



Press Release

Brussels, 24 August 2018

Orange Belgium becomes main sponsor of esports team 'Sector One' and the Benelux' biggest esports tournament, 'GameForce Masters'

Orange Belgium announced today it has signed a partnership with two major actors in the competitive video gaming scene (also called esports) in Belgium. Orange is now the proud main sponsor of the famous esports team 'Sector One' and the top level 'GameForce Masters' tournament, organized in Mechelen in October. These two partnerships make Orange one of the biggest players on the esports scene in Belgium.

Esports are organized, multiplayer video game competitions between professional players. The most common video game genres associated with esports are real-time strategy (such as StarCraft 2), first-person shooters (such as Counter-Strike: Global Offensive), fighting, and multiplayer online battle arena (MOBA) games (such as League of Legends). Tournaments provide live broadcasts of the competition and some serious prize money is on offer.

Chief Consumer Officer Cristina Zanchi reacts: "We are very excited to become part of the esports scenery. This sponsoring deal will help us reinforce our brand awareness with an important part of our customers. 55% of all Belgians are gamers, via their mobile or on their computer and that number is growing steadily. That is why we look forward to boosting 'Sector One' and the 'GameForce Masters', as well as offering our customers the opportunity to discover and even become part of this unique world. We want to let them experience and enjoy esports to the max: thanks to the abundance of mobile data we offer on our recognized top quality 4G network to allow them to watch these exciting games and even participate anywhere, anytime."

'Sector One' will be present at the 'GameForce Masters' tournament this October

On 13 and 14 October, 'Sector One' will enter the GameForce Masters arena to defend the Orange colors at the international gaming tournament in Mechelen, where teams from all over the world will compete for the title of GameForce Master and their share of a prize purse of 25,000 euros.

Damien Rapoye, representative of 'Sector One' and the 'GameForce Masters', adds: "We are honored to partner up with Orange. Merging the dynamics of esports with a brand as Orange guarantees quality and innovation in the years to come. Orange is a progressive brand that strongly relates to the world of youngsters and we look forward to boosting esports in Belgium together and putting local talents on the map."

Boosting esports in Belgium by teaming up with 'Sector One' and the 'GameForce Masters'

Since 2014, esports team 'Sector One' has always had the ambition to dominate the landscape in Belgium and the Benelux and has been able to do so thanks to a highly professional esports team consisting of 25 players. Boasting players from both Belgium and its neighboring countries, 'Sector One' has compiled a solid track record (Belgian Championship winner, ESL Benelux Winter Championship winner) in recent years and has set a new standard for the local esports landscape.

The 'GameForce Masters' is the biggest esports event in the Benelux, with a prize pool of 25,000 euros. Online qualifiers will eventually lead to the grand final at GameForce 2018

where the players and teams (in League of Legends, Counter-Strike: Global Offensive, Hearthstone and Rocket League) will experience the pressure of an excited crowd first-hand as they try to win the competition and bag their share of the prize pool.

More details at sectorone.eu and masters.gameforce.be

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About Orange Belgium

Orange Belgium is one of the leading telecommunication operators on the Belgian market, with over 3 million customers, and in Luxembourg through its subsidiary Orange Luxembourg.

As a convergent actor, we provide mobile telecommunication services, internet and TV to private clients, as well as innovative mobile and fixed line services to businesses. Our high-performance mobile network supports 2G, 3G, 4G and 4G+ technology and is the subject of ongoing investments.

Orange Belgium is a subsidiary of the Orange Group, one of the leading European and African operators for mobile telephony and internet access, as well as one of the world leaders for telecommunication services to enterprises.

Orange Belgium is listed on the Brussels Stock Exchange (OBEL).

More information on: corporate.orange.be, www.orange.be or follow us on Twitter : [@pressOrangeBe](https://twitter.com/pressOrangeBe).

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