



Stryking to set Course for the Future

Two new investors to support further expansion of the Fantasy Sports Platform

Berlin, 16 December 2015 – Together with two new investors, Stryking are preparing to take the next steps towards further advancement of their own Fantasy Sports Platform. With 6-digit investments each, the two new capital providers Gameplay Media GmbH and Sports Transfer GmbH are boarding the Berlin start-up, planning to support the company strategically as well. Stryking develops and operates a fantasy football video game with an official DFL licence – it represents a gaming principle that lets users virtually create their own dream team hiring actual players from the professional league and letting them compete in virtual leagues against their friends and other fans.

Gameplay Media GmbH, mostly owned by Greentube's co-founder Jochen Martinez, has been one of the most successful media agencies within Germany's gaming and skill-gaming sectors since 1998. From now on, Gameplay Media's user acquisition specialists will support Stryking and use their expertise to recruit new customers for the company's Daily Fantasy Sports Platform.

In addition, Sports Transfer GmbH, a company rooted within the professional football business, is joining Stryking's investors. Putting the focus on athlete and organisational counsel, former Bundesliga professional and Swiss national player Mario Eggimann, and Sandra Fischer, specialist for international organisational and personnel development, provide Stryking with extensive expertise and long-time contacts within the sports business.

Further development of the product to become a so-called "Daily Fantasy Sports" platform featuring all the relevant international football leagues is in full swing. "Daily Fantasy Sports" platforms offer users the opportunity to take part in special competitions to win prizes on a daily basis - in contrast to traditional offers, which focus their playing time on entire seasons. In the USA, the Fantasy Sports Market is already quite large, but has grown even bigger

during the last few years, especially thanks to Daily Fantasy platforms. Currently, more than 56 million people use Fantasy Sports offers, and in doing so, spend an average \$465 per year, each. In Europe and other football-crazy regions, the number of Fantasy Football users is still significantly smaller compared to the number of passionate football fans. Stryking are planning to utilise this huge potential in Europe and Asia in order to position their Daily Fantasy Sports platform as a unique commitment tool for football fans.

Stryking's CEO Dirk Weyel is thrilled at the prospect of working with the new investors: "With the investments made by Gameplay Media and Sports Transfer, we are gaining the expertise required to establish our own Daily Fantasy Sports platform. Both partners have been experts in their respective domains for many years and will be vital to our further progress."

"We have been looking at the Daily Fantasy Sports segment for quite a while now, and we are convinced that the European market will show a significant upswing within the next few years. The gaming principle is too interesting for football fans to not use it, and with their product and their free-to-play gaming expertise, Stryking are sufficiently well-positioned to be able to play a major role within this segment", says Jochen Martinez, clearly convinced of his commitment.

Former World Cup participant Mario Eggimann is looking forward to new opportunities as well: "As a former professional football player, I have always been a protagonist in Fantasy Football games on the one hand and a fan on the other. The gaming principle appeals to me in both of these roles, and I am happy to be able to contribute to Stryking's success."

About Stryking Entertainment

Stryking Entertainment focuses on digital entertainment platforms dedicated to sports fans and melts the boundaries between the real world and virtual reality. This way, fans, stars and brands gain authentic possibilities for interaction. The Berlin-based enterprise develops and operates a modern Fantasy Football Manager game; a cross-platform product, playable via apps for iOS and Android devices as well as web browsers. In 2016, Stryking will launch an international Daily Fantasy Sports Platform, which is planned to provide European and Asian football fans with a gaming principle already established in the USA. Founder & CEO Dirk Weyel looks back on more than 15 years of experience in the gaming industry. Before the company was incorporated by a competitor, Dirk was one of the founders and builders of Frogster Interactive Pictures AG, where he was responsible for strategic and business development as COO.

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About Gameplay Media

Gameplay Media GmbH has been one of the most successful German media agencies within the skill and iGaming sectors since 1998. As an independent external consultant and specialist, the performance-driven media agency focuses on a mainly operational orientation, which puts the emphasis on digital advertising within the gaming sector. Based in Neu-Isenburg, Germany, the company's clients range from big corporations to start-up enterprises.

Website: www.gameplay-media.com

About SportsTransfer

Sports Transfer GmbH is a consulting firm for professional athletes and senior club management staff which provides their clients with a network of designated experts. Their focus lies on the human being and his or her goals and challenges. When it comes to advice and career planning, the company mainly promotes the sustainable handling of available resources which serves as a basis for long-term success in the challenging sector of competitive sports. Sports Transfer GmbH's founders and managing directors are the former Bundesliga player Mario Eggimann as well as organisational and career consultant Sandra Fischer.

Website: www.sports-transfer.de