



NZ ESPORTS

2023

ANNUAL REPORT

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ABOUT



Our Vision

To unite New Zealanders with each other and the world through Esports.

The New Zealand Esports Federation is the solely recognised national sporting organisation for esports in New Zealand. Established to promote and represent esports in New Zealand to increase its level of awareness, improve standards and inspire future talent. The New Zealand Esports Federation was set up with the aim to lead and support kiwis to positively shape the future of esports as the recognised voice of esports in



Our Mission

To lead, support and grow esports in New Zealand.

CORE VALUES

01

Inclusive Participation Whakauru Whānui



To ensure that all New Zealanders have equal opportunity to participate in esports.

To give a voice for positive change to all stakeholders in the NZ esports ecosystem.

02

Education Mātauranga



To promote the social, health and educational benefits of esports and video games for youth and the wider community.

To empower youth to reach their full potential using the skills and attributes learned through esports.

03

Integrity Ngākau Tapatahi



Advocate for a safe and controlled competitive environment that reinforces the sporting spirit of fair play and integrity.

04

Empowerment Whakamana



Empower individuals to pursue esports with confidence across all levels of the industry.

BOARD MEMBERS

PRESIDENT

Conor English
President



Conor is a former independent advisor to the Reserve Bank, chief executive of Federated Farmers and the New Zealand Property Institute and is involved in a number of businesses and boards. His interest in esports was sparked by his children's involvement.

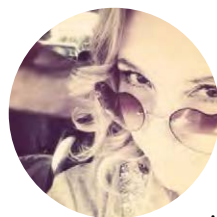
VICE PRESIDENT

Duane Mutu
Vice President



Duane has held senior roles within the gaming industry since 2010. He has worked with publishers including Activision, Bandai Namco Entertainment, Disney Interactive, Electronic Arts, Riot, SEGA and Warner Bros. He is an experienced managing director with a demonstrated history of working in the broadcast media industry. Duane is passionate about the development of esports on a regional and global scale as well as delivering world-class broadcasting content. Outside of the office he enjoys surfing and finds the correlation between the rise of action sports and esports both fascinating and inspiring.

BOARD MEMBERS



Nikolasa Biasiny-Tule

Nikolasa has extensive experience working in digital spaces and alongside indigenous communities. She has a Masters in Public Policy and Administration from Waikato University where she lectured for 5 years in the School of Māori & Pacific Development. She is founding Director of TangataWhenua.com, one of Aotearoa's first Māori news portals launched in 2002. Nikolasa is co-founder of Digital Basecamp, Rotorua's largest coworking space for digital content creators and cofounded Digital Natives Academy Charitable Trust.

BOARD MEMBERS CONT.

Henry Lawton
Board Member



Henry Lawton is the general manager of VictoryUP. He successfully launched the Wellington Secondary School league as an official sport in the Wellington region and run the largest high school esports league to date with more than 1,000 students participating nationwide. Henry has a passion for growing the esports scene from grassroots and offers a unique insight into how to successfully engage with esports.

Paul Kao
Board Member



Paul is the owner of Playtech, a large computer and technology reseller. Paul has had deep roots to the gaming and esports community as one of the largest equipment providers in the space. Paul brings a wealth of community relationships, business acumen and critical perspective to the NZESF.

Belinda Hope
Board Member



Belinda owns TenForward Technology Lounge, a specialised after school care and holiday programme that uses gaming as a tool to support social development skills for young people. Belinda is a business and entrepreneurship mentor, and is also on the Board of SkateNZ to support both community and competitive sport.

Belinda has also taken on the role of Community Grants & Funding Advisor in 2022 for NZ Esports.

Alison Shanks
Board Member



Alison Shanks is a New Zealand Olympian #1085, Commonwealth Games Gold medalist and World Champion Track Cyclist. Alison is heavily involved in New Zealand sport governance and has been a Director of High Performance Sport New Zealand, and Cycling New Zealand and is a current member of the NZOC Athlete Commission and the Oceania representative on the Commonwealth Games Federation Athlete Advisory Commission.

CEO LETTER

"This past year we turned our attention to designing and delivering impactful initiatives across the four pillars of our strategy - Community, Academic, Competitive and Commercial."

Jonathan Jansen,
NZ Esports CEO

"Kia ora koutou,

It has now been two years since I started my role as CEO of New Zealand Esports. In that short time, we have come an incredibly long way from just finding our feet, to now being in a position, with support and resource to deliver impactful social change in our mission for the recognition of esports in New Zealand.

When I started, our focus was to build the foundations. Build our purpose, our policies, our connections with community, and we treasure the trust placed in us to guard and guide the growth of esports nationally. Looking back to where we were only 24 months ago compared to now, the transformation is remarkable and something I look back on proudly, so thank you.

This past year we turned our attention to designing and delivering impactful initiatives across the four pillars of our strategy - Community, Academic, Competitive and Commercial. I feel like there is no better time to reflect on just a few of my favourite success stories from 2023.



First was the introduction of our Accredited Tournament Organiser programme. After much research around other sporting structures, this was an esports first, allowing us to genuinely recognise the country's top esports tournament providers and celebrate their commitment to international best practice standards around integrity, safety and capability. Not only elevating the quality of national events, but also establishing clear development pathways for our future administrators, referees and technical officials.

Another was the creation of our Esports Scholars initiative, where we now offer full scholarships and internationally recognised qualifications to any kiwi esports athlete competing at the elite international level. The programme focuses on building transferrable skills in areas like engineering, business, computer science, creative arts, and future career development that will serve them well beyond their playing days. I've had many conversations with our international partners and this makes us one of the only national sporting bodies in the world to have such a career focused player wellbeing programme.

And finally, our partnership with School Sport NZ has started ensuring that school esports is safe, accessible and trusted by parents and teachers alike. By upskilling schools and communities on the benefits of esports and providing guiding policies through the Academic ATO framework, we have laid the road to have esports in school more accessible than ever before. Empowering our tournament organisers to deliver the social, physical and mental benefits of gaming to rangatahi in positive competitive environments for years to come.

While proud of these and the other 20+ initiatives delivered over this past year alone, we still have plenty of mahi ahead of us on our journey towards the goals set out in our 2026 strategic plan. We will continue pushing forward on our mission of using esports and gaming for good - to educate and connect communities, provide pathways for our athletes to succeed on the world stage under the E Blacks banner, support better wellbeing



outcomes for all New Zealanders, and anchor esports locally as a valued part of our national identity and success on the global stage.

Of course none of this would have been possible without the passion and support from our staff, board directors, commercial partners in Chorus and Red Bull, and most importantly our community. To those who have volunteered their time and expertise to help run events like the National Tekken Championships, Hyperfibre League Finals and NBA2K Combine, manage our Discord and social channels, competed in one of our leagues, or participated in our research surveys - you have my deepest thanks. Your voices and participation continue to guide our waka forwards in the right direction.

I am excited by what the future holds for our esports whānau and look forward to continuing to make positive impact in the years ahead. Once again, thank you for sharing in our belief and your help along the journey so far."

COMMUNITY



In the past year, we have made significant strides in community engagement, exemplified by the establishment of the \$10k NZ Esports Community Fund. This fund has played a pivotal role in supporting esports initiatives, fostering youth involvement, and expanding the competitive gaming scene in New Zealand. Three success stories highlight the impact of our community involvement, including aiding Antic Esports in recovering from an apparel scam, funding NBA2K coaching that led to a 7th place finish in the World Championship, and supporting the HADO National Qualifiers, enabling a New Zealand team to compete at the World HADO Championships in Japan.

Additionally, the Accredited Tournament Organiser (ATO) program has been a cornerstone initiative, recognising and assisting high-quality event organisers to enhance the esports experience in New Zealand. Independently run from NZ Esports membership, the ATO program currently boasts six endorsed organizers delivering high-quality events.

Furthermore, our commitment to community development is evident in the \$55,000 allocation towards various community-driven esports events, including the NZ Esports Hyperfibre League (NZEHL) and the NZ Racing Series.

Our engagement with high-impact communities, highlighted by the launch of the UoA Esports Arena, reflects our dedication to fostering a vibrant esports community.

COMMUNITY

COMMUNITY ENGAGEMENT

\$10K COMMUNITY FUND

The initiation of the NZ Esports Community Fund was a monumental step towards fostering esports growth within local communities. The fund, earmarked to financially back esports initiatives, played a pivotal role in boosting youth involvement in esports and broadening the competitive gaming scene in New Zealand.

THREE SUCCESS STORIES

1 ANTIC ESPORTS

Antic Esports is a NZ founded esports org that competes in many oceanic esports leagues. Antic and their fans were victims to an apparel provider scam, leaving them and their fans out of pocket, with no uniforms! As a member of NZ Esports, we were able to help them reorder their apparel through a reputable provider and cover the costs.

2 NBA2K COACHING

NZ had the chance in 2023 to compete in the eFIBA Season 2 World Qualifiers, we have a lot of young talent with potential in NBA2K, and Te Papatipu Matihiko requested funds to hire a professional NA coach to grow this team, where they finished 7th in the World Championship at Dreamhack Sweden.

3 HADO NATIONAL QUALIFIERS

HADO is an emerging AR esport, and as all new sports evolve, grassroots efforts make or break the scene. Shore Junction, a youth centre in Auckland, received funds which enabled them to run a national qualifier for HADO, leading to a New Zealand team competing at the World HADO Championships in Japan.

ATO PROGRAMME

The Accredited Tournament Organizer (ATO) programme was a keystone initiative aimed at recognizing and assisting high-quality event organizers, thus enhancing the esports experience in New Zealand by promoting safety and quality standards.

The ATO programme is a multi-tiered initiative that allows TOs who already run events to apply for NZ Esports endorsement. Those who meet our quality standards will be granted permission to use the ATO trademark to promote their events.

The program's goal is to provide a path and resources for aspiring tournament providers to grow at their own pace without having to worry about the more time-consuming aspects of running a safe esports competition. This programme is run independently from the NZ Esports membership to remove any cost barriers associated with being acknowledged and being able to reward and engage with community members based on merit.



We currently have six (6) NZ ATO's delivering high quality events and carrying the ATO badge:

Logo	Name	Badge	Status	Logo	Name	Badge	Status
	Flightless Esports		Silver		Lets Play Live		Platinum
	Respawn Esports Centre		Silver		YOUR CORPS		Silver
	Victory Up		Gold		Digital Natives Academy		Silver

COMMUNITY

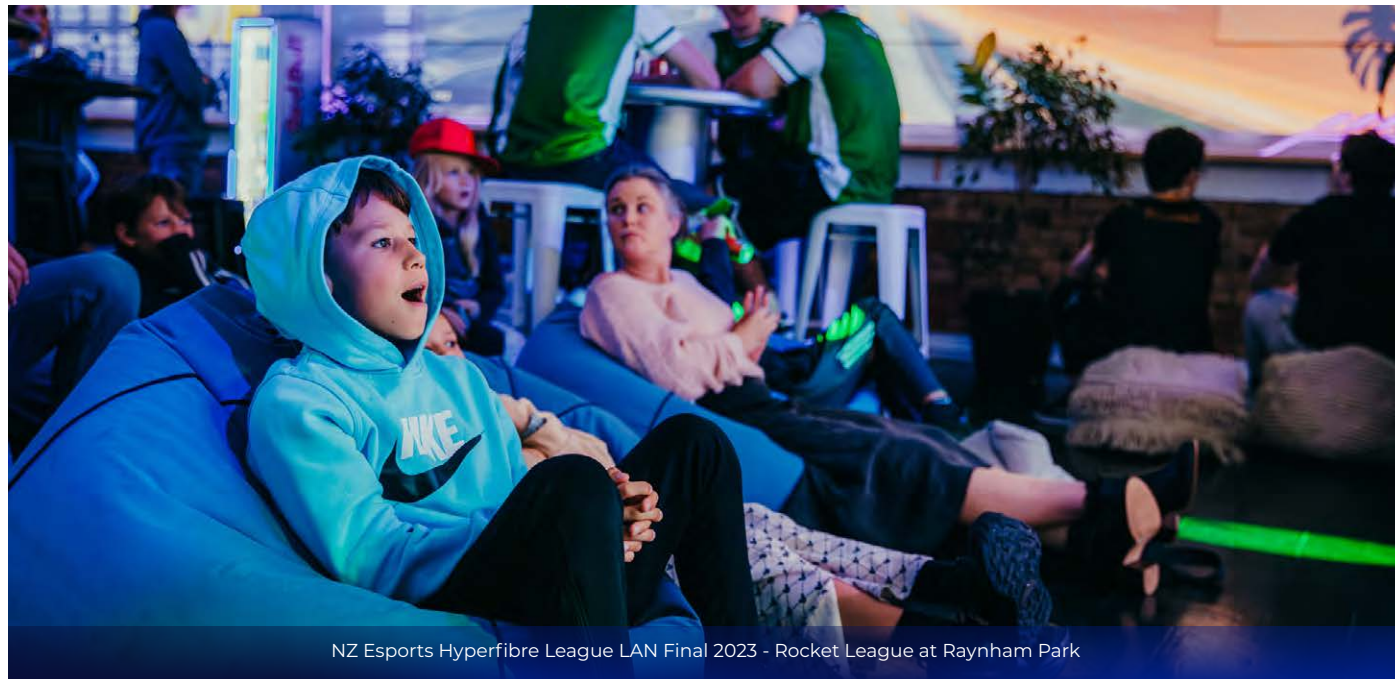
COMMUNITY DEVELOPMENT INVESTMENT

including the NZ Esports Hyperfibre League and the NZ Racing Series, reaffirms our commitment to grassroots esports initiatives.

NZEHL & NZ RACING SERIES FUNDING:

The allocation of \$55,000 towards various community driven esports events,

including the NZ Esports Hyperfibre League and the NZ Racing Series, reaffirms our commitment to grassroots esports initiatives.



NZ Esports Hyperfibre League LAN Final 2023 - Rocket League at Raynham Park



Winners of a local Christchurch League of Legends event



HADO Demonstration run by Connor Green at MOTAT during the Esports Olympic Week Qualifier



ACADEMIC

Over the past year, we've made significant strides in shaping the academic and secondary school esports landscape in New Zealand. A noteworthy achievement is the launch of the NZ Esports Scholar Initiative, a collaboration with NZIQ and Code Avengers. This initiative provides fully-funded scholarships for top Kiwi gamers globally, enabling them to pursue online study and obtain certifications in fields like Business, Creative, Engineering, Game Development, and Computer Science. Furthermore, our Memorandum of Understanding with School Sport NZ has laid the foundation for a structured and secure environment in school esports. At the heart of this partnership is the Academic Accredited Tournament Organizer (AATO) Policy, ensuring essential safety and integrity guidelines for consistent and transparent school esports competitions nationwide. In tandem with School Sport NZ, we are committed to fostering a safe, inclusive, and dynamic environment for esports in secondary schools, emphasizing the welfare and integrity of all participants. This collaboration solidifies NZ Esports as the governing body for esports in New Zealand secondary schools, underscoring our dedication to enhancing the academic esports experience.

ACADEMIC

SCHOLAR INITIATIVE PROGRAM

NZIQ + CODE AVENGER MOU

We believe pursuing a career in esports shouldn't come at the cost of building future career skills. That's why this year we announced the NZ Esports Scholar Initiative.

This initiative allows top Kiwi gamers from anywhere in the world to get fully-funded scholarships for online study and global certifications in Business, Creative, Engineering, Game Development, and Computer Science. Two key partnerships helped bring this initiative to life, through New Zealand Industry Qualifications and Code Avengers.



ACADEMIC AND SCHOOL SPORT PARTNERSHIPS

ACADEMIC ATO POLICY / SCHOOL SPORT NZ PARTNERSHIP

In recent years, esports has seen a surge in popularity among New Zealand's schools, with an increasing number of students participating in various gaming tournaments and events. However, this rapid growth has highlighted the need for a structured framework to ensure the safety and well-being of young gamers. In a landmark move, NZ Esports and School Sport NZ have signed a Memorandum of Understanding, marking a significant step towards creating a safer and more structured environment for school esports in New Zealand.

Central to this partnership is the Academic Accredited Tournament Organizer (AATO) Policy, which establishes essential safety and integrity guidelines. This policy provides a consistent, transparent, and secure environment for school esports competitions across New Zealand. The AATO Policy stands as a robust framework to protect and elevate the esports experience in schools.

Michael Summerell of School Sport NZ says: "In a significant step forward, School Sport NZ officially recognises NZ Esports as the governing body for Esports in New Zealand schools, a key aspect of our newly signed Memorandum of Understanding. This partnership symbolises our commitment to enhancing school sports through innovative and well-governed Esports initiatives.

Together, we are dedicated to creating a safe, inclusive, and dynamic environment in school sports. We look forward to advocating for NZ Esports, driving consistent, high-quality Esports experiences for students across New Zealand, and seamlessly integrating Esports into our school sport sector."

NZ Esports, leveraging the experience of traditional sporting bodies like School Sport NZ, aims to enhance the overall experience of school esports. This collaborative effort will cultivate a culture of safety, fairness, and respect in esports, ensuring it remains a regulated space where the welfare and integrity of participants are paramount.



COMPETE



The E Blacks have proudly showcased New Zealand's competitive prowess on the global esports stage through various campaigns. At the World Esports Championships (WEC23), the E Blacks' spirited participation highlighted the nation's talent. The Aotearoa HADO Showdown served as a national platform for Hado enthusiasts, leading to the NZ E Blacks representing the country on the global stage in Japan, achieving an impressive 8th place at the 2023 Hado World Cup. In collaboration with Basketball NZ, the eFIBA NBA2K 2024 Qualifier Combine provided NBA2K gamers with an opportunity to represent New Zealand in the eFIBA NBA2K 2024 Tournament, aiming for qualification to the World Cup championship in Sweden. Advocating for transparency within the International Esports Federation (IESF), our efforts led to the adoption of an audit committee during the World Esports Championships.

In the domain of high-performance support, the E Blacks have made strategic moves to enhance coaching infrastructure and player well-being. The Coaching Core Knowledge Program, featuring nominated individuals like Sam Johnson, Patrick Gleeson, Layla Loots, and Enrique Alaniz, reflects our commitment to building a robust coaching foundation. The introduction of a Wellbeing Consult for all E Blacks signifies a significant stride in ensuring the holistic well-being and performance of our players. Notably, our Bronze Medal at GEG 22' underscores the progress and potential of our High Performance Support team, showcasing a stellar performance that highlights the E Blacks' dedication to excellence.

COMPETE

INTERNATIONAL REPRESENTATION



E BLACKS CAMPAIGNS

WORLD ESPORTS CHAMPIONSHIP 2023

Josh King (eFootball) and Chris Hu (Tekken7) represented New Zealand in Iasi, Romania at the WEC23 hosted by the IESF. Both players represented New Zealand proudly and showed our potential to compete at a world class level, in and outside of the game. Our CEO, Jonathan Jansen also successfully lobbied a monumental motion at the Annual General Meeting of IESF and all of it's members to introduce an Audit and Transparency committee within IESF to improve integrity within the international community.



EFIBA NBA2K WORLD CHAMPIONSHIPS

In collaboration with Basketball NZ, our best and brightest NBA2K talent qualified for the eFIBA World Championships after making history and finishing first in our regional qualifier. This saw the E Blacks travel to Dreamhack in Sweden to compete on the global stage, with all travel support covered by the generosity of Basketball NZ, showcasing their commitment to the growth of esports and it's role it plays in the development of the love of the game. This young team outperformed expectations by finishing 7th globally.



E BLACKS CAMPAIGNS

GLOBAL ESPORTS CHAMPIONSHIPS 2023

The E Blacks were lifted off by their wings once again to Riyadh for the Global Esports Games in December, with Josh King (eFootball) and the Dota2 Women's team qualifying after defeating Australia and Guam in the regional qualifiers.

HADO WORLD CHAMPIONSHIPS

In collaboration with HADO NZ and Shore Junction, we supported HADO as an official E Blacks pathway in 2023, giving players the opportunity to compete and represent NZ at the world championships. The HADO national squad, hailing from Shore Junction in Takapuna represented NZ in Japan and finished 8th globally.

HIGH PERFORMANCE SUPPORT

COACHING CORE KNOWLEDGE PROGRAM

The nomination of Sam Johnson, Patrick Gleeson, Layla Loots and Enrique Alaniz for this program underscores our commitment to bolstering a robust coaching infrastructure.

BRONZE MEDAL AT GEG 2022

Our stellar performance at GEG 22', illustrated by a Bronze Medal, highlights the progress and potential of our High Performance Support team.

WELLBEING CONSULT

Onboarding a Wellbeing Consult for all E Blacks was a significant stride in ensuring the holistic well-being and performance of our players.

"Working with Haylesh in preparation for events has been a big help, giving me reassurance and checking in to make sure we have covered all bases with feeling physically ready as well as mentally ready. It is also good to have someone to hold you accountable after setting out a program for my preparation" - Joshua 'JMKKing' King



COMPETE

2023 E BLACKS WORLD CHAMPIONSHIP QUALIFIED TEAMS

INDIVIDUAL TITLES

Name & Surname	Username	Title
Ajith Sivasubramanian	Blackoutnz	Street Fighter 6
Chris Hu	Mysterious River	Tekken 7
Joshua King	JMKKing	eFootball
Evan Baker	AgntWashington	Assetto Corsa

NB2K24 TEAM

Name & Surname	Username
Cameron Allan	oSxnseiii
Ethan Simmonds	ShotMoist
Jacob Winterstein	RVO_KOPO
Nathan Tudrea	Nate 679
Finn Hosking	SkillCheeze
Cameron Fox	oHorsii



CS:GO TEAMS

OPEN TEAM

Name & Surname	Username
Tyler Jacobson	Tisoyy
Jak Robinson	JTR
Kian Donaghue	Kia
Thomas Goodman	Slipary
Ryan Klinac	SMILADON
Timothy Youn	Valhalla

WOMEN'S TEAM

Name & Surname	Username
Mya Ma	Kitana
Kimberley Shaw	Kimbab
Kristine Thach	HHaven
Breeze Whetu	Barf
Sera Webb	Sera



DOTA 2 TEAMS

OPEN TEAM

Name & Surname	Username
Jordan Baker	Zavier
Ning Yu	Ningy
Tobias Sveaas	Tobz
Sam Johnson	Fury
Rhys Kennedy-Holt	Jandals

WOMEN'S TEAM

Name & Surname	Username
Kassie Pratt	Lunerial
Lucy Tam	yculstranger
Jane Zhu	TheFallenx
Janice Tieu	Bubbles
Saila Wang	sailamoon
Rangsy Mou	Magic

COMMERCIAL



NZ Esports has strategically advanced its position through various initiatives and partnerships, demonstrating a commitment to innovation, integrity, and financial robustness.

Our collaboration with Bayers and Honaco in Research and Development has yielded insightful findings, contributing significantly to our understanding and development of the esports ecosystem in New Zealand. Continuous refinements and upgrades to our digital platforms, ensure a seamless user experience and operational efficiency.

Special Initiatives such as the Indigenous Cup Pilot x SXSW, Olympic Esports Week, and NZSSE underscore our commitment to innovation, providing unique platforms for esports engagement and competition

Strategic Commercial Partnerships with industry leaders Chorus and Red Bull have played a pivotal role in advancing our commercial objectives, solidifying our position in the esports industry. The launch of the Integrity Portal, along with Sport NZ Case Study and Integrity Legislation Consult, highlights our dedication to maintaining the highest standards of integrity within NZ Esports.

Our financial success is evident in our investment portfolio of over \$200k and operating 150% above budget, reflecting increased revenue across all streams. This financial robustness underscores NZ Esports' position as a leader in the industry, poised for continued growth and success.

COMMERCIAL

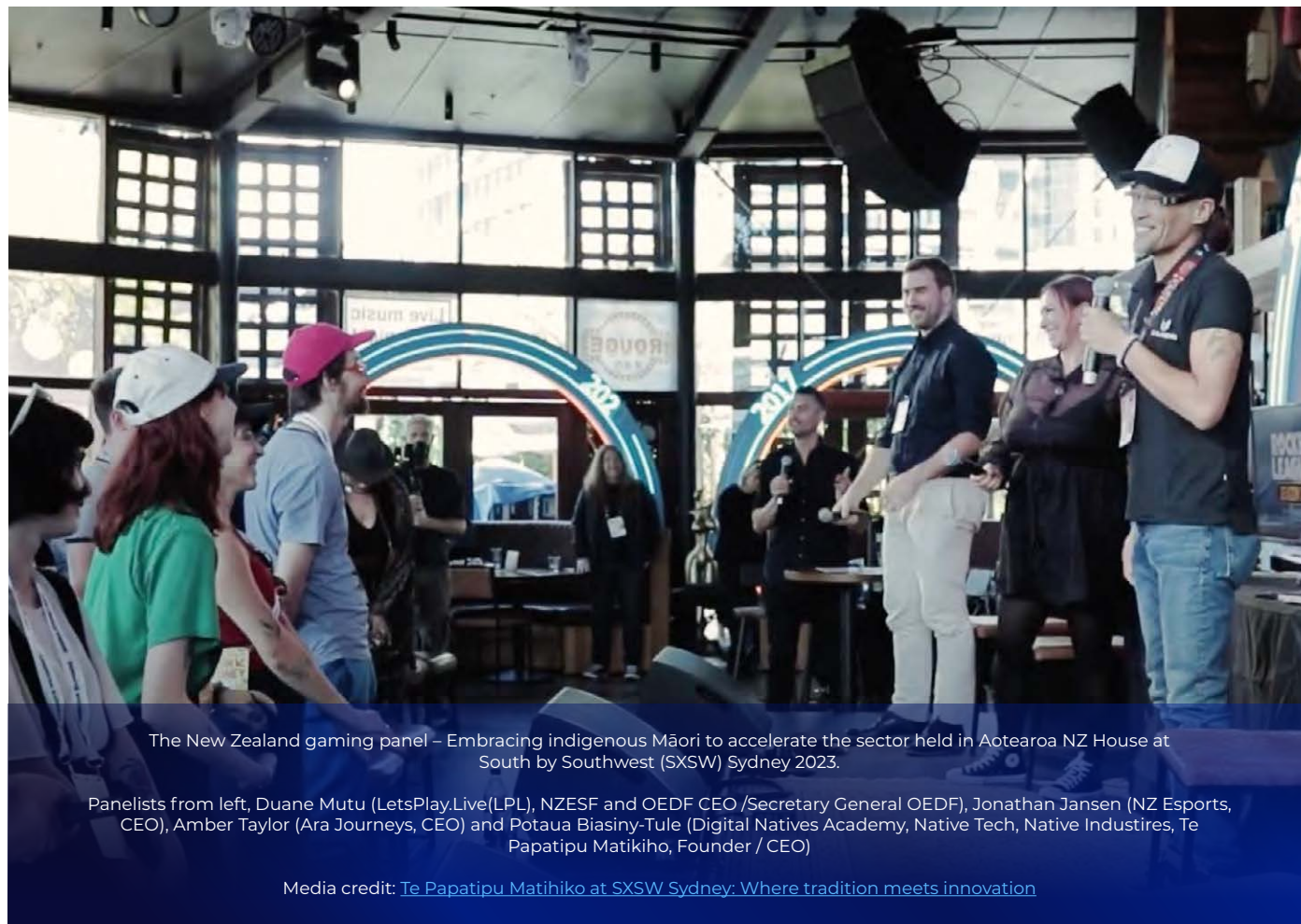
RESEARCH AND DEVELOPMENT

NZ ESPORTS RESEARCH VIA BAYERS + HONACO

Our collaboration with Bayers and Honaco yielded insightful research that significantly contributes to our understanding and development of the esports ecosystem in New



E Blacks, Beyond the Game, Ghostchips - Documentary
[Watch video here.](#)



The New Zealand gaming panel – Embracing indigenous Māori to accelerate the sector held in Aotearoa NZ House at South by Southwest (SXSW) Sydney 2023.

Panelists from left, Duane Mutu (LetsPlay.Live(LPL), NZESF and OEDF CEO /Secretary General OEDF), Jonathan Jansen (NZ Esports, CEO), Amber Taylor (Ara Journeys, CEO) and Potaua Biasiny-Tule (Digital Natives Academy, Native Tech, Native Industries, Te Papatipu Matikiho, Founder / CEO)

Media credit: [Te Papatipu Matihiko at SXSW Sydney: Where tradition meets innovation](#)

DIGITAL INFRASTRUCTURE

NZ ESPORTS WEB + SYSTEM REFINEMENTS/UPGRADES

Continuous refinements and upgrades to our digital platforms ensure a seamless user experience and operational efficiency.

SPECIAL INITIATIVES

INDIGENOUS CUP PILOT X SXSW, OLYMPIC ESPORTS WEEK, AND NZSSE

These special initiatives signify our ongoing efforts to innovate and provide unique platforms for esports engagement and competition.

COMMERCIAL PARTNERSHIPS

CHORUS AND RED BULL

Strategic partnerships with Chorus and Red Bull have been instrumental in advancing our commercial objectives, further solidifying our position in the esports industry.

INTEGRITY AND COMPLIANCE

INTEGRITY PORTAL DEVELOPMENT & LAUNCH

The launch of the Integrity Portal, coupled with a Sport NZ Case Study and Integrity Legislation Consult, underlines our dedication to maintaining the highest standards of integrity within NZ Esports.

MEDIA AND CONTENT PRODUCTION

MEDIA PRESENCE AND E BLACK VIDEOS

Our media engagements and content production, including 23 E Black Videos, have significantly enhanced the visibility and reputation of NZ Esports.

COMMERCIAL SUCCESS

INVESTMENT AND REVENUE GROWTH

With a \$200k+ investment portfolio and operating 150% above budget, we witnessed increased revenue across all streams, reflecting the financial robustness of NZ Esports.

FINANCIAL REPORT

BALANCE SHEET

New Zealand Esports Federation Incorporated
As at 31 October 2023

ASSETS	
Cash	\$100,656.01
Investments	\$200,000.00
Current Assets	\$204.67
Fixed Assets	\$1,128.00
Non-current Assets	\$34,883.50
Total Assets	\$336,872.18
LIABILITIES	
Current Liabilities	\$1,946.07
Total Liabilities	\$1,946.07
NET ASSETS	\$338,818.25
EQUITY	
Current FY Year Earnings	\$59,453.01
Retained Earnings	\$279,365.23
Total Equity	\$xxx

PROFIT AND LOSS

TRADING INCOME	
Commercial and Partnerships	\$100,500.00
Other Revenue	\$25,553.20
Non-exchange transactions	\$163,055.04
Total Trading Income	\$289,108.24
COST OF SALES	
Total Cost of Sales	\$937.77
GROSS PROFIT	\$288,170.47
OPERATING EXPENSES	
Advertising	\$2,489.13
Professional services and fees	\$2,482.92
General expenses	\$4,350.84
Insurance	\$204.35
Merchandise	\$5,994
Tournament production	\$63,952.93
Player Expenses	\$27,262.70
Personnel	\$118,427.72
Kiwisaver Employer Contributions	\$3,552.86
Total Operating Expenses	\$228,717.45
NET PROFIT	
NET PROFIT	\$59,453.02

PARTNERS

CHORUS



lets play. live



TAB





NZ ESPORTS