

OVERACTIVE MEDIA, EPOS INK EXCLUSIVE GLOBAL DEAL

The new multi-year audio partnership includes all OverActive Media esports franchises in Europe and Canada

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– [OverActive Media](#) (OverActive) and [EPOS](#) have teamed up to announce a new exclusive multi-year partnership. EPOS, which delivers high-end audio for enterprise and gaming will become the Official Audio Partner of OverActive. The global deal marks a first for OverActive which will see commercial sponsorship of all its teams, including all MAD Lions teams (League of Legends European Championship, League of Legends SLO, CS:GO) in Europe and both Toronto-based franchises (Overwatch League and Call of Duty League).

The broad-range partnership also includes product integration at the Berlin and Madrid team facilities and inside OverActive's 15,000 square foot global headquarters in Toronto; jersey patch placement on all team kits; social and digital content; player and influencer stream integration; strategic retail opportunities in market; and integration into live event weekends and activations.

"Landing our first worldwide partnership with a global brand is yet another milestone for our organization as we continue to grow our international influence in the esports industry," said **Chris Overholt**, President and CEO at OverActive. "We know that an excellent and dynamic audio experience makes all the difference in gaming and in competition, and we are thrilled to be teaming up with a premium partner like EPOS."

Maja Frølund Sand-Grimnitz, Head of Global Marketing, Gaming for EPOS commented, "EPOS strive to unleash human potential and give gaming another dimension through powerful audio solutions and we are very excited to be working with OverActive. As a business, we bring 115 years of audio expertise to the partnership and we want to enhance their gameplay by delivering our state-of-the-art audio equipment to ensure a high-end audio experience for all involved."

About OverActive Media

OAM is a global esports and entertainment organization that combines franchised team ownership with audience engagement to connect with fans, franchise partners and corporate sponsors around the world. In North America, OAM owns the Toronto Defiant of the Overwatch League ("OWL") and the Toronto Ultra of the Call of Duty League ("CDL"). In Europe, OAM operates the Spain-based MAD Lions organization with teams in League of Legends European Championship ("LEC") and in Counter-Strike Global Offensive ("CSGO"). OAM is a founding equity partner of B Site Inc. and a franchise holder in the Flashpoint CSGO league. OAM also owns a live events division, OAM LIVE.

OAM is headquartered in Toronto, Canada.

About EPOS

EPOS is an audio and video solution company developing and selling devices for business professionals and the gaming community. Based on leading and advanced technologies, the Danish founded company delivers high-end audio and video solutions with design, technology and performance as paramount parameters.

The establishment of EPOS is based on the decision to let the business segments of the joint venture – known as Sennheiser Communications – between Sennheiser electronic GmbH & Co. KG and Demant A/S evolve in different set-

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ups. Alongside the introduction of a new own-branded portfolio, EPOS continues to sell the current Sennheiser Communications portfolio co-branded as EPOS | SENNHEISER.

EPOS is part of the Demant Group – a world-leading audio and hearing technology group. As such, it builds on more than 115 years of experience of working with innovation and sound.

With headquarters in Copenhagen, Denmark, EPOS operates in a global market with offices and partners in more than 30 countries.

Find more information at www.eposaudio.com