



DIT & Ukie Agreement

This Agreement ("Agreement") is entered into on 8 July 2022, by and between:

- (1) Department for International Trade, ("DIT")** Old Admiralty Building, London SW1A 2BL, and
- (2) United Kingdom Interactive Entertainment Ltd ("Ukie")**, a corporation duly organized under the laws of the United Kingdom, with registered office at Black Bull Yard, 24-28 Hatton Wall, London, EC1N 8JH.

BACKGROUND

Ukie is delivering a raft of events and activities to promote and support the UK games industry in overseas markets. DIT are providing funding support and GREAT branding to augment these activities and encourages a greater level of export and investment for UK companies.

DESCRIPTION OF WORK

Ukie will deliver (1) a series of Virtual Trade Missions and (2) a physical UK pavilion at gamescom, Cologne Germany

(1) Virtual Trade Missions

- Selling games into China (2 August)
This event will feature speakers from –
 - A data company with the latest market stats on the Chinese games market
 - UK companies will share their experiences of selling games into the world-leading Chinese market
 - A Chinese company will talk about the cultural differences UK companies will encounter and how to overcome themThis will be a Zoom webinar. Expected attendees = 60
- Collaboration and partnership with the African games industry (3 August)
This event will detail how UK companies can export into the emerging African games market through publishing and distribution deals, local marketing and partnership.
This will be a Zoom webinar. Expected attendees = 50
- Why the UK is the best place for your games company (5 August)
UK games industry experts sharing the latest news on the UK games market and opportunities. DIT will also be speaking at this event
Zoom webinar
International audience = 60 attendees
- China Joy virtual trade mission (September)
China Joy, the largest games trade show in Asia, is a virtual only event this year. We have partnered with MeetToMatch to offer access to the China Joy meeting system

UK attendees = 50

Ukie budget / cost of delivery

- Licenses for virtual platforms £100
- Fees for MeetToMatch networking platform £3,500
- Ukie staff time / management fee £9,500

(2) UK pavilion at Gamescom

This is the first major return to in-person games trade event and Ukie has a significant pavilion at the show. The UK stand will be 1,000 sqm and will house 90 UK games companies looking to make new international contacts. The cost of delivery for Ukie is £400,000. Alongside the main stand Ukie will also hold networking events including an investor dinner and a showcase event for UK developed games, called UK Game of the Show. The UK stand will be covered in GREAT branding.

The DIT contribution will go towards the investment dinner, branding on the stand and delivery of the UK pavilion. Ukie will also reserve a table for DIT on the UK stand.

Ukie budget / cost of delivery

- Stand build / floor space £290,000
- Marketing fees / networking platforms £95,000
- Travel and accommodation £24,000
- Investment dinner £2,500 (Wednesday 24 August)

DIT CONTRIBUTION

DIT have agreed to contribute –

£7,000 + VAT to (1) Virtual Trade Missions, and
£20,000 + VAT to (2) The UK pavilion at gamescom

ROI

We forecast the following ROI –

Virtual trade missions

Unqiue UK companies supported = 80

Trade wins = £8m

Gamescom

Unique UK companies supported = 90

Trade wins = £40m

LAW AND JURISDICTION

This Agreement shall be governed by English Laws. The parties hereby submit to the exclusive jurisdiction of the English courts.

Hereby executed and signed

DocuSigned by:
[Redacted Signature]

DIT

[Redacted Signature]

[Redacted Signature]

Head of Commercial & Membership, Ukie

Signed on 11/7/2022
Signed on _____ 2022

Signed on 8 July 2022

DEPARTMENT FOR INTERNATIONAL TRADE