



NORTH AND SENNHEISER IN MAJOR PARTNERSHIP

North Esports is announcing a new Major partnership today (23rd August) with Sennheiser, a global leading audio products provider, in a new ambitious deal ahead of the StarLadder Berlin CS:GO Major 2019.



The partnership means that North's esports athletes use Sennheiser's premium audio products when competing in CS:GO, FIFA and Apex Legends. Sennheiser will feature on the North jersey for the remainder of 2019, starting at the Berlin CS:GO Major.

"With decades of experience, Sennheiser was the obvious choice for us as an audio partner. The sound aspect in esports is key to performing at the highest level," said Chief Commercial Officer at North, Jonas Gundersen.

"Sennheiser has always been heavily invested into gaming, providing world class products. We are excited for the future together," he added.

"We're really proud to be supporting such a prestigious team and are excited about our partnership with North. We hope that, with our audio expertise on board, North will reach even greater heights within esports" said Tim Völker – Vice President - Sales, Marketing and Product Management, Gaming at Sennheiser.

Later today, North face their first opponent in the Challenger Stage of StarLadder Berlin Major 2019.

About Sennheiser

Shaping the future of audio and creating unique sound experiences for customers – this aim unites Sennheiser employees and partners worldwide. Founded in 1945, Sennheiser is one of the world's leading manufacturers of headphones, loudspeakers, microphones and wireless transmission systems. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. As part of the Sennheiser Group, Sennheiser Communications A/S is a joint venture specialized in wireless

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and wired headsets and speakerphones for contact centers, offices and Unified Communications environments as well as headsets for gaming and mobile devices. In 2018, the Sennheiser Group generated turnover totaling €710.7 million. www.sennheiser.com

About North

North is a Danish esports organization founded by some of the biggest sport and entertainment companies in Scandinavia, F.C. Copenhagen and Nordisk Film, respectively, in 2017. The organization counts three top tier esports teams in CS:GO, FIFA and Apex Legends.

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