

Misfits Gaming Signs Exclusive League of Legends Partnership with KIOXIA

BOCA RATON, FL, March 9, 2021 - Misfits Gaming Group has signed a sponsorship deal for its Misfits Gaming League of Legends teams with KIOXIA Europe GmbH (formerly known as Toshiba Memory Europe GmbH), a subsidiary of KIOXIA Corporation as one of the world leader in memory solutions, supplying flash memory and solid state drives (SSDs).

KIOXIA continues to move the industry forward with innovative memory solutions and services that enrich people's lives and expand society's horizons. KIOXIA's mission is to uplift the world with "memory". By evolving "memory", KIOXIA creates uplifting experience and changes the world. With its [EXCERIA SSDs](#), KIOXIA offers a high-performance storage for enthusiasts and hardcore gamers.

The company's development across growing markets is shaping the future of storage and memory solutions, and this partnership with the Misfits Gaming League of Legends teams will provide additional data on competitive gaming and insight into the performance needs of professional players. Misfits Gaming will also be working closely with KIOXIA to make content that resonates with esports audiences.

"KIOXIA is world-renowned for their excellence in storage and memory solutions, and we're thrilled to welcome such a prestigious partner to our team" said Vas Roberts, VP of Partnerships at Misfits Gaming Group. "Their new range of high-speed EXCERIA SSDs will power the League of Legends teams in Berlin and ensure our players get the best performance out of their PCs."

"We are excited to be a proud sponsor of the Misfits Gaming teams as they embark on a new season in the League of Legends European Championship (LEC) and Ligue Française de League of Legends (LFL). Misfits Gaming has a wealth of talent in their esports teams and also through their social and branding content teams", said Mr. Jamie Stitt, KIOXIA Europe GmbH General Manager B2C Sales & Marketing. "Solid state drives are a fundamental component of a high-performing gaming system and KIOXIA looks forward to supporting the teams with the hardware they need to perform in the form of our EXCERIA SSD range."

For more information, please visit [Misfits Gaming Group](#) or [KIOXIA](#).

###

About Misfits Gaming Group (MGG)

Misfits Gaming Group (MGG) is a global esports and entertainment company. We compete in some of the most successful video game titles worldwide and are permanent partners in three franchised esports leagues: Riot Games' League of Legends European Championship (Misfits Gaming), Activision-Blizzard's Overwatch League (Florida Mayhem), and Activision-Blizzard's Call of Duty League (Florida Mutineers). Additionally, MGG has launched the \$10M incubator and seed fund MSF/IO which is positioned to invest into the next generation of esports and gaming entrepreneurs. MGG utilizes world-class management and a deep understanding of the esports ecosystem to capitalize on the rampant global enthusiasm for esports and establish fruitful partnerships with international brands and organizations.

About KIOXIA Europe GmbH

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European based subsidiary of KIOXIA Corporation, one of the leading worldwide suppliers of flash memory and solid state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH™ 3D technology, KIOXIA continues to pioneer cutting-edge memory solutions and services that benefit people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH™, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

Company names, product names, and service names may be trademarks of their respective companies.

Contact details for publication:

KIOXIA Europe GmbH, Hansaallee 181, 40549 Düsseldorf, Germany

Tel: +49 (0)211 368 77-0

Email: KIE-support@kioxia.com

Contact details for editorial enquiries:

Lena Hoffmann, KIOXIA Europe GmbH

Tel: +49 (0) 211 36877 382

Email: lena1.hoffmann@kioxia.com

Issued by:

Ristard McSweeney, 360 Service Agency

Tel: +31 (0)6 15 52 99 10

Email: ristard@360serviceagency.com