



# Esports



OVER  
**£2 BILLION**  
ASSETS UNDER ADMINISTRATION

# ESPORTS

Our in house experience within the world of esports dates back to very early days of competitive video gaming in the early 90's. Coupled with our trusted knowledge and expertise in a range of financial services and solutions across multiple sectors and jurisdictions, we are well classed to support those in the esports industry.

## OUR SERVICES

- Esports Consultancy
- Business Plan Assistance
- Company incorporation and ongoing assistance
- Esports Betting License Support
- Wealth structuring for Streamers, Pro Players and Org Owners
- Tournament Operator Payment Solutions
- Back office Org administration
- Team Payroll Services
- Accounting Services
- Establishment of Bank Accounts



# OUR ESPORTS TEAM



**Gary Harrison**  
Head of Group Business Development



**Andy Morgan**  
Group CEO

# OUR STORY

Our journey began in 2004 in the Isle of Man, managing luxury assets for clients that require the highest level of service.

Our success initiated in the yachting sector and we registered some of the first super yachts in the Isle of Man. Our personal approach and professional expertise earned us a reputable position in the luxury asset sector.

In 2011 we set up our office in Malta, a leading global maritime hub placed in strategic geographical location. Our expansion was a transformational success and significantly grew our client base. Our continuous growth has allowed us to diversify and expand our service offering into a diverse range of sectors including, Aviation, Trusts, E-Gaming, Fintech, Family Office, Companies, Commercial Property, Relocation, Resident-Citizenship and Foundations.

Our approach to business has remained consistent throughout our organic growth. We aim to deliver a level of service that is unrivalled, applying the philosophy that made us successful in administering luxury assets, to each of our sectors.

Our team hold extensive knowledge in fiduciary services spanning across multiple jurisdictions, giving our clients flexibility and security. Our wealth of experience has acquired us an established list of international intermediaries.

In 2019 Affinity was acquired by a longstanding client and under new leadership we experienced a period of significant growth. We rebranded, realigned our strategy and strengthened our team, putting our employees at the forefront of everything we do.

As we entered 2020 we surpassed over £2 billion of assets under our administration and opened our new office in the Cayman Islands.



## OUR ESPORTS STORY

Our authentic approach to esports stems from the passion for gaming within the Affinity team, from the CEO to the accounting team. We understood early on that supporting the esports ecosystem at its grassroots levels would be just as important as supporting Tier 1 Orgs with the growth plans and providing TO's with payment solutions. This is why we sponsored and supported some the earliest esports tournaments on the Isle of Man. This allowed us to not only showcase our authenticity as gamers and fans of esports but also connect with the local esports community.

In 2021 we bolstered our in house esports knowledge with the hire of Chris Kissack, a recognised esports advisor and industry specialist. Chris brings his respected industry knowledge of the esports industry along with a wealth of experience of working with players, Orgs and TO's.

# AFFINITY IN THE ISLE OF MAN

The Isle of Man offers...

- A thriving local esports ecosystem across multiple scenes.
- A highly regulated financial jurisdiction providing innovative solutions.
- 0% corporation tax, no capital gains tax and a low personal income tax rate.
- Government grant funding for relocation, hardware, software and marketing.
- Government grant funding for relocation, hardware, software and marketing.







## AFFINITY IN MALTA

Malta offers...

- Robust regulation and jurisdiction with the Malta Financial Services Authority.
- A stable legal and political framework, a full EU member state and a Eurozone location.
- Consumer protection, market integrity and financial stability.
- A highly efficient fiscal regime which avoids double taxation of taxed company profits distributed as dividends.



# AFFINITY IN THE CAYMAN ISLANDS

The Cayman Islands offer...

- Robust regulation and jurisdictions through the Cayman Islands Monetary Authority.
- Strategic location with opportunities for clients inside and outside of the European Union.
- Attractive jurisdiction with a variety of wealth planning structures and opportunities.
- Attractive fiscal regime with 0% corporation tax, capital gains tax or income tax.



# WHY AFFINITY?

Our personal approach to corporate services is what sets Affinity apart. Our friendly, assertive team invest in client relationships that are based on trust and discretion and can provide assistance on any client matter, with professional expertise and guidance.

We are a leading Corporate Service Provider in esports and hold exceptional knowledge in the industry. Our wide range of services supports clients through the entire jurisdiction and regulatory landscape.

## TALK TO US

We are ready to support you with your esports requirements. Please get in touch if you would like advice or to speak to one of our experts.

**Mark O'Neill**  
Group Commercial Manager  
Tel: + 44 (0)1624 670583  
Mob: +44 (0)7624 310692  
Email: [mark@affinityco.com](mailto:mark@affinityco.com)

**Andrew Morgan**  
Group CEO  
Tel: + 44 (0)1624 670583  
Mob: +44 (0)7624 460996  
Email: [andy@affinityco.com](mailto:andy@affinityco.com)

**A PERSONAL APPROACH TO CORPORATE,  
DIGITAL & PRIVATE WEALTH SERVICES**



## **ISLE OF MAN**

Second Floor  
14 Athol Street  
Douglas  
Isle of Man  
IM1 1JA

+ 44 (0) 1624 670583  
[info@affinityco.com](mailto:info@affinityco.com)

Licensed by the Isle of Man  
Financial Services Authority

## **CAYMAN ISLANDS**

Buckingham Square,  
South Building 2nd Floor,  
720 West Bay Road,  
Grand Cayman  
Cayman Islands

[info@affinityco.com](mailto:info@affinityco.com)

Regulated by the  
Cayman Islands Monetary Authority

## **MALTA**

Level 2, Progetta House  
Tower Street  
Swatar, Birkirkara  
Malta  
BKR 4012

(+356) 2010 4700  
[info@affinityco.com](mailto:info@affinityco.com)

Authorised by the Malta  
Financial Services Authority

**[WWW.AFFINITYCO.COM](http://WWW.AFFINITYCO.COM)**