



Affinity GROUP esports



Who Are We?

Affinity Group is a multi-award winning Corporate Service Provider specialising in the luxury asset sector and niche emerging sectors.

Our authentic approach is driven by passionate team members that love esports and hold an integral understanding of the industry.

We support the sector from the roots up and sponsored the first professional esports event on the Isle of Man.

Our services span across sectors and jurisdictions which offers our clients vast flexibility and opportunities across the globe.

Esports has earned its title as one of the most exciting growing industries, and whilst its growth has transformed over the last decade, its origins, core values and strong sense of community remains at the heart of the esports of sector.

Players, Orgs, esports Businesses...

Our esports Services

Our services include:

- Consultancy services
- Wealth and estate planning
- Bank account opening
- Escrow services
- Multi-jurisdictional licensing
- Assistance with government grant applications
- Company incorporation and administration
- Provision of Directorship services
- Provision of Registered Office services
- Liaison with regulators, lawyers and auditors.

Esports In The Isle of Man



A prestigious track-record in emerging sectors

The growing esports sector on the Isle of Man involves many regular grass-roots initiatives that pop up at local venues and with some operating in the international esports sector, such as an Isle of Man founded org that has competed in the NLC and EU Masters.

The support of government funding on different projects and the advanced landscape of the corporate, legal and technology sectors creates an ideal environment for esports businesses to grow.

The jurisdiction offers many competitive structures which provide unique benefits this makes the Isle of Man a very attractive place for multiple market segments in the esports sector, such as players that require banks accounts and advice on wealth management, or teams that could benefit from structuring or visa applications.


The Isle of Man offers a favourable fiscal regime, robust regulation, developed infrastructure and a leading reputation as an international financial centre of excellence. Our clients will gain the prestigious status of being located in a reputable jurisdiction, which in turn delivers value to their clients.

We have assisted numerous esports clients with their individual business plans, and our number one aim is provide our clients with the means to grow and benefit from the fantastic landscape the Isle of Man has to offer.

Esports In Malta

Malta is placing itself as a front leader in the booming video gaming sector

As for Malta, we believe this presents our clients with another competitive jurisdiction that holds an ideal environment for an esports business to grow. A secure regulatory regime with a supportive government that drives exploration and innovation in emerging sectors, esports businesses will have the opportunity to benefit this support and a digital landscape with advanced infrastructure.



An esports business can benefit from the highly skilled work-force available and unique structuring opportunities and wealth management services delivered by a pool of experienced professionals.

The jurisdiction has a thriving local esports community with a well-established FIFA and Sim Racing scene. Similarly to the Isle of Man, its government is forward-thinking and welcomes new start-ups in esports, it also offers different opportunities due to being located in the European market, such as visa applications.

“My first experience in the esports sector was at a CS:GO major in Berlin in 2019, which gave me an invaluable insight into the real passion that exists in this industry. More recently I was lucky enough to go to Esports Insider, I met such a wide variety of interesting and passionate people that I learnt so much from.

A word that I heard used a lot was “authenticity” and I understand now why this is so important, as people within esports are very protective of the industry and its culture. We believe we have adopted an authentic strategy and have highlighted various market segments where we can provide value in unique structuring.”

Louise Kelly

Senior Client Administrator

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Our Brand

Our contemporary brand represents a transition from the traditional, it is dynamic, innovative and evolving. It stands out in the luxury asset sectors, yet fits in with our niche sectors reflecting our diverse offering.

A significant message in our brand is our approach. We hold a personal approach to corporate and trust services which entails a bespoke, tailored service by sharing our expert advice and knowledge to meet complex client requirements and individual goals.

A boutique business with a global presence, we have a determined vision to grow our business organically while continuing to provide the same personal, discreet service to our clients who rely on us for expert advice that spans sectors and jurisdictions.

With an agile and enthusiastic stance to industry developments, and new diversification in our service offering, we have been providing innovative services for many years. We have developed a prestigious reputation for offering an excellent service at a competitive price.

Experts in administering luxury assets and fiduciary services, our business model is now made up of a diverse range of sectors.

- Aviation
- Cannabis
- Companies
- Commercial Property
- eGaming
- Escrow Services
- Fintech
- Foundations
- Multi Family Office
- Relocation
- Resident & Citizenship
- Trust
- Yachting

Our Other Sectors



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