

2024

ESPORTS WALES

YEAR END REPORT

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YEAR END REVIEW

This year marked significant growth and achievements for Esports Wales. We expanded our national teams with the addition of Mobile Legends: Bang Bang and Hado, alongside the ongoing representation in Counter-Strike Open, Counter-Strike Women's Team, Dota 2, and Efootball. These teams have continued to show great promise on both the national and international stages.

A key highlight of the year was our collaboration with the Football Association of Wales to manage the Welsh team for EAFC in the eEuros, and the Welsh Rugby Union on working on the Minecraft Cymru League. This partnership has fostered greater visibility for esports in Wales and opened pathways for competitive gaming talents.

Our success was further amplified by securing large sponsorships from Acer and YGAM (Young Gamers & Gamblers Education Trust), which have been pivotal in supporting our mission and providing the resources needed for our teams to succeed.

The Welsh Esports League has had five new clubs joining the league this year. These new members further strengthen the esports community across Wales and contribute to the development of competitive gaming at all levels. The league has become a key platform for players and teams to hone their skills and showcase their talents.

Our commitment to player growth and media presence was highlighted by our Media Day event, where players had the opportunity to play in a professional environment, while also getting high-quality photos and media content captured for promotional purposes. This has

provided players with tools to enhance their personal and professional brands, further elevating the status of esports in Wales.

In recognition of the growing demand for structured esports development, we expanded the Esports Wales Academy, employing two additional staff members. These new hires will focus on expanding our academy programs, which are designed to support and nurture young talent. Their involvement is crucial to scaling our outreach efforts and continuing to provide high-quality workshops and training for aspiring players and professionals within the esports industry.

We have also had the pleasure again of collaborating with Media Cymru on the development of a new certification for Esports to help safeguard and professionalise the industry. Looking ahead to 2025, we have exciting plans in store. We will be counting to develop the Welsh Esports League, the Welsh Masters, and will continue to participate in international esports events, with looking at building some of our own events here in Wales.

As we reflect on this year's accomplishments, we are excited for the future of esports in Wales and look forward to continuing our journey towards becoming a leading force in the UK esports scene.

On behalf of the staff at Esports Wales, I would like to express our gratitude for your support and to wish you a successful and enjoyable year in 2025. Good luck and have fun!

Sincerely,
Director of Esports Wales
John Jackson



OUR MISSION

At Esports Wales, our mission is to cultivate a thriving esports ecosystem in Wales that promotes inclusivity, drives excellence, and empowers individuals. We are dedicated to supporting competitive gaming from the grassroots to the professional level, while increasing awareness and elevating the standard of Welsh esports.

Through our initiatives, we aim to provide opportunities for esports talent in Wales to be scouted by professional teams, both nationally and internationally. By hosting and sponsoring tournaments nationwide, with a strong focus on Welsh participants, we create platforms for aspiring esports athletes to showcase their skills and compete at the highest level.

We are committed to fostering a supportive and inclusive gaming community, where gamers of all backgrounds can come together, share their passion, and grow together. By promoting fair play, respect, and positive interactions, we create an environment that nurtures personal development, camaraderie, and friendships.

Esports Wales strives to be at the forefront of industry trends, technologies, and innovation. Through educational initiatives, coaching programs, and workshops, we empower individuals to enhance their skills, understand the esports landscape, and pursue fulfilling careers in this dynamic field.

Our ultimate goal is to position Wales as a leading destination for esports, renowned for its talented gamers, supportive infrastructure, and vibrant community. By embracing our mission, we aim to make a lasting impact on the esports industry in Wales, driving economic

growth, inspiring individuals, and fostering a sense of belonging and achievement within the gaming community.

OUR WORK

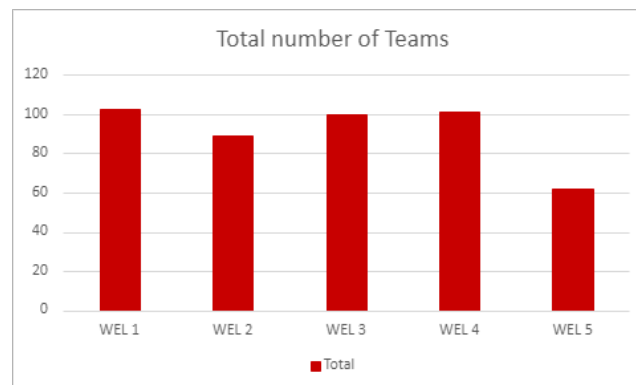
This year has developed our current offers including the Esports Wales Academy Program and the expansion of the Welsh Esports League and Hub system. Further research has been undertaken to find best way to improve the pathways in Wales. These initiatives have played a pivotal role in fostering talent, driving community engagement, and solidifying Wales's position within the esports industry.

- Esports Wales Academy Program:

The Esports Wales Academy has expanded this year offering more workshops and industry advice in Caerphilly and Newport funded by the UK Government and expanded with more workshops through Wales to help more people in Wales get into the industry.

- Welsh Esports League:

The Welsh Esports League has had updated graphics and further supporting more opportunities for Welsh Production to develop their skills. With 1304 current users of the Hub. A new club support section has been created to support clubs in growing and club selection. We will continue to run the Welsh Esports League in 2025.



▣ Community Engagement and Outreach:

Our presence at schools and colleges has helped create awareness about the opportunities within the esports industry, encouraging students to pursue their passion and build careers in this dynamic field. Through workshops, forums, and events, we have continued to build a vibrant and inclusive community where esports enthusiasts can connect and learn from one another.

▣ Collaboration and Partnerships:

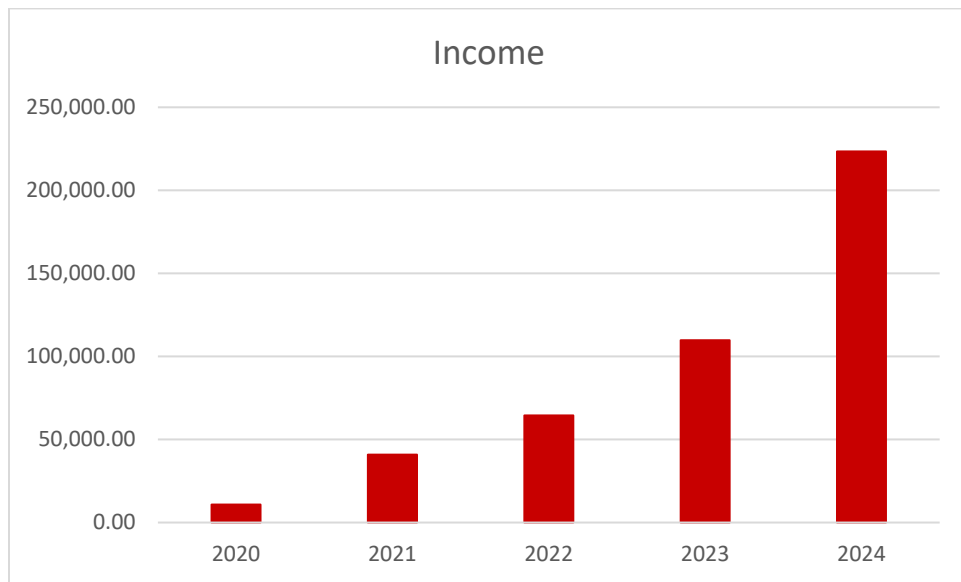
We have forged strategic collaborations and partnerships with sporting bodies, and other stakeholders within the esports ecosystem. These partnerships such as Football Association of Wales, Welsh Rugby Union allow us to develop the brand and support more transferable skills.





FINANCIALS

Over the past five years, the esports industry in Wales has experienced a remarkable increase in turnover, indicating a growing trend and a promising future for the sector. This surge in turnover can be attributed to several factors, including the rising popularity of esports globally and the concerted efforts made by Wales to develop its esports ecosystem.



Year after year, the Income of esports in Wales has been steadily climbing, showcasing the industry's robust growth. The increasing number of esports tournaments, both domestic and international, hosted in Wales has played a significant role in attracting attention and fostering growth. These events have brought in professional teams, players, and enthusiasts from around the world, contributing to the overall turnover of the industry.

Wales has recognised the potential of esports as a lucrative industry and has actively taken steps to support its growth areas.

SUMMARY	2024	2023	2022	2021	2020
Cash					
Cash received	223,463.42	109,741.70	64,461.96	40,856.37	10,815.15
Cash spent	190,527.53	88,883.13	73,281.96	37,696.88	4,870.09
Cash surplus (deficit)	32,935.89	20,858.57	(8,820.00)	3,159.49	5,945.06
Closing bank balance	54,079.01	21,143.12	284.55	9,104.55	5,945.06
Profitability					
Income	190,871.79	128,075.11	62,433.69	38,489.05	747.69
Direct costs	33,907.56	30,715.31	31,356.42	13,028.70	1,420.99
Gross profit (loss)	156,964.23	97,359.80	31,077.27	25,460.35	(673.30)
Other income	0.00	0.00	0.00	0.00	0.00
Expenses	131,079.25	65,232.45	40,416.00	25,251.38	3,449.10
Profit (loss)	25,884.98	32,127.35	(9,338.73)	208.97	(4,122.40)
Balance Sheet					
Debtors	48,309.33	25,800.00	0.00	0.00	0.00
Creditors	0.00	0.00	0.00	0.00	0.00
Net assets	45,760.17	19,875.19	(12,252.16)	(2,913.43)	(4,122.40)
Sales					
Number of invoices issued	19.00	23.00	12.00	6.00	0.00
Average value of invoices	5,990.55	2,930.14	2,001.28	1,937.50	0.00
Performance					
Gross profit margin (%)	82.24	76.02	49.78	66.15	(90.05)
Net profit margin (%)	13.56	25.08	(14.96)	0.54	(551.35)
Return on investment (p.a.) (%)	56.57	161.65	76.22	(7.17)	100.00
Position					
Average debtor days	92.63	73.53	0.00	0.00	0.00
Average creditor days	0.00	0.00	0.00	0.00	0.00
Short term cash forecast	48,309.33	25,800.00	0.00	0.00	0.00
Current assets to liabilities	2.35	1.73	0.02	0.76	0.59
Term assets to liabilities	0.54	0.00	0.00	0.00	0.00

In addition to the growth of traditional esports events, Esports Wales has been exploring creating a major event, while a separate event can help support the growth of Esports in Wales.

Wales is still in a development stage, actively seeking ways to bring in more revenue and create a sustainable esports industry in Wales. This may involve collaborations with local businesses, attracting international investors, and nurturing local talent to compete at the highest levels.

WHATS AHEAD

Looking ahead, Esports Wales has an exciting roadmap for the upcoming year. Here are some of the key initiatives and focus areas that we plan to undertake:

Esports Leaders Certification: We will continue to enhance and expand our Esports Wales Academy Program by offering a new certificate to help support the growth of Esports in Wales.

Esports Wales Local: Development of more Esports Wales Local's across Wales and how we can support and contribute to the local community.



GB Games in Rhyl.

Hub Development: Building upon the success of the Welsh Esports League, we will further develop and refine the league structure, ensuring a seamless and engaging experience for

participants. We plan to introduce new game titles, implement innovative formats, and expand the reach of the tournaments across more regions in Wales.

Education Partnerships: We will strengthen our collaborations with educational institutions, working closely with schools, colleges, and universities to promote esports qualifications and integrate esports curricula. By offering educational pathways and resources, we aim to support students in pursuing their passion for esports while acquiring valuable skills and knowledge.

Grassroots Engagement: We will continue to prioritise grassroots engagement and community initiatives, organising local tournaments, workshops, and events to connect with esports enthusiasts at all levels. These activities aim to foster a sense of community, provide opportunities for skill development, and promote inclusivity within the esports ecosystem.

Professional Competitions and Showcases: We plan to host high-profile esports competitions, inviting top players and teams to showcase their skills and compete for prestigious titles. These events will not only attract a large audience but also elevate the profile of Welsh esports talent on the national and international stage.

Industry Collaboration and Networking: We will actively seek collaborations with industry stakeholders, brands, and organisations to foster partnerships that can benefit the esports community. By connecting players, teams, sponsors, and industry professionals, we aim to create opportunities for growth, innovation, and collaboration within the esports industry.

Outreach and Public Awareness: Esports Wales will continue to raise public awareness about the benefits and opportunities offered by esports. Through media engagement, community outreach programs, and educational campaigns, we aim to challenge stereotypes, promote esports as a legitimate career path, and encourage inclusivity and diversity within the esports community.

Certification: Creation of a certification program for Esports in Wales. To help professionalise the industry and help improve the pathways for people in Wales.

THIS IS OUR GAME
THIS IS **ESPORTS WALES**

#REPTHEDRAGON