

Press Release

Thursday, 24.11.2022

SPORTFIVE with its content-brand SQVAD establish data partnership with Shikens:
To solidify its strategy, the agency will rely on best-in-class AI-solutions.

Thursday, November 24th, 2022 - Frankfurt am Main (Germany)



With SQVAD, SPORTFIVE has earlier this year launched its own stand-alone content creator brand. With the maxim *one community, diverse interests & authentic content*, SQVAD leverages the interests and channels of Gen-Y and Gen-Z to implement original content ideas and tell genuine stories all around lifestyle themes such as esports, gaming, fashion and music. Currently, the brand is only made available to a German-speaking audience, with plans of a global scale-up in the future. The regional strategy is already bearing fruit, as the Creator-Collective enables more than 3 million followers to experience and unite their interests within one platform. To stay true to this development and continuously realise the full optimisation potential, SPORTFIVE will utilise Shikens's data solutions going forward. The company's world-class AI tools will enable SPORTFIVE and SQVAD to gain profound insights into the performance of published content. Combined with benchmarking of partnership performance, the results will ultimately elevate data-driven decision-making to a new level.

Marcel Sandrock, Senior Director Global Esports & Gaming at SPORTFIVE: "Valid and comprehensible data quality is the be-all and end-all of our social media work. This is exactly where Shikens comes in and offers us an analytical 360° view of our socials. We want to be able to track and analyze in real time which posts are performing well and which optimization potentials still exist. The same applies to the visibility and integration forms of our partners - increasing the respective advertising value is important, but so is keeping an eye on the sentiment in the community. In addition, Shikens's dashboard solution has evolved significantly over the past few years, enabling us to examine every detail of our digital footprint. Accordingly, the benefits of this partnership cannot be overstated for us."

Arwin Fallah Shirazi, CEO of Shikens: "SPORTFIVE has a strong standing with a long-lasting history and to be able to deploy our analytics solution as an integral part of their SQVAD project is an absolute privilege. We are confident that the partnership will help SPORTFIVE to enhance and optimize their

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engagement with SQVAD to sustainably establish the brand in the industry for the long term. We are thrilled to seeing the brand grow and are happy to be taking part in this journey."

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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 SQVAD

SQVAD is an organically growing creator collective that uses individual activation and content ideas to tell stories together with partners. With the signing of three experienced and wide-reaching creators who have been good friends for years, SQVAD has been pursuing a consistent path of further development since October 2022.

Thanks to the unique partner network, the stories around SQVAD are not limited to Esports and gaming. The team members attend football matches, are guests at concerts and interact with the latest fashion trends - the diverse fields of interest of Gen-Y and Gen-Z are thus united and brought to life within one platform.

The concept is rounded off by the company's own conviction to develop a strong social attitude and to communicate this. SQVAD will be the first creator collective to offer such a large stage and strong voice to themes and partners for social, cultural and ecological messages.

About SPORTFIVE

SPORTFIVE is one of the leading global sports business agencies with over 1,000 employees worldwide. As the overall marketing partner of 17 professional football clubs in Germany and partner of over 70 European football clubs, we are the market leader in Europe. In addition to football, our portfolio includes numerous other sports such as handball, basketball and winter sports, but also golf, American football, Formula 1 and Esports. Within sports, we create emotional communication platforms for brands through authentic, individual partnerships.

With the "Power of Five" - consisting of companies, rights holders, media platforms, fans and our employees - our passion for sports marketing is firmly anchored in our brand. Our ambition is to be the most progressive agency in the sports business and to help shape the future of sports marketing.

Our range of services covers everything to do with sports marketing and extends from consulting, virtual perimeter and stadium advertising, jersey sponsorship, international media rights and athlete marketing to hospitality programs, travel services and incentives to digital solutions such as apps, product innovations and creative sponsorship campaigns and activations. In this way, we serve the entire value chain in sports marketing individually, depending on the client's objectives.

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