

Introducing the Hangzhou Spark 杭州闪电队

Hangzhou, China—November 15, 2018—Bilibili Esports today announced brand details including the team name, logo, and colors for the Hangzhou Spark 杭州闪电队. The Spark are set to compete in the 2019 Overwatch League™ season starting in February 2019.



Pink is the primary color in the logo and the main color of the brand, with white and blue as secondary colors. The vibrant color combination represents the fast-growing city of Hangzhou, which is in the process of transforming into an international destination. The logo depicts a spark element shooting from a hand. The name—Spark—symbolizes extreme speed and power, and also represents the electric nature and creative spark of the bilibili brand.

"Bilibili's community holds a deep affinity for esports and we are excited to participate in a professional league centered around Blizzard Entertainment's blockbuster game, Overwatch," said Mr. Rui Chen, chairman and CEO of bilibili. "The upcoming Overwatch League season

is sure to provide hours of thrilling entertainment for our users as we continue to actively expand our content in popular genres. Esports have been among the top videos viewed by our growing number of users, and we look forward to delivering highly competitive and entertaining gameplay for our supporters worldwide.



Hangzhou Spark 杭州闪电队 skins for Reaper and Winston

The Hangzhou Spark 杭州闪电队 is affiliated with the newly established bilibili Esports Company. Ms. Chen Youyou serves as the company president. Being a veteran of the game industry for many years, she has rich experience in managing and operating esports teams. Ms. Chen is well known as "So sister" by Overwatch fans in China fans due to her years of devotion and support of Overwatch, dating back to the game's open-beta testing. She has organized many official Overwatch competitions and events in the past few years, which have generated tons of high-quality content for the community.

"After two months of preparation, we're proud to finally introduce the Hangzhou Spark 杭州闪电队 to the world. We're excited to show off two Overwatch heroes in Spark skins. We hope the fans love pink Reaper and Winston," said Ms. Chen. "We've staffed the team with world-class players and coaches. We're confident in how the team will perform and we're excited to see them in action when the 2019 season starts. We also hope

fans will continue to create and discover more thrilling content on the bilibili platform, as well as interact with fellow Overwatch gamers in the bilibili community.”

Hangzhou is the home of the Hangzhou Spark 杭州闪电队, whose territory covers the entire Zhejiang Province of China. Hangzhou is also Ms. Chen’s second hometown where she spent her seven years in university and nine years as an entrepreneur. The team is embracing high expectations from fans in Zhejiang Province. Ms. Chen hopes the communities of both Zhejiang Province and Hangzhou city gain greater international recognition alongside the Hangzhou Spark 杭州闪电队 as the team competes in the Overwatch League.

Please stay tuned to the Hangzhou Spark 杭州闪电队’s official social media channels for news on coaches, players, and for all other team information. The Spark can be followed in these locations:

- Bilibili ID: 杭州闪电队
- Weibo ID: Hangzhou-Spark
- WeChat ID: HangzhouSpark
- Facebook ID: Hangzhou Spark
- Twitter ID: Hangzhou Spark
- Instagram ID: hangzhou_spark

About bilibili Esports Company

Established in February 2018, bilibili Esports Company is a subsidiary of Bilibili Inc. Mr. Chen Rui, the CEO of bilibili, serves as the chairman, and Ms. Chen Youyou serves as the president. Bilibili Esports Company operates several leading professional esports clubs and produces related content.

About Hangzhou City

Hangzhou is the provincial capital of Zhejiang Province, located on the southeast coast of China. Hangzhou is a 2,200-year-old city with a

population around 9.46 million. The city represents core political, economic, and cultural interests. Hangzhou is recognized as the animation capital of China, with the animation industry accounting for 12.2% of GDP. Hangzhou's ideal environment provides favorable incubation conditions for entertainment and esports industries.

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