

## Press Release

Thursday, 31.03.2022

### EXCEL ESPORTS and Shikenso Analytics enter commercial partnership

*The partnership will see Shikenso provide EXCEL with brand insights and partnership metrics*



**Frankfurt am Main, Germany, 31st March, 2022:** British competitive gaming culture brand EXCEL ESPORTS and German data analytics startup Shikenso GmbH are excited to announce their new strategic partnership. Through the partnership, the esports organisation will utilize competitive partnerships data provided by the ai-solutions of Shikenso. Through state-of-the-art image recognition and object tracking, Shikenso will equip EXCEL with substantiated value metrics and provide deep-data insights about the team's digital inventory.

Boasting industry leading partnerships including JD SPORTS, EE, Beyond NRG and HyperX, EXCEL will be able to utilize Shikenso's ai-solutions to track the performance of current partnership assets with a cross-platform approach. As one of the founding partners of the League of Legends European Championship, EXCEL currently has competitive rosters across four game titles, Fortnite, VALORANT, League of Legends and FIFA. As engagement is getting more diversified across different competitive games and genres, tracking of this growth process is a necessity not only to maintain it, but also to amplify it

**Mark Carter, Commercial Director at EXCEL ESPORTS comments:** "We are excited to announce our partnership with Shikenso. Being able to deeply analyze our digital inventory and track the performance of our partnership assets is very important for us, especially as we continue to partner with some of the biggest brands globally."

**Arwin Fallah Shirazi, CEO of Shikenso commented:** "EXCEL has a great name in the industry, and we're thrilled to be working together with one of LEC's greatest. The path the team has taken since its founding in 2014 is incredible and I can't wait to see how we will empower the organization through our data going forward!"

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### Press contact

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### About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the gaming and esports industry. By using artificial intelligence, the company empowers representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way. Shikenso's mission is the creation of a more transparent ecosystem for endemic and non-endemic brands. Branded content and sponsorship assets are analysed across live-streaming and social media platforms to exploit the full potential of every engagement and boost performance with reliable data.

For more information, please visit [www.shikenso.com](http://www.shikenso.com).

Homepage: [www.shikenso.com](http://www.shikenso.com)

### About EXCEL ESPORTS

Headquartered in London, EXCEL ESPORTS is a British competitive gaming culture brand founded in 2014 by brothers Joel and Kieran Holmes-Darby. The organisation has competitive rosters across four game titles, Fortnite, VALORANT, League of Legends and FIFA. EXCEL is one of ten founding partners of the LEC, Europe's most-watched esports league, and competes in the NLC, the Northern League of Legends Championship. EXCEL is also home to Fortnite prodigy Jaden "Wolfiez" Ashman, the youngest gamer to earn \$1 million in esports.

For additional information, [visit www.xl.gg](http://www.xl.gg) and find EXCEL on social media:

Twitter: [@EXCEL](https://twitter.com/EXCEL)  
Instagram: [@excel\\_esports](https://www.instagram.com/excel_esports)  
YouTube: [EXCEL](https://www.youtube.com/EXCEL)

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