVE (the game's producer) presented the world with a new version of the iconic FPS at the end of the year.

Nevertheless, the PGE Champions Division PLE will start in March, and in the summer the 4th edition of the PGE Super Cup PLE is planned, which attracts Europe's top competitors to the Polish seaside from year to year.

The Polish Esports League also has ambitious plans for cooperation with Riot Games and the development of the VALORANT ecosystem.

In addition to the continuation of VALORANT: East United (grassroots segment) and VALORANT: Challengers East: Surge (professional segment) in Central and Eastern Europe, PLE plans to introduce further tournaments for core fans and casual players. In 2024, fans can expect a special activation similar to the All-Stars project and the

introduction of a new competition format based on the national teams of member countries from the Eastern Europe region.

Innovations will also be implemented in PGE Next Level PLE. The esports and educational championship for youth will be expanded compared to last year's editions.

In March, the Polish Esports League plans to present a new project that will support PGE Next Level PLE and additionally increase the chances of the most talented players to develop their careers in esports.



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COOPERATION WITH THE POLISH ESPORTS LEAGUE

Extending beyond the conventional league framework, the Polish Esports League presents itself as a dynamic organization ready to provide not only innovative events, special campaigns, brand activations and content projects, but also comprehensive solutions in the area of technology. Thanks to our broad competences, our offer includes dedicated in-game activities, such as creating maps and minigames, but also the use of artificial intelligence and conducting research. We also provide strong creative support.

Regardless of whether you are planning online or event activities, PLE guarantees comprehensive service, from idea to execution. Additionally, the company engages in social, educational, and charitable initiatives, actively fostering the development of youth and influencing their career trajectories. The Polish Esports League stands out by providing innovative solutions and distinctive activations in gaming and esports, tailored to the individual needs of customers.



SCOPE OF DUTIES



**POLSKA LIGA
ESPORTOWA**



PLE-TECH

**ONLINE & OFFLINE
COMPETITION**

SOFTWARE DEVELOPER

**GAMING & ESPORTS
EVENTS**

MOBILE GAMES

**LEAGUE OPERATOR
FOR SPORTS**

TECH INNOVATIONS

**SPONSORING & MARKETING
REVENUES**

**BACKEND SOLUTIONS
FOR ESPORTS**

INTEGRITY & LAW

RESEARCH DEVELOPMENT



TEAM PLE

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20
23

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