

2025

ESPORTS WALES

YEAR END REPORT

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YEAR END REVIEW

2025 has been a landmark year for Esports Wales, marked by events, collaboration, and community impact. As the national governing body for esports in Wales, we continued to champion competitive gaming, education, and inclusivity across the country. From grassroots tournaments to international representation, our mission to make esports accessible for everyone has never been stronger.

A key highlight of the year was our collaboration with the Welsh Rugby Union to continue the work on the Minecraft Cymru League, this has now expanded to include Rugby 25, as well as other partnerships including hosting the Esports Wales Media Day at the Stadium. This partnership has fostered greater visibility for esports in Wales and opened pathways for competitive gaming talents.

Our success was further amplified by renewing sponsorships from Acer and YGAM (Young Gamers & Gamblers Education Trust).

The Welsh Esports League has held 16 clubs which are active within the space. These members further strengthen the esports community across Wales and contribute to the development of competitive gaming at all levels.

The Esports Wales academy has continued to operate continuing to employ two staff members. These staff 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.

Events were a big part of 2025 including the first Phygital football event in Newport in January. We also held two Game Wales events during the year one being held in Caerphilly with the second being held in Llandrindod Wells. We have continued to run the Welsh Esports League and support the Minecraft Cymru League.

During the year we also supported S4C with their Lefel event in North Wales, and a presents at Welsh festivals such as Urdd Eisteddfod, Tafwyl, Ffilifest. We have been active within the Fan Zone for the Welsh International Games.

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 2026.

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 events including the Game Wales and Phygital Events and the expansion of the Welsh Esports League and Platform 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 continued this year offering more workshops and industry advice pan Wales funded by Creative Wales and expanded with more workshops through Wales to help more people in Wales get into the industry.

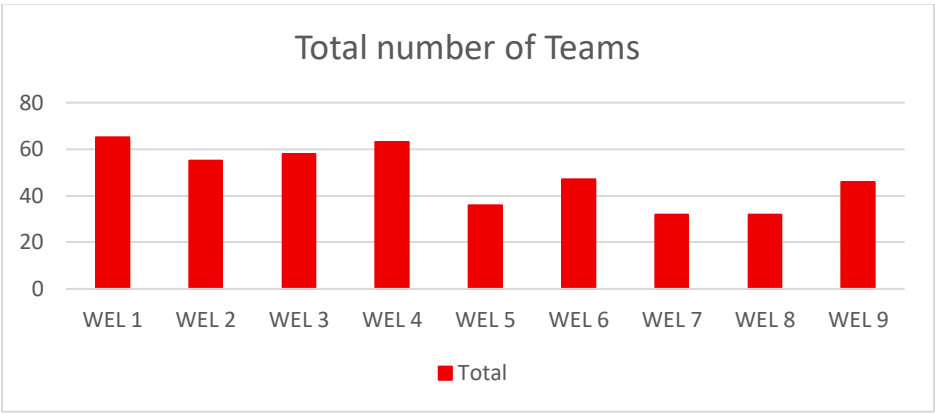


- ▣ Welsh Esports League:

The Welsh Esports League has had updated graphics and further supporting more opportunities for Welsh Production to develop their skills. With 1860 current users of the

Platform. A new club support section has been created to support clubs in growing and club selection, in partnership with Big Learning Company we ran a 4-week course on developing new Esports club.

Working with the Welsh Chess Union saw the introduction of Chess.com to the Welsh Esports League. We will continue to run the Welsh Esports League in 2026.



▣ Esports in Education:

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. Technical issues continue to be a barrier for schools delivering Esports activities within the school. 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.

In 2026 we aim to run the first School and College League for schools to engage with across Wales, This would be an addition to the Minecraft Cymru League.

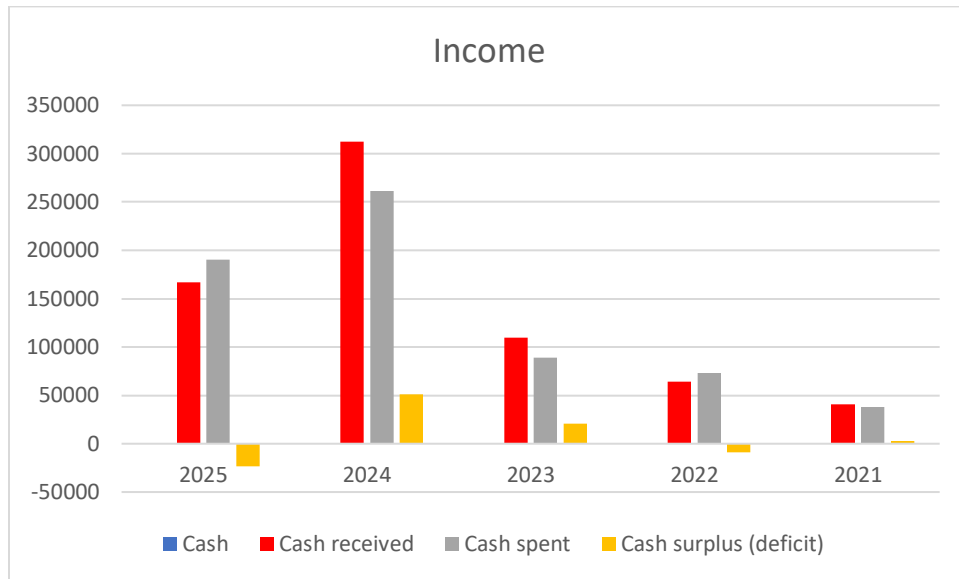
▣ Collaboration and Partnerships:

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, and being part of events such as the FAW Youth Conference.



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. In 2025 with the end of SPF grants our income has dropped from the 2024.



The surplus cash from 2024 has been used to fund current staffing levels and look for additional revenue streams for sustainability.

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

SUMMARY	2025	2024	2023	2022	2021
Cash					
Cash received	166,974.81	312,316.60	109,776.33	64,461.96	40,856.37
Cash spent	190,284.64	261,214.45	88,883.13	73,281.96	37,878.33
Cash surplus (deficit)	(23,309.83)	51,102.15	20,893.20	(8,820.00)	2,978.04
Closing bank balance	48,788.62	72,098.45	20,996.30	103.10	8,923.10
Profitability					
Income	158,286.44	241,757.64	108,075.11	62,433.69	38,489.05
Direct costs	30,567.48	19,233.08	26,752.76	31,356.42	13,028.70
Gross profit (loss)	127,718.96	222,524.56	81,322.35	31,077.27	25,460.35
Other income	0.00	0.00	0.00	0.00	0.00
Expenses	109,387.13	187,913.23	65,935.90	43,298.73	25,251.38
Profit (loss)	18,331.83	34,611.33	15,386.45	(12,221.46)	208.97
Balance Sheet					
Debtors	18,307.70	16,556.00	25,800.00	0.00	0.00
Creditors	446.22	0.00	0.00	0.00	0.00
Net assets	84,772.36	66,440.53	31,829.20	16,408.12	8,779.58
Sales					
Number of invoices issued	19.00	26.00	23.00	12.00	6.00
Average value of invoices	3,415.27	5,222.42	2,930.14	2,001.28	1,937.50
Performance					
Gross profit margin (%)	80.69	92.04	75.25	49.78	66.15
Net profit margin (%)	11.58	14.32	14.24	(19.58)	0.54
Return on investment (p.a.) (%)	21.62	52.09	48.34	(74.48)	2.38
Position					
Average debtor days	42.22	25.06	87.13	0.00	0.00
Average creditor days	5.33	0.00	0.00	0.00	0.00
Short term cash forecast	17,861.48	16,556.00	25,800.00	0.00	0.00
Current assets to liabilities	11.86	4.96	2.90	5.44	62.17
Term assets to liabilities	(4.98)	0.65	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, the Esports Wales roadmap has a lot of unknowns for the upcoming year. Due to changes in the international landscape, International Esports Federation, Olympics, Nations Cup, European Esports Federation are yet to confirm if tournaments will take place and if Esports Wales will be part of the programs.

While the international aspect remains unknown our domestic activations will continue to build with Minecraft Cymru League, Student Esports Championships, and continue development of the Welsh Esports League.

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

Establishing a more professional structure: We will look at prioritising a stronger structure within Esports Wales. To help create a safe and professional environment for clubs and talent to develop.

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

#CYMRUPLAYSASONE