



Stryking expand their Circle of Investors

TLGG founders Christoph Bornschein and Boontham Temaismithi and gaming industry veteran Reinout te Brake to support fantasy sports start-up

Berlin, 21 April 2016 – Stryking welcome further prominent investors who will support the establishment of their own fantasy sports platform with a six-digit investment. With Christoph Bornschein and Boontham Temaismithi two highly successful experts for the digital sector are coming on board. They will be investing through their own associated companies. With Torben, Lucie & die gelbe Gefahr (TLGG) GmbH they previously founded and established a widely successful agency for digital transformation which was recently sold to Omnicom, one of the world leaders in advertising. Furthermore, Stryking receive support from Dutch serial entrepreneur and gaming specialist Reinout te Brake, who founded iQU, GetSocial and other companies and who possesses extensive know-how and has a broad network in the gaming industry. In addition, Stryking are presently talking to more potential investors to expand the current financing round and to support the next steps planned.

Stryking operates a modern fantasy football game with an official Bundesliga DFL licence (www.bundesliga-stars.com) and are currently working on completing a large update for The Euros 2016. The new version will focus on quicker gameplay with special challenges for each matchday while simultaneously establishing a new incentive and reward system. With the new daily fantasy sports platform, Stryking enables millions of football fans to indulge in a completely new way of engagement for their favourite sports.

Stryking's CEO Dirk Weyel is happy to welcome the new investors on board: "Christoph's, Boontham's and Reinout's combined experience and networks in the realms of digital communication and games will be very valuable to us, both during the next steps towards the launch of our new European Championship platform as well as the upcoming Bundesliga season 2016/17. This year, we plan to massively expand our national and international

communities. For this purpose, we are in the middle of advanced talks with various marketing and media partners as well as further investors, who are eager to support us on our way to establishing a leading fantasy football platform."

TLGG's CEO Christoph Bornschein is very positive on the idea of a daily fantasy model: "While I am no big football fan myself, I know a lot about digital business models and see great potential in Stryking's platform approach, but also in their ways of enabling fans to interact with their stars. In addition, I imagine very interesting involvement opportunities for brands and sponsors."

Reinout te Brake adds: "I have been watching the fantasy sports market for a while now, mainly because of its immense dynamics visible today, especially in the USA. However, as there aren't many good offers for football fans in Europe, Asia and other football-crazy regions, Stryking's timing seems to be just right. Besides, the management is able to make use of their long-time experience in the free-to-play games sector to establish a very special fantasy football platform."

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About Stryking Entertainment

Stryking is a specialist for fan engagement and monetization in combination with Fantasy Sports games. By connecting the real world with a virtual one, Stryking creates unique opportunities of interaction for fans, stars and brands. Backed by an official DFL license, the start-up based in Berlin operates the fantasy football game Bundesliga-Stars which can be played in browsers and on iOS and Android devices. Stryking's Fantasy Sports platform is continuously extended to include new functions and all the relevant international football leagues; it is our ultimate goal to reach and inspire football fans in the whole world.

About Christoph Bornschein and Boontham Temaismithi

Christoph Bornschein and Boontham Temaismithi co-founded TORBEN, LUCIE UND DIE GELBE GEFAHR. As a specialist for digital transformation, the agency accompanies brands and enterprises into and through the age of digital communication. Combining the strategic excellence of a consulting company with the creativity of a digital agency, they put today's digital transformation into action. Christoph Bornschein and Boontham Temaismithi invest in various digital start-ups with their respective associated companies Bornschein & keine Töchter GmbH and einB UG Angel.

About Reinout te Brake

Reinout te Brake is regarded as one of the thought leaders of the international gaming industry. He is a successful international serial entrepreneur, kickstarter, investor and business leader. Currently mentoring and investing in several early stage gaming companies through GWC Investments. Next to that focussed on developing in Holland, his home country, a strong eco-system of companies that can assist game developers with soft launches, engagement/community, marketing and payments. Companies such as iQU.com, Mobilizer, GetSocial, CloudGames and Creel.