

Stryking is a Finalist for the 2017 Red Herring Top 100 Europe Award

Berlin-based start-up has been nominated with its new Daily Fantasy Sports platform "Football-Star"

Berlin, 20. April 2017 – Stryking announced today that it has been selected as a finalist for Red Herring's Top 100 Europe award, a prestigious list honoring the year's most promising private technology ventures from the European business region.

Stryking developed and operates the unique Fantasy Sports platform "Football-Stars" which offers content of the Top 5 European Football leagues including the official license from the German Bundesliga (DFL). Fans pick their own teams out of the real football (soccer) players and compete against other users. Based on the real performance data, the results of the so called „Challenges“ are calculated and the best experts win and can claim cool prizes.

During the months leading up to the announcement, Red Herring reviewed over 1,200 companies in the telecommunications, security, cloud, software, hardware, biotech, mobile and other industries that completed their submissions to qualify for the award. The nominees are evaluated on 20 main quantitative and qualitative criteria, which include disruptive impact, market footprint, proof of concept, financial performance, technology innovation, social value, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was rewarding, beyond all expectations" said Alex Vieux, publisher and CEO of Red Herring. "There are many great companies generating really

innovative and disruptive products in Europe. We had a very difficult time narrowing the pool and selecting the finalists. Stryking shows great promise and therefore deserves to be among the finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe. We know that the 2017 crop will grow into some amazing companies that are sure to make an impact."

"The whole Stryking team is very happy about the recognition of the hard work we put into our platform Football-Stars." added Dirk Weyel, Founder & CEO of Stryking. "While the Fantasy Sports market is already huge in the USA, nowadays the interest grows rapidly in Europe and other soccer-enthused markets with detailed performance data being available for soccer as well. With our product and Stryking's unique positioning, we will be at the very front row of this exciting development of the market."

The finalists are invited to present their winning strategies at the Red Herring Europe Forum in Amsterdam, April 24-26, 2017. The Top 100 winners will be announced at a special awards ceremony on the evening of April 26 at the event.

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About Football-Stars

More thrilling than mere management games, more challenging than sports bets – Football-Stars is putting football fans in the virtual coach’s seat! Divided into two fully functional modes – Challenge-Mode and Manager-Mode – Football-Stars offers whatever football fan hearts desire. While the Challenge-Mode lets users face new challenges with their self-assembled teams on a daily basis, Manager-Mode users manage their individual teams to fight for the title over the course of an entire season. Both modes are based on the football players’ real-life performance data.

With its outstanding meta-game the Fantasy Sports platform entertains user in the long run. No matter if users loose or win a challenge, they will earn experience and level up in the leveling system. Additionally, they can also unlock cool achievements which they can gather and which provide cool features like new user titles, additional profile pictures or in-game currency.

The unique free-to-play monetization and retention model makes Football-Stars a rising star in the Daily Fantasy Sports universe. By fulfilling different activities like winning the daily free challenge, inviting friends or unlocking achievements players can receive the in-game currency “Coins”. With this currency they can participate in paid challenges where they can not only win more Coins but also receive the second in-game currency “Stars”. This valuable currency can be exchanged for real-life fan merchandise and other attractive gadgets through the in-game shop. The free-to-play setup gives Football-Stars a great USP which allows a worldwide roll-out without legal restrictions.

About Stryking Entertainment

Stryking Entertainment specializes in sports fan engagement and monetization by combining the real and virtual world to create genuine interaction opportunities for fans, stars and brands. Founded 2012 in Berlin, Stryking Entertainment develops and operates the innovative platform Football-Stars, a thrilling and diversified gaming experience on web and mobile to soccer fans in Europe.