



PRESS RELEASE

GLS Spain and MAD Lions sign a two-year partnership

- GLS Spain breaks new ground, becoming first logistics company in Spain to officially partner with an esports franchise

Madrid, 22 March 2021. The international parcel and express service provider, GLS Spain has become the Official Logistics Partner of the MAD Lions *League of Legends (LoL)* franchise for the 2021 and 2022 seasons of the SuperLiga. MAD Lions is owned by global esports company, OverActive Media.

"We are pleased to announce this partnership, that we believe will allow us to build ties with an outstanding Spanish team and its avid fanbase," said Luis Doncel, General Manager Iberia at GLS. "Through this collaboration, we have the opportunity to engage a highly dynamic community and to support a leading and innovative industry."

GLS becomes the first company in its industry to sponsor an e-sports team in Spain and bonds with one of the fastest growing disciplines; e-sports has become a phenomenon and its mass of followers is expanding year after year. In Spain, *League of Legends* attracted more than 238,000 spectators during last season's finals alone.

"Our common goal is to grant our fans authentic experiences that bring them closer to our players. With the support of a partner like GLS, we will be able to better serve our gaming community and significantly help our newest partner gain more visibility for their brand," added Jorge Schnura, Co-Founder and President of the MAD Lions.

MAD Lions were founded in the summer of 2017, and by September of the same year they had already won the Electronic Sports League Masters in Madrid. Many of their victories were achieved in the real-time strategy video game *League of Legends*, which engages more than 100 million followers around the world. If the team succeeds in the SuperLiga, it will be eligible to play in the international arena and have a chance to win the next League of Legends Championship Series.

***GLS Spain and the GLS Group***

GLS Spain is a subsidiary of the GLS Group. GLS provides reliable, high-quality parcel services to over 240,000 customers, complemented by freight and express services. “Quality leader in parcel logistics” is GLS’ guiding principle. Through wholly owned and partner companies, the GLS Group covers 40 countries and is globally connected via contractual agreements. With its ground based network, GLS is one of the leading parcel service providers in Europe. The Group also operates through wholly owned subsidiaries in Canada and on the west coast of the United States. The GLS network consists of c. 70 central and regional transshipment points and c. 1,400 depots which are supported by c. 28,000 final mile delivery vehicles and c.4,000 long distance trucks. GLS employs c. 19,000 people. In the 2019/20 fiscal year GLS generated revenues of 3.6 billion euros and delivered 667 million parcels.

For more information please visit www.gls-spain.es

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