NIP Group Joins the Esports World Cup Foundation Club Partner Program Ahead of the 2025 Esports World Cup

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STOCKHOLM, March 17, 2025 /PRNewswire/ -- NIP Group (NASDAQ: NIPG) has officially been included in the Esports World Cup Foundation (EWCF) Club Partner Program ahead of the tournament opening ceremony in July. As a returning member, this renewed partnership with the EWCF will provide substantial funding to NIP Group that will bolster its existing efforts in key growth areas.

Esports remains a core focus of NIP Group and the investment provided by the program will enable NIP.eStar — the combined banner of the Group's esports properties Ninjas in Pyjamas and eStar Gaming — to engage audiences globally in multiple campaigns over the next six months. Furthermore, NIP will focus on acquiring multiple top-tier rosters in up-and-coming titles in new markets, including the SEA mobile gaming market, leveraging eStar Gaming's prowess in mobile games towards key target regions in the Group's global expansion strategy.

The EWCF Club Partner Program is an industry-leading program that includes top tier esports clubs from around the world. It focuses on uniting esports fans across all game ecosystems through its partnered clubs, with the goal of growing the global fanbase of esports. Their efforts combined, NIP.eStar is determined to make a deep run in EWC 2025, leveraging its global talent pool to compete at the highest level. One roster — NIP's Street Fighter duo Phenom and Veggey — has already earned a slot in the competition, and with teams in at least another ten titles, more qualifications should follow over the coming months..

Hicham Chahine, Co-CEO of NIP Group, said "The Esports World Cup is going to be the single biggest event in the esports industry in 2025, and we're immensely proud to be selected as a key partner of the EWCF. The partnership supports our efforts to build our presence in high-growth markets and will enable us to showcase the truly global nature of our operation as we participate with teams from all across the world, and rally a global community of fans to our side."

Mario Ho, Chairman and Co-CEO, added "Competing as the unified NIP.eStar for the first time is a milestone that reflects our global vision. We're eager to showcase the power of our cross-border collaboration, bringing fans an unparalleled esports experience that bridges cultures and regions like never before."

NIP Group's inclusion in the program is testament to its prominence within esports and its unique position as the only operator with an equally strong presence in the West and China. This distinctive blend of creative resource and event/arena expertise, tied to a network of internationally recognised partners, enables the group to execute multiple complex marketing campaigns across locales.

The Esports World Cup is a global celebration of competitive excellence and esports fandom featuring a unique cross-game competition structure that pits the world's top elite esports athletes against one another, across multiple game titles for the largest-ever prize pool. In 2024, the total prize pool exceeded $60M with 1,500 elite players and 200 Clubs competing in 22 tournaments across 21 games. The Esports World Cup will return to Riyad, Saudi Arabia, in the summer of 2025.

About NIP Group

NIP Group (NASDAQ: NIPG) is a digital entertainment company created for a growing global audience of gaming and esports fans. The business was formed in 2023 through a merger between legendary esports organization Ninjas in Pyjamas and digital sports group ESV5, which includes eStar Gaming, a world leader in mobile esports. Building on the success of its competitive teams with an innovative mix of business ventures, including talent management, event production, hospitality and game publishing, NIP Group is developing transformational experiences that entertain, inspire and connect fans worldwide to expand its global footprint and engage digital-first gamers where they are. NIP Group currently has operations in Sweden, China, Abu Dhabi and Brazil, and its esports rosters participate across multiple game titles at the biggest events around the world.

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