

Press Release

Thursday, 29.06.2023

**Epulze and Shikens establish sponsorship data partnership for the Bali Major:
The esports & entertainment company relies on AI solutions for performance measurement.**

Thursday, June 29th, 2023 - Frankfurt am Main (Germany)



Since its establishment in 2015, Epulze has been at the forefront of fostering growth and value for gaming communities globally. With its online competition platform, broadcasting studio, pro-division tournaments, leagues, and esports events, Epulze caters to the diverse needs of esports participants, providing an unrivaled gaming experience. By joining forces with Shikens, Epulze solidifies its commitment to innovation and excellence. Leveraging Shikens's best-in-class AI technology, the partnership will introduce cutting-edge solutions to the Dota 2 Bali Major that monitor partnerships across streaming and social channels. This game-changing integration empowers Epulze to measure and benchmark partner performance accurately across media, enabling data-driven decision making.

Pontus Lövgren, Co-Founder of Epulze: "We are thrilled to partner with Shikens for the Bali Major. Their AI-powered solutions align perfectly with our mission to deliver exceptional experiences for the esports community. With Shikens's expertise, we are confident in our ability to deliver measurable results to our partners and set a new standard for partnership performance measurement."

Fabian Kerngast, Senior Business Development Manager of Shikens: "We're excited to be partnering with Epulze for the Bali Major and to bring our AI-powered solutions to the top level of Dota 2 competition. I can't wait to see how our data will empower the organization going forward."

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About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the esports and gaming industry. By using artificial intelligence, the company enables representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way and furthermore creates a more transparent ecosystem towards endemic and non-endemic brands. Branded content or sponsorship assets are analyzed throughout 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

About Epulze

Epulze entertains the world through the excitement of esports. Founded in 2015, Epulze is a world-leading esports and gaming company on a mission to connect and create value for all esports stakeholders. Whether you're an amateur player looking for exciting matches, an up-and-coming pro player grinding with your team, a hardened professional qualifying for the big leagues, or a fan enjoying the most exciting moments of your favorite broadcast, the world of Epulze is for you.

Homepage: www.shikenso.com

LinkedIn: <https://www.linkedin.com/company/shikenso-gmbh>

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