

G2 Esports Partners With Herman Miller to Deliver the Ultimate Gaming Experience

20th JULY 2022, BERLIN - G2 Esports, one of the world's most distinctive and successful esports and entertainment brands, and Herman Miller Gaming, a division of luxury furniture maker Herman Miller specifically dedicated to research and development for gamers, announced today an exclusive partnership between the two brands. The partnership will provide G2's gaming teams with Herman Miller Gaming equipment and create exclusive opportunities for the teams to collaborate on future products and research.

With both brands focused on high performance, the partnership is designed to leverage each brand's area of expertise to foster deep research and collaboration that will shape future products and insights. At the outset, Herman Miller will provide its advanced expertise and innovative products to the teams to help boost their competitive success, equipping G2 players with new chairs, tables and monitor arms from the brand's portfolio. The teams will work together to discover and share insights to influence future product development, which will include connecting G2 players and the greater G2 community with Herman Miller's research and development team. Additionally, Herman Miller will work on a performance model with the G2 team examining how they might improve the ways G2 recruits and trains players.

The partnership agreement extends over multiple years, a testament to the shared strategic collaboration and ambition to bring activities to new heights. Since its founding in 2015, G2 has achieved the highest levels of performance in every aspect of business in the esports industry. At the same time, PC enthusiasts and gamers from every corner of the globe have been utilizing Herman Miller products to improve their performance. The partnership will see the two brands come together to deliver the ultimate gaming experience for G2's 45 million fans worldwide.

G2 is the largest esports team to date that Herman Miller Gaming has ever partnered with and will see them join G2's growing list of trusted commercial partners, including Logitech, New Era, Ralph Lauren, adidas, Betway, BMW, Mastercard, Pringles and Red Bull.

Carlos 'ocelote' Rodriguez, CEO of G2 Esports, comments: "Herman Miller is the absolute crown jewel of sitting comfort. G2 and Herman Miller are the cream of the crop and I can't think of many better partnerships. If you ask me to team up with my ideal brands, Herman Miller would literally come in the Top 10. That's insane. I'm both grateful and excited for what's to come."

"When we entered the gaming space, we made a commitment to contribute to the community through products based on each gamer's unique needs," **says Jon Campbell, General Manager of Herman Miller Gaming.** "Our vision with G2 is to continue to discover ways we can meet and support players in every aspect of the game. Working hand in hand with their players, we will deploy Herman Miller's elite design and engineering teams to innovate, design and discover insights and solutions that could change the way we support the esports athlete, both physically and mentally, forever."

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ABOUT G2 ESPORTS

G2 is one of the world's leading entertainment and esports brands. G2 was co-founded in 2015 by legendary League of Legends team player-turned-team owner, Carlos 'ocelote' Rodriguez, and veteran esports entrepreneur and investor, Jens Hilgers. In the past five years, G2 has built a global fanbase of over 45 million fans spanning EMEA, North American, Latin America and Asia Pacific. International household name brands are increasingly recognizing the opportunities that esports can offer to tap into an engaged youth audience. G2 currently counts the likes of BMW, Logitech G, Philips, Red Bull, Twitch, Pringles and Mastercard amongst its strategic commercial partners. Boasting an Instagram following of 1.3 million and Twitter followers in excess of 1.2 million, G2 has a loyal community that follows every twist and turn of the club's fortunes along the global esports calendar. More information is available at: <https://g2esports.com>

About Herman Miller

Since 1905, Herman Miller has been guided by a commitment to problem-solving designs that inspire the best in people. Along the way, Herman Miller has forged critical relationships with the most visionary designers of the day, from mid-century greats like George Nelson, the Eames Office, and Isamu Noguchi; to research-oriented visionaries like Robert Propst and Bill Stumpf. Herman Miller has spent the last century pioneering original, timeless design that makes an enduring impact—and in 2020, the company harnessed its legacy of turning insights into solutions by launching Herman Miller Gaming, which delivers the world's best gaming products uniquely designed to unlock every player's full potential. Powered by exclusive partnerships, industry-leading research, and the world's leading design and engineering teams, Herman Miller Gaming is redefining competitive performance for e-sports athletes and healthy play for all players worldwide. For more information, visit <https://store.hermanmiller.com/gaming>.

<https://news.millerknoll.com/2022-07-20-G2-Esports-Partners-With-Herman-Miller-to-Deliver-the-Ultimate-Gaming-Experience>