

## **Press Release**

### *Tier-1 & Blade Exclusive Distribution Partnership*

Tier-1 and Blade announce today that Tier-1 will sell, distribute and merchandise Blade, a gaming brand focused on leveraging top-notch experiences with licensed and official hardware, across Australia and New Zealand as part of a long-term sales and distribution agreement.

With spectacular sellout results, having sold over 80% of the deployment in 2 months, thanks to Tier-1, Blade now has a presence in leading retail specialists.

The deal brings in a portfolio of products including Dragon Ball, One Piece, Demon Slayer, DC, Looney Tunes, Tanooki, among other goods that add fun to fans and gamers.

Commenting on the announcement, Belinda Campos, Tier-1 Founder & CEO, "we are excited to launch and distribute the Blade range in ANZ. Our knowledge and understanding of the industry enable us to work closely with both retail and the Blade team. Our dedication is key to driving growth."

Rubén Mercado, Blade's CEO, stated, "introducing ourselves in new territories is always exciting, but being in such an important territory like Australia and New Zealand is an even more special milestone for us, one where we have great expectations both for the country and the partner we're working with."

Thanks to the wide experience and strategic knowledge of Belinda Campos and Tier-1 Sales Director Chris Chapman, high-quality products with smashing designs are now in gamers hands.

With outstanding financial results already achieved, this partnership marks the beginning of an exciting journey that will drive innovation in a market eager for new solutions.

#### **About Tier-1**

Leveraging more than 30+ years' experience in the gaming field, Tier-1 is a boutique distribution company for collectibles, gifts and gaming. Tier-1 is focused on providing a more personalized and strategic level of service to suppliers to achieve outcomes and product results.

#### **About Blade**

Since 2001, Blade has been committed to improving the gamers' experience in terms of Gaming and Pop Culture. During this time, Blade has designed, manufactured and distributed licensed and own products ensuring high-quality accessories and peripherals!

Blade counts on a talented team in different areas such as product and design, sales, marketing, administration, and logistics. It believes in growth, passion, and commitment.