



PRESS RELEASE:

MTC and NESAs three-year gaming deal – to enhance and grow E-sports and gaming in Namibia.

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25 May 2022 - Windhoek- Mobile Telecommunications Limited (MTC) has entered into a funding alliance with the Namibian Electronic Sports Association (NESAs) to fund NESAs over the next three years to the tune of N\$1,500,000 per year – to support NESAs to successfully execute its mandate of esports in Namibia.

The alliance is effective as of 1st June 2022 until June 2025.

With a valuation of at just over 1.08 billion U.S. dollars in 2021 and forecasted to grow to as much as 1.62 billion U.S. dollars in 2024, Electronic Sports is growing phenomena – globally but remain largely untapped on the continent.

Although e-sports has seen dramatic growth in Namibia over the past 14 years, the progress has been albeit slow.

Granted federation status by the Namibia Sport Commission in 2010 – (NESAs) has been at the forefront of advocating to make esports a legitimate sport in the country and continuously hosts various tournaments and events.

However, challenged with the high barriers to entry and limited access to affordable internet access, the drive to promote esports to all Namibians has often been difficult. Therefore, even though they have been a recognized sports body since 2010, due to these local struggles, they were only able to start sending athletes to international competitions since 2017.

Announcing the funding agreement, MTC's Chief Human Capital, Corporate Affairs and Marketing Officer Tim Ekanjjo, explained that "stable and affordable internet access is key to the gaming industry, and there is no excuse why this should continue to be an obstacle. MTC is committed to support NESAs and the gaming fraternity and establish esports as a valid sport code in Namibia."

According to Ekanjjo "This collaboration will help MTC engage with digital natives, create meaningful experiences, win lifelong customers and advocates.

While it will allow NESAs to be more inclusive to all Namibians and make esports more attractive by providing support and substantial incentives to participants as competitive gaming takes hold, he pointed out.

The growing mobile penetration in the African region accelerated since 2019 when during the year, over 270 million Sub-Saharan Africans started using mobile phones. This together with the ever-improving infrastructure and affordable internet access are key drivers that promote the gaming industry.

Ekanjjo furthered that "The gaming industry is expected to register a CAGR of 12% between 2021 - 2026. The Covid-19 pandemic had a positive effect on the African Gaming Market. The pandemic led to mandated stay-at-home orders, which resulted in the customers spending more time and money on various games and gaming consoles, which led to the growth of the commercial segment of the gaming market.

With MTC set to launch more gaming solutions soon, the partnership with NESAs is befitting because it means that gaming will become more affordable and mainstream in the coming years."

NESAs President, Flip de Bruyn enthused, "Starting in April, we kicked off the national qualifiers for six games selected by the IESF (International Esports Federation) for this year's World Esports Championship, which are CS:GO, Tekken 7, eFootball 2022, Mobile Legends: Bang Bang, DotA2 and PUBG Mobile" stated De Bruyn.

"Therefore, this collaboration could not have come any sooner as the preparations for the 2022 World Esports Championship, slated for November to December this year in Bali, are ongoing" added De Bruyn.

The 2022 World Esports Championship for the first time in its history has also included a women's only category for the CS:GO" highlighted de Bruyn.

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Authored by: Corporate Affairs Department