

PRESS RELEASE

EICMA, GAMING AMONG THE BIG NEWS OF 2023

The event launches EICMA Esports Arena, which will host online motorcycle competitions and many other initiatives. Director Casartelli declares: "A strategic positioning we sought after, a privileged opportunity to involve the young and very young"

MILAN, SEP. 28. - Gaming debuts at EICMA, and does so in style. While preparations are in full swing for Edition number 80 of the International Exhibition of Two Wheels, which will be held from November 9 to 12 at the Fiera Milano pavilions in Rho, organizers announced this morning the news of the launch of EICMA Esports Arena, the brand new exhibition content dedicated to the world of electronic sports and motorsport video games.

It will be a full-fledged online motocross championship, EICMA ESPORTS MX, open to gamers from all over Europe and the United States, that will mark the path of this groundbreaking event between now and the opening of EICMA 2023. There will be four races on the calendar, taking place on digital reproductions of Italy's most legendary and representative tracks: starting on Oct. 2 at the cross temple of Maggiora, moving on to Arco di Trento (Oct. 9), Mantua (Oct. 16) and, finally, Riola Sardo (Oct. 23).

The top ten finishers in the online championship will then earn a ticket to Milan, destination EICMA, where on Saturday, November 11, they will play the finals in the EICMA Esports Arena on the faithful digital reproduction of the MOTOLIVE off-road track, the event within the event that is set up every year in the outdoor area of the fairgrounds.

In addition, during the exhibition week, EICMA Esports Arena will host many other initiatives and events that will include the presence and involvement of internationally renowned riders and VIPs.

To develop the new project on gaming, EICMA chose Init Esports, a U.S.-based company that is a world leader in special Sim Racing events and motorcycle Esports tournaments, which through its CEO Stefy Bau (a former multi-time motocross champion) emphasized the value of "meeting the



boys and girls where they are, online. Through this EICMA initiative we give them the chance to have an exciting experience, but we are also pleased to help promote interest in the industry." And of "a privileged opportunity to engage the young and very young and promote the values of our world," spoke the executive director of EICMA himself, Giacomo Casartelli, who sees in this new content, "which is for us a desired and sought-after strategic positioning, an effective and indispensable tool to create a bridge between the digital and physical worlds seamlessly and to dialogue with the future customers of the industry we bring to the stage."

Competitors to the first EICMA ESPORTS MX title can already register for the championship and find all the information and regulations on the event's official website www.eicma.it. The races will be broadcast live on the new EICMA Twitch profile and on the Init Esports profile.

EICMA S.p.A.