

TEAM PRESENTATION



REGHIUM
ESPORTS

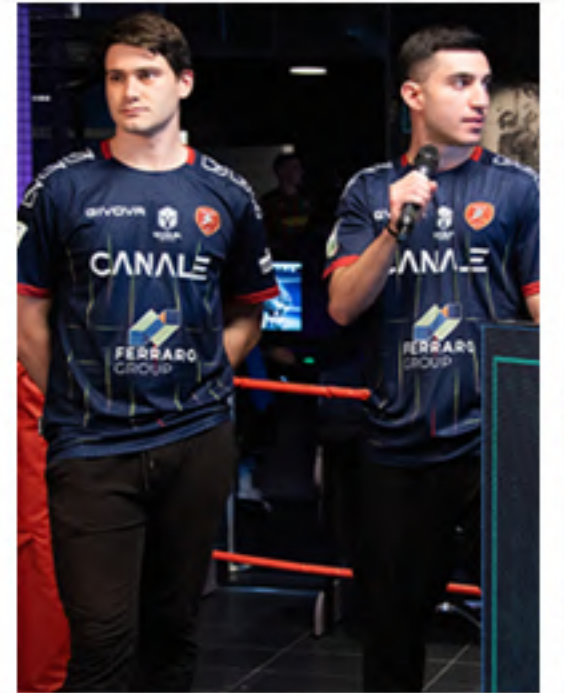
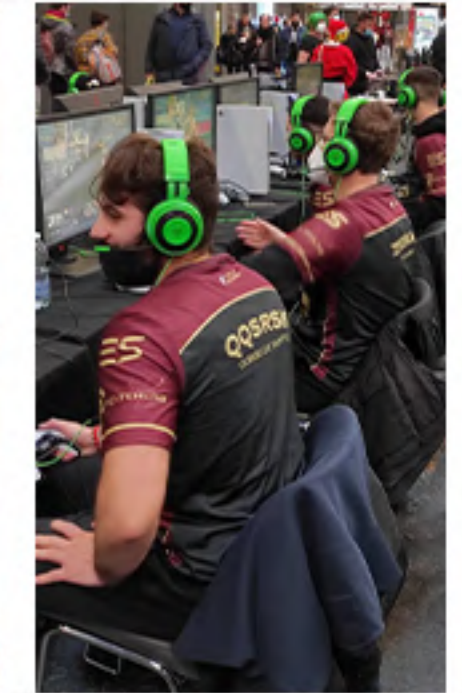
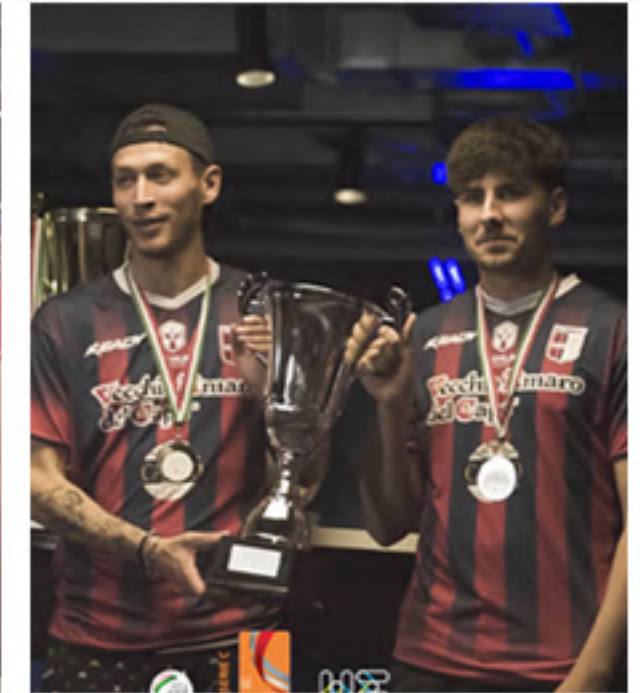
WWW.REGHIUMESPORTS.CC

1. WHO WE ARE

Reghium Esports founded in 2016 with the aim of promoting and developing the Esports sector at both local and national levels. Initially born as a small group of enthusiasts, the project quickly evolved into a structured and recognized organization committed to the growth and professionalization of the competitive gaming scene.

Our mission is to **foster the integration of Esports into the sports and cultural context**, offering development opportunities to **athletes, content creators, and enthusiasts**. We operate with a focus on quality, education, and competitiveness, promoting core values such as fair play, discipline, and team spirit.

Within our association, **every member matters**. Our goal is to support the growth of each individual without leaving anyone behind, creating a welcoming and stimulating environment for all. **Every player has the freedom to choose their own path**, whether it be competitive or casual.



2. OUR PROJECTS

Thanks to our staff, we have several ongoing projects and others in the pipeline that allow us to offer services to players, as well as promote the Esports scene throughout Calabria and beyond.

- **Network:** A section dedicated to streamers who primarily broadcast live on Twitch.
- **Reghium Championship:** A platform dedicated to our online tournaments, where users can register, create their own team, and participate in various free and premium events.
- **Reghium Community:** Thanks to our followers, several Facebook and Telegram groups have emerged, each focused on specific games. These spaces allow members to chat, find teammates, and receive support.
- **Reghium Forged:** The Forged project is an opportunity to become a true competitive warrior. Through a structured path, we help players develop new game tactics, improve their skills, and grow within a team of passionate gamers.
- **Reghium Tour:** A key project aimed at raising awareness of Reghium throughout Calabria and beyond. The tour will visit shopping centers, featuring dedicated tournaments to engage the public and showcase our community.



3. OUR MISSION

Our mission is to harness the power of video games to enhance the value of Southern Italy, transforming it into a vibrant and innovative investment opportunity.

We are committed to using the creativity and technology of video games to promote the beauty, culture, and resources of the South, creating engaging experiences that attract investors and visitors from around the world.

Through educational games, immersive experiences, and gamification initiatives, we aim to revitalize local economies, reduce regional disparities, and promote sustainable development. Together with local communities and stakeholders, we strive to build a future in which Southern Italy stands out as a center of excellence in the video game industry, a place where creativity and innovation thrive, enriching the lives of those who live and invest there.



4. GAMING HOUSE

Our headquarters is the only active Esports venue in Reggio Calabria. It features several gaming stations, including SimRacing setups for motorsport enthusiasts, as well as a dedicated streaming station used by our streamers to cover all the tournaments organized by Reghium throughout the year.

The Gaming House also serves as the hub for various LAN tournaments, for titles such as EA FC, Gran Turismo, Rocket League, and many others.

In addition, we offer our guests access to an on-site refreshment area, allowing players to relax and recharge between games.



5. ANALYTICS REGHIUM ESPORTS

At Reghium, thanks to our Staff, Players, and Streamers, we experience consistent growth in our numbers across various social media platforms and websites.

OUR WEBSITE HAS RECORDED OVER 3,000,000 TOTAL VISITS SINCE ITS LAUNCH IN 2018, WITH AN AVERAGE OF 400 DAILY VISITS.

OVER 10,000+ FOLLOWERS ACROSS ALL OUR SOCIAL MEDIA CHANNELS AND COMMUNITIES WITHIN THE TEAM.

OVER 100,000 INTERACTIONS WITH OUR POSTS AND STORIES ON SOCIAL MEDIA.

BETWEEN STAFF, PLAYERS, AND STREAMERS, WE HAVE OVER 20 COMPETITIVE DIVISIONS.

EACH TWITCH LIVE STREAM REACHES OVER 500 TOTAL VIEWERS.

A STAFF OF MORE THAN 30 PEOPLE WHO MANAGE ALL THE VARIOUS DIVISIONS WITHIN THE TEAM.

OVER €30,000 IN TOTAL WINNINGS BY OUR TEAMS IN OFFICIAL COMPETITIONS.

6. COMPETITIONS AND STATS

Reghium participates in many official and major competitions in Italy for games such as EA FC, Rocket League, Rainbow Six Siege, and Warzone.

Competition numbers in terms of visibility for the year 2024:



+220.000



+110.000



+180.000



+40.000



+250.000



+90.000

7. CONTENT CREATOR

Reghium's Network section is also responsible for managing content creators in the web and gaming world, taking care of their image, communication, and commercial positioning.

The main mission is to support the professional growth and development of talents, both in terms of communication and relationship building with major companies.

We work with over 20 content creators, including the following:


 **630.971**


 **372.720**


 **94.152**




WENKIS


 **7K**


 **37K**


 **5K**



PREDAGE


 **15K**


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
 **15K**



MOONHARU


 **10K**


 **3.2K**


 **4.5K**



GEOFROMHELL

 **260K**

 **5K**

 **3K**

8. ESPORTS STATS IN ITALY

IIDEA – Italian Interactive Digital Entertainment Association, is the association that provides identity and a unified voice to the sector, addressing shared topics of interest with a cohesive approach. It has conducted an in-depth analysis of the current Esports landscape in Italy. Below are the key statistics.

The **total estimated economic impact** (direct and indirect) of the Esports sector in Italy ranges from **€47 to €51 million**. Of this, **55% (€20.9 million)** is generated by **Esports teams**, followed by **tournament organizers** with **22% (€8.4 million)**, and publishers with **5% (€2 million)**. The remaining **18% (€6.7 million)** comes from other types of companies operating in the Esports world (e.g., dedicated venues, hardware manufacturers, developers, and other categories not included in the previous ones).

The **main spending categories**, in terms of employment, vary depending on the type of entity considered. The roles with the greatest impact on total personnel costs in the sector are:

- **Team**: pro players, content creators, and analysts/coaches;
- **Organizers**: casters/commentators, project managers, and content creators;
- **Publisher**: marketing and PR professionals.

The Esports Sector in Italy

475.000

AVID FANS

People aged between 14 and 40 who follow Esports events daily in Italy

1.6 mln

FANBASE

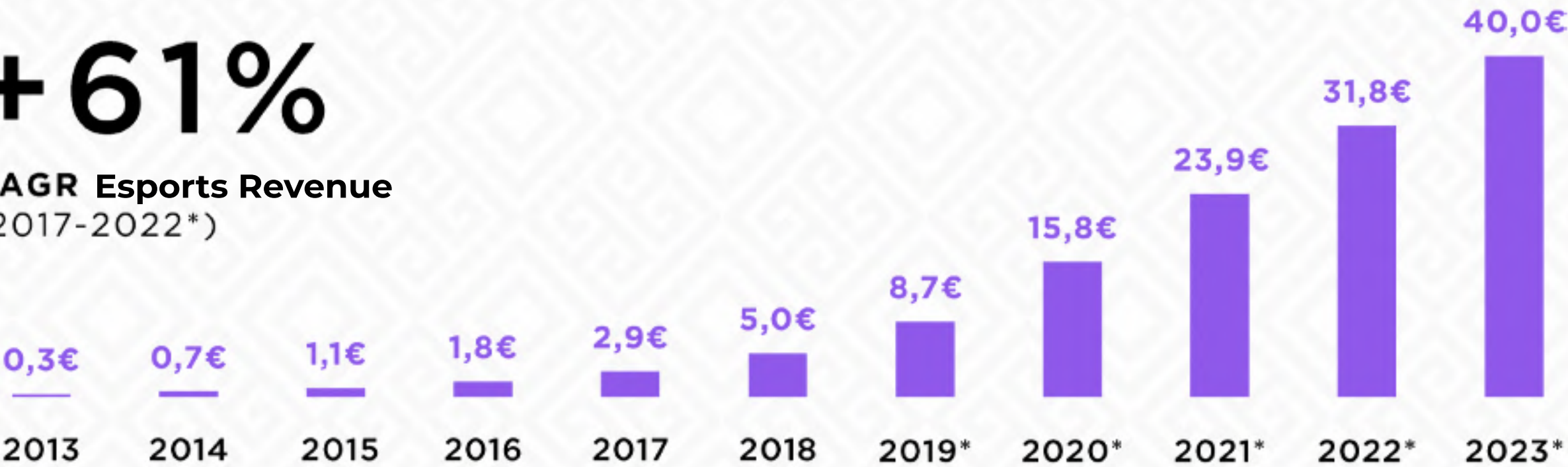
People aged between 14 and 40 who follow Esports events multiple times a week

Increase in hours watched on Twitch for Esports-related streams

2021 vs 2020

+61%

CAGR Esports Revenue (2017-2022*)



When did you start following Esports?

43%

LESS THAN TWO YEARS

MORE THAN TWO YEARS

57%

(+17% vs 2021)

+60%



9. WHY CHOOSE US

Reghium Esports offers structured packages tailored to each brand, through careful planning of promotional messaging to ensure maximum visibility and brand recognition within the Esports community and across the territory. Why choose us?

AN ORGANIZATION WITH A YOUNG AND DYNAMIC STAFF

PROMOTING THE REGIONAL AND NATIONAL TERRITORY

ENCOURAGING YOUNG PEOPLE TO SOCIALIZE AND GAIN NEW EXPERIENCES

PROMOTING SMALL AND MEDIUM-SIZED ENTERPRISES ACROSS THE NATIONAL TERRITORY

INTRODUCING ATHLETES TO THE PROFESSIONAL WORLD

SERIOUSNESS AND PROFESSIONALISM

A FRIENDLY AND DISCIPLINED ENVIRONMENT; TEAMWORK COMES FIRST

A WILLINGNESS TO TAKE ON CHALLENGES

CONSTANTLY IMPROVING ONESELF AND HELPING OTHERS IMPROVE

BEING A GUIDE, HELPING YOUNG PEOPLE STEER AWAY FROM WRONG CHOICES

THIS IS
REGHIUM



10. CIRCULAR ECONOMY

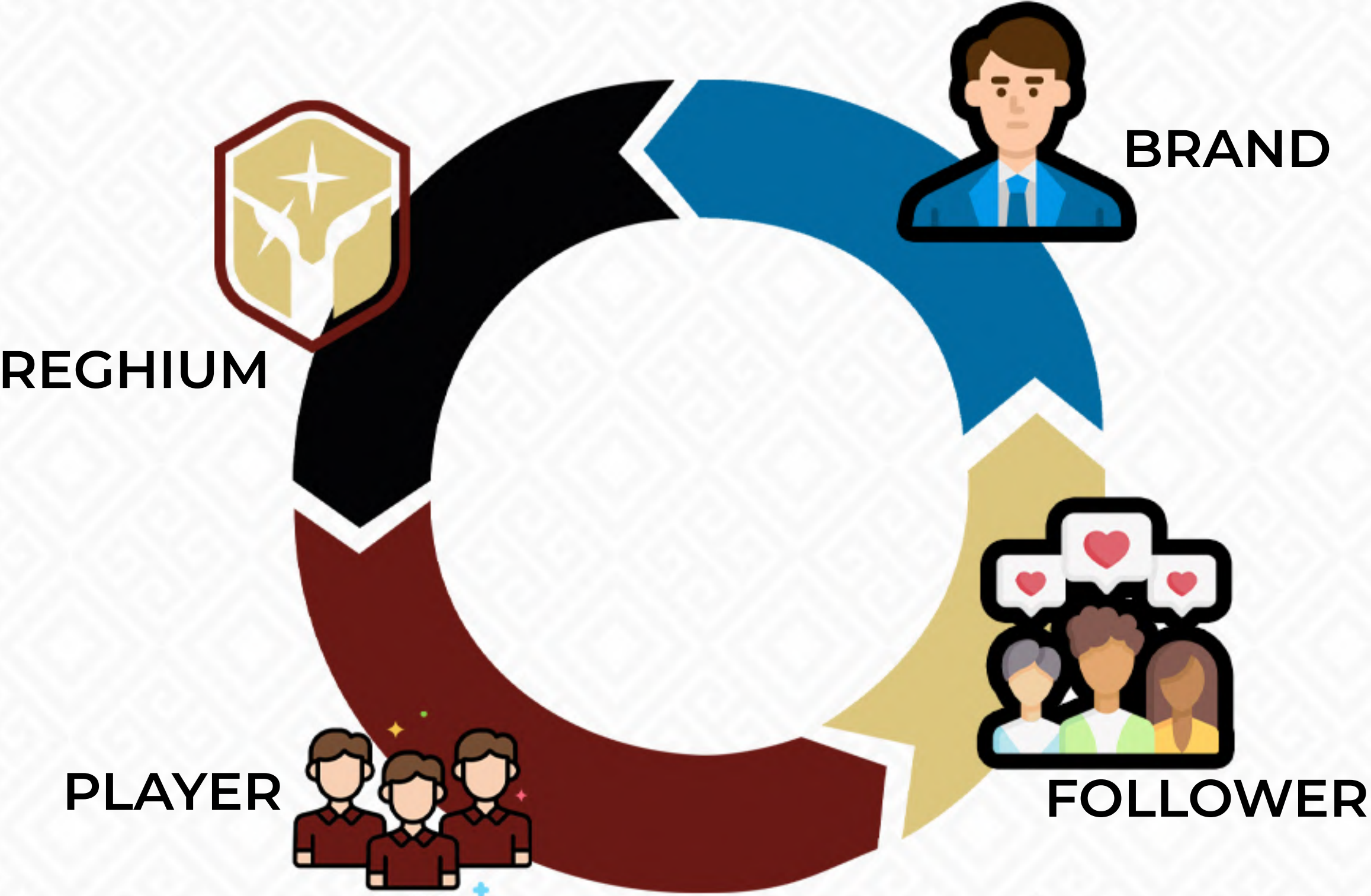
Our marketing plan aims to create a **Circular Economy** so that everyone can get to know the **Brand** and benefit from the services/products offered.

THE BRAND FUNDS REGHIUM ESPORTS, OFFERS DEALS TO MEMBERS, GAINS CUSTOMERS, AND ACHIEVES VISIBILITY THROUGH THE TEAM

REGHIUM ESPORTS GAINS PRESTIGE AND FUNDING FROM THE BRAND

THANKS TO THE FUNDING, PLAYERS CAN REGISTER FOR EXCLUSIVE TOURNAMENTS AND BECOME LOYAL TO THE BRAND THROUGH DEDICATED OFFERS

FOLLOWERS GET TO KNOW THE NEW BRAND, PURCHASE ITS PRODUCTS, AND USE ITS SERVICES



11. ORGANIZED EVENTS AND TOURNAMENTS

Reghium Esports ASD organizes events in the city, but above all online tournaments. For each tournament, registrations exceed 30 **players**, with prize pools starting from €200.

The first event organized by our association was the "**Estate Reggina**" in 2019, held on Via Marina in Reggio Calabria. Our booth featured PlayStation stations and a driving simulator setup. Additionally, a FIFA 19 tournament sponsored by "**Euronics La Via Lattea**" was organized. Other tournaments have been held in our LAN room, including Fortnite, Hearthstone, FIFA, and even Assetto Corsa Competizione, sponsored by "**Sparco**".

In collaboration with **Reggina**, the summer camp participants were given the opportunity to take part in daily tournaments held directly at the club's headquarters.

FifaKing22, in collaboration with **Burger King Reggio Calabria** at their beautiful location, hosted over 40 participants.

Additionally, online we organized numerous events, including a 12-hour Twitch marathon during the quarantine period to **raise funds for our city's hospital**, as well as many other events in collaboration with our partner teams.



12. LAN EVENTS

LAN events are important occasions for tournaments and championships, bringing together many players and teams in one place to compete in matches. Thanks to these events, we can showcase our skills, our brand, and also have the opportunity to promote our sponsors. We have participated in many events, but here are the most important ones:

Serie BeSports 2021: Played on eFootball PES 2021! It took place with a group stage followed by the final 12. Representing **Reggina 1914**, we reached the final stages held in Rome, finishing in 7th place out of 20 teams.

eSerie C 2022: The championship, played on FIFA 22, featured an initial online qualification phase followed by the finals in Ferrara with 22 teams participating. We represented two clubs: **US Catanzaro 1929**, which reached the round of 16, and **US Vibonese Calcio**, with whom we made it to the final and qualified in 2nd place.

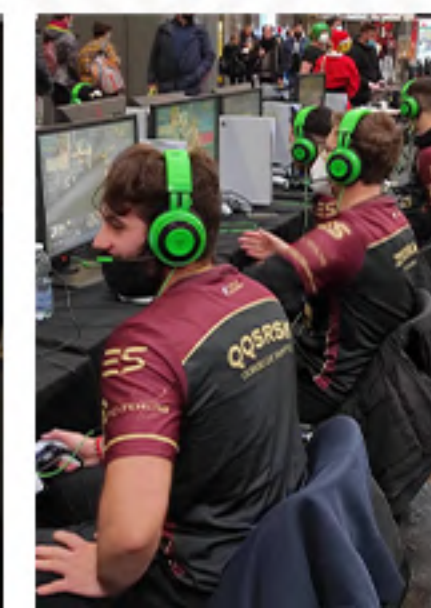
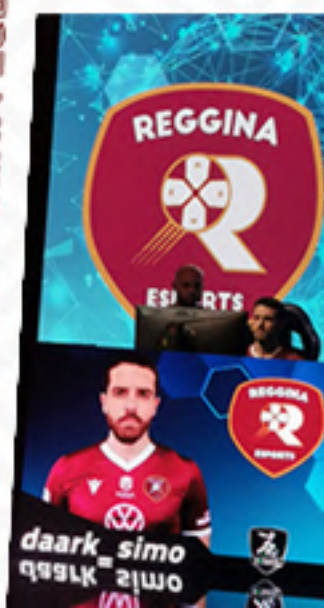
XMAX Comics Torino and Gardacoon: Our Call of Duty Multiplayer team, after winning various online tournaments, qualified for the LAN at XMAX Comics Torino, finishing in 1st place in December 2021, and at Gardacoon in February 2022, where we secured 3rd place.

Serie BeSports 2023: Played on FIFA 23 with real and balanced teams! The event took place entirely as a LAN in Ferrara. **Reggina 1914** was eliminated in the group stage as the best third, finishing in 11th place out of 20 teams.

eSerie C 2023: Played on FIFA 23 with FUT teams. **US Catanzaro 1929** won the virtual championship, while **ACR Messina** secured an excellent third place.

Serie BeSports 2024: Played on FC 24 with real and balanced teams! The event included an online phase and a LAN stage in Milan. **US Catanzaro 1929** qualified among the TOP 8 out of 20 teams.

eSerie C 2024: With a total of 5 teams (**Latina, Casertana, Potenza, Pontedera, and Messina**), the event featured an online phase followed by the final stages in LAN format in Verona. Potenza finished 5th, Pontedera 8th, Latina 12th, Casertana 18th, and Messina 20th out of 28 teams.



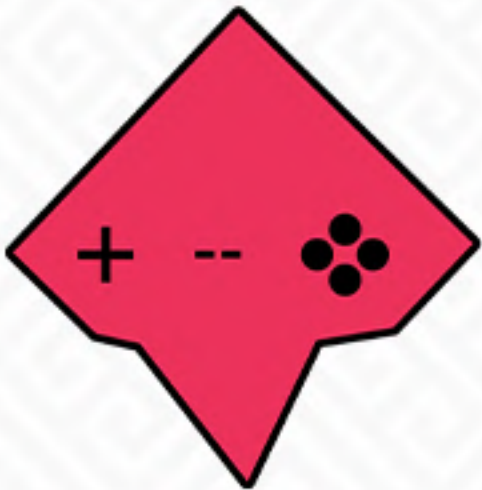
13. TEAM PARTNER

Esports is becoming an increasingly integral part of everyday life, which is why many organizations now rely on Esports Teams to manage their divisions. Let us introduce you to our partner teams!



14. EXPO PARTNER

We collaborate with several local events in Calabria and occasionally in Sicily. These fairs are a great opportunity to bring esports to the public, showcase our projects, and engage with the community.



15. OUR TEAMS

Within our organization, we have a large number of players and teams with whom we compete in the top championships of each title.

How are our teams structured? Each section includes a **Team Manager**, responsible for the overall management of the team, recruiting new players, organizing official matches and training sessions. There is at least one **Coach**, whose role is similar to that of a football coach — focused on training the players and helping them improve. There is also at least one **Analyst**, who reviews and studies each match, and most importantly, analyzes our opponents.

The main games we focus on are the following:



16. MERCHANDISING

One of our strengths is **Merchandising**. For several years, we have been producing useful products for our players and fans items they can use daily and at any time. The brand that supports our organization is **Adidas**.



TEAM PRESENTATION



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