



## Bilibili Joins Overwatch League For 2019 Season

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SHANGHAI, China, Sept. 07, 2018 (GLOBE NEWSWIRE) -- Bilibili Inc. ("Bilibili" or the "Company") (Nasdaq: BILI), a leading online entertainment platform for young generations in China, today announced that it has acquired a team in the prestigious Overwatch League. As Bilibili continues to expand its presence in the increasingly popular esports space, the Company will join the Overwatch League for the start of the 2019 season.

The Overwatch League's teams are permanent fixtures in the League representing major cities across the globe. The Company will represent the city of Hangzhou and is expected to unveil its team and roster later this year.

"We are very pleased to welcome Bilibili into the Overwatch League," said Pete Vlastelica, president and CEO of Activision Blizzard Esports Leagues. "Bilibili has a vast and deeply engaged fan community, and we can't wait to help unveil their team. As the league continues to expand, we are thrilled to partner with Bilibili, and to engage with young gaming fans in China."

"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 of the Board and Chief Executive Officer 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," Mr. Chen concluded.

### About the Overwatch League™

The Overwatch League™ is the first major global professional esports league with city-based teams across Asia, Europe, and North America. Overwatch® was created by globally acclaimed publisher Blizzard Entertainment (a division of Activision Blizzard—Nasdaq: ATVI), whose iconic franchises have helped lay the foundations and push the boundaries of professional esports over the last 15 years. The latest addition to Blizzard's stable of twenty-two #1 games,<sup>[1]</sup> Overwatch was built from the ground up for online competition, with memorable characters and fast-paced action designed for the most engaging gameplay and spectator experiences. To learn more about the Overwatch League, visit [www.overwatchleague.com](http://www.overwatchleague.com).

[1] Sales and/or downloads, based on internal company records and reports from key distribution partners.

### About Bilibili Inc.

Bilibili represents the iconic brand of online entertainment with a mission to enrich the everyday life of young generations in China. Bilibili is a full-spectrum online entertainment world covering a wide array of genres and media formats, including videos, live broadcasting and mobile games. Bilibili provides an immersive entertainment experience and high-quality content that caters to the evolving and diversified interests of its users and communities, and has built its platform based on the strong emotional connections of Bilibili's users to its content and communities. For more information, please visit: <http://ir.bilibili.com>.

### Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "aims," "future," "intends," "plans," "believes," "estimates," "confident," "potential," "continue" or other similar expressions. Among other things, the Outlook and quotations from management in this announcement, as well as Bilibili's strategic and operational plans, contain forward-looking statements. Bilibili may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Bilibili's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Bilibili's strategies; Bilibili's future business development, financial condition and results of operations; Bilibili's ability to retain and increase the number of users, members and advertising customers, provide quality content, products and services, and expand its product and service offerings; competition in the online entertainment industry; Bilibili's ability to maintain its culture and brand image within its addressable user communities; Bilibili's ability to manage its costs and expenses; PRC governmental policies and regulations relating to the online entertainment industry, general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and the Company undertakes no duty to update such information, except as required under applicable law.

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