

KONAMI's eSports Activities



KONAMI is promoting eSports activities to foster and expand upon communication with customers through video games.

As part of *PAWAPURO Festival 2016* held at Tokyo Big Sight, we held championship tournaments for *JIKKYOU PAWAFURU PUROYAKYU* series video games. The event drew enthusiastic crowds, with an aggregate total of 6,600 people attending.

In addition, the PES League Road to Cardiff, a tournament for the video game *Winning Eleven 2017* (known overseas as *PES 2017 - Pro Evolution Soccer -*), was held over the period from December 2016 to June 2017. This event was considered

an official eSports tournament of the UEFA Champions League, a competition through which the No. 1 soccer club in Europe is crowned champion.

Competitors that rose up from preliminary tournaments held in countries and regions across the globe assembled at the world finals at London's Emirates Stadium. The champion of this video game tournament was crowned at the Millennium Stadium in Cardiff, Wales, the site of the finals of the UEFA Champions League.

KONAMI aims to deliver the thrill of eSports to people around the world through its ongoing activities in this area.