



## **GIRLGAMER 2018 Esports Festival, eSports IP of Kaisun Holding’s subsidiary EvoLoop, wins Best Esports Festival at 2018 FESTX Awards**

Among 5 nominees, GIRLGAMER 2018 Esports Festival won the “Best Esports Festival” award at the FestX Awards, held on 11 Dec in Las Vegas, United States. The other 4 nominees are famous leading industry players including Blizzcon (California), DreamHack (Global), Hue Festival (Pennsylvania), Esports Festival Hong Kong, (Hong Kong).

(Source: <https://www.festxawards.com/2018-nominees/>)

GIRLGAMER Esports Festival is an exciting event focused on celebrating women’s competitiveness on videogames, serving as a platform to promote gender equality. The festival features a competition with international talent, while also hosting an industry business conference. The first GirlGamer was held in Macau in 2017 and was one of the biggest E-sports event in Macau, while GirlGamer 2018 held in Portugal was broadcasted through Ginx TV, an international Esports TV channel available over 50 countries.

During previous interviews by media, Mr. Philip Ching, Vice President of Kaisun Holdings and Chief Business Officer, mentioned that the business model of eSports is to build up an IP during and alongside with hosting events. These IPs can bring sustainable and extensible income for the company in different ways in future. Gaining partnerships with global cosmetics chain Sephora and AliCloud by 2018 GirlGamer eSports Festival held in Lisbon showed the IP of GirlGamer is blooming. Mr. Ching sees the promising business opportunity of IP management in the new economy, and is confident in capturing this opportunity in the current trend.

More than a Festival, GIRLGAMER is a statement. Today, because of the GIRLGAMER Festival, we can feel greater confidence in having more women within the Esports scene. Hopefully in the future we will have an inclusive community without any prejudice or discrimination towards women and finally see genderless competitions throughout.



Organized by Kaisun Holdings Limited (HKEX8203)'s subsidiary EvoLoop Limited and Grow uP eSports, Kaisun Holdings and EvoLoop's team are cheerful on this award which showed the international recognition of GirlGamer. Our team will continue our effort so that GIRLGAMER Esports Festival continue to flourish internationally.



The FestX Awards honors innovators in the festival space, celebrates festival producers and their peers, and most importantly, rewards incredible accomplishments. Last year's winner of the "Best Esports Festival" award was Blizzcon.