

## **MCES ULTRA, AN INNOVATIVE PLATFORM REWARDING THE MOST ENGAGED FANS**



Launched on Saturday March 13th during the FNCS finals, MCES Ultra allows MCES followers to be rewarded as fans. The principle is simple and innovative: 1 like, 1 tweet, 1 repost, 1 view on Twitch or any other positive action on our social networks will generate tokens. This virtual currency will allow fans to win exclusive gifts such as autographed jerseys or unique experiences with MCES such as training sessions with a professional player or participation in an official stream.

Developed by the French startup Fanprime, MCES Ultra aims to create a stronger link with our community, to encourage and reward each of the actions, which, on a daily basis, make us grow as an eSports structure.

Sylvain Vachier, Marketing and Development Director at MCES: "We have the privilege of gathering a loyal and growing community. We wanted to offer them the opportunity to live an immersive and fulfilling experience by rewarding their loyalty and commitment. Our fans will have access to unique experiences and exclusive products. The MCES Ultra program will also allow our partners to build strong relationships with our fans. Through this initiative, MCES is continuing its inclusive and innovative actions."

Jean-Christophe Wantz, co-founder of Fanprime: "We are very proud to support MCES in the development of its "direct-to-fan" strategy. Our solution was designed so that fans around the world can be recognized and valued for their commitment to their team. Fanprime doesn't change fans' habits; it rewards fans for their existing engagement on social networks and streaming platforms.

This ambition is fully aligned with the vision and values of MCES. MCES Ultra will allow MCES to be connected with its digital communities, to know them better and to better respond to their expectations."

MCES Ultra was launched as a beta version limited to 700 participants. Success was immediate: 100% of the beta capacity was reached, additional 20,000 Twitter engagements were recorded on MCES account and 40% of MCES Ultras paid at least one SUB to support MCES on Twitch, while the team finished #4 of the FNCS Finals.

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## **About MCES**

MCES is a major player in esports in France (with subsidiaries in Italy and Morocco) whose objective is to develop amateur and professional practice. The amateur aspect is reflected in the development of high-quality Gaming Centers for ideal esports practice. These spaces are open in the MonClub 2.0 sports centers in Marseille and Z5 (Zidane Sport Concept) in Aix-en-Provence. Other openings are under consideration in major French cities. The MCES Academy and MCES Camps offers are organized within these play spaces, as well as in Toulouse, Bordeaux in partnership with the EGS school and in Paris with the Paris University Club. This allows the concrete implementation of the association of sport and esports, which is the DNA of the MCES project. Concerning the professional aspect, the will of MCES is to win titles on the games League of Legends (French championship LFL), Fortnite (players at the highest European level), FIFA (in co-production with the soccer club LOSC Lille), Clash of Clans (title of vice-world champion 2019), Virtual Regatta, Rocket League and Valorant (100% female team). The MCES method is to provide all the necessary services to players to improve their performance (sports practice, diet monitoring, neurocognitive performance tests, stress management, ...). This method is defined and applied by Yannick Agnel, MCES sports director and double Olympic swimming champion.

## **About Fanprime**

Fanprime connects Sports and Entertainment actors with their fans, everywhere in the world.

With the fan wallet, Fanprime has created a unique tool to reward fans for their passion and commitment, especially on social networks and streaming platforms, in a fun and integrated way.

Fanprime gives fans the opportunity to become ambassadors of their favorite teams and allows teams to connect directly with their fans.

A SaaS, "plug & play", white label platform, Fanprime brings an innovative solution to the recognition, loyalty and monetization of digital communities in esports, sports and music.

Created in 2019, Fanprime is a start-up incubated at Paris&Co - Level 256, the first global innovation platform dedicated to esports.

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