



Press release

VanEck Lists First eSports ETF on London Stock Exchange

- **Investors can now invest in the “future of sport” with the VanEck Vectors Video Gaming and eSports UCITS ETF**
- **The video gaming market is evolving rapidly, in both the gaming and the events segments**

Frankfurt, 26 June 2019 - VanEck today announced the listing of the VanEck Vectors Video Gaming and eSports UCITS ETF (Ticker USD: ESPO / Ticker GBP: ESGB) on London Stock Exchange (LSE). In doing so, the asset manager is offering the first ETF in this innovative business segment on London Stock Exchange.

Esports is the sport of the digital generation and has grown from having a niche existence to becoming a mass phenomenon that is followed by millions of viewers on a daily basis via live streaming or in event halls.

“Just a few years ago, the success story of sold-out stadiums, millions of viewers, high-calibre sponsors and notable marketing activities was centred around football, baseball, basketball and hockey. But today, it is just as focused upon the world of video gaming and esports,” explains Ed Lopez, Head of ETF Product at VanEck.

Lida Eslami, Head of Business Development, ETP & IOB, London Stock Exchange Group comments: “We are pleased to welcome the first eSports ETF to London Stock Exchange, Europe’s leading venue for exchange traded products with almost 1,700 available. The listing reflects both the diverse range of ETFs tradable on our markets, and investor demand for exposure to a dynamic, high growth industry.”

Gaming competitions generate similar viewing figures as prime time events

The video gaming market is in a phase of transformational growth and is expected to generate revenues of almost USD \$150 billion in 2019, representing an increase of around ten per cent compared with 2018. One of the growth drivers for the sector is the rise of professional, competitive video gaming. For example, while the NFL Superbowl in 2018 achieved around 106 million US viewers, around 100 million people around the world watched the final of the “League of Legends 2018 World Championships.” This year, up to 454 million viewers could be reached through professional esports events. Since 2015, esports has recorded an average revenue growth of almost 40 per cent and is benefiting from a young and wealthy audience. In Europe, well-known football clubs such as Schalke 04, Manchester City, Ajax Amsterdam and Paris St-Germain are also moving in on the digital trend and setting up their own esports departments.

“Asia is spearheading this development and accounts for around 50 percent of the global esports audience. For the next Asian Games in 2022 in Hangzhou, China, esports will even be official events, alongside traditional forms of sport,” says Dominik Schmaus, Product Manager at VanEck. “We expect that established video gaming companies will benefit most from the rise in esports, through partnerships, league ownership, sponsoring, franchising and other marketing measures.



Esports has brought video gaming out of the living room and into the stadiums,” continues Lopez. The average consumers in the esports segment are below 30 years of age, and are therefore very young compared with the viewers of traditional forms of sport. Esports are becoming increasingly popular and both the technology as well as the games and events are developing in harmony with the consumers’ needs. By investing in companies in this segment, investors can take part in this long-term growth story.

The VanEck Vectors Video Gaming and eSports UCITS ETF offers investors the opportunity to track the overall performance of companies that are active in the video gaming and esports segment. It seeks to replicate as closely as possible, before fees and expenses, the price and yield performance of the MVIS® Global Video Gaming and eSports Index. The global index maps the value development of the global video gaming and esports segment and, under the pure-play concept, exclusively includes companies that generate more than 50 per cent of their revenues through video gaming and esports.

ETF	VanEck Vectors™ Video Gaming and eSports UCITS ETF
Index name	MVIS® Global Video Gaming and eSports Index
ISIN	IE00BYWQWR46
Ticker LSE (USD)/ Bloomberg	ESPO / ESPO LN
Ticker LSE (GBP)/Bloomberg	ESGB / ESGB LN
Management company	VanEck Investments Limited
Domicile	Ireland
Base currency	USD
Index provider	MV Index Solutions GmbH
Rebalancing	Quarterly
Product structure	Physically replicating
Securities Lending	No
Launch date	24 June 2019
Total expense ratio	0.55% p.a.
Income distribution	Accumulating

Press contact:

Maria Gonzalez, Prosek Partners
Tel: +44 20 8323 0483
Email: mjgonzalez@prosek.com