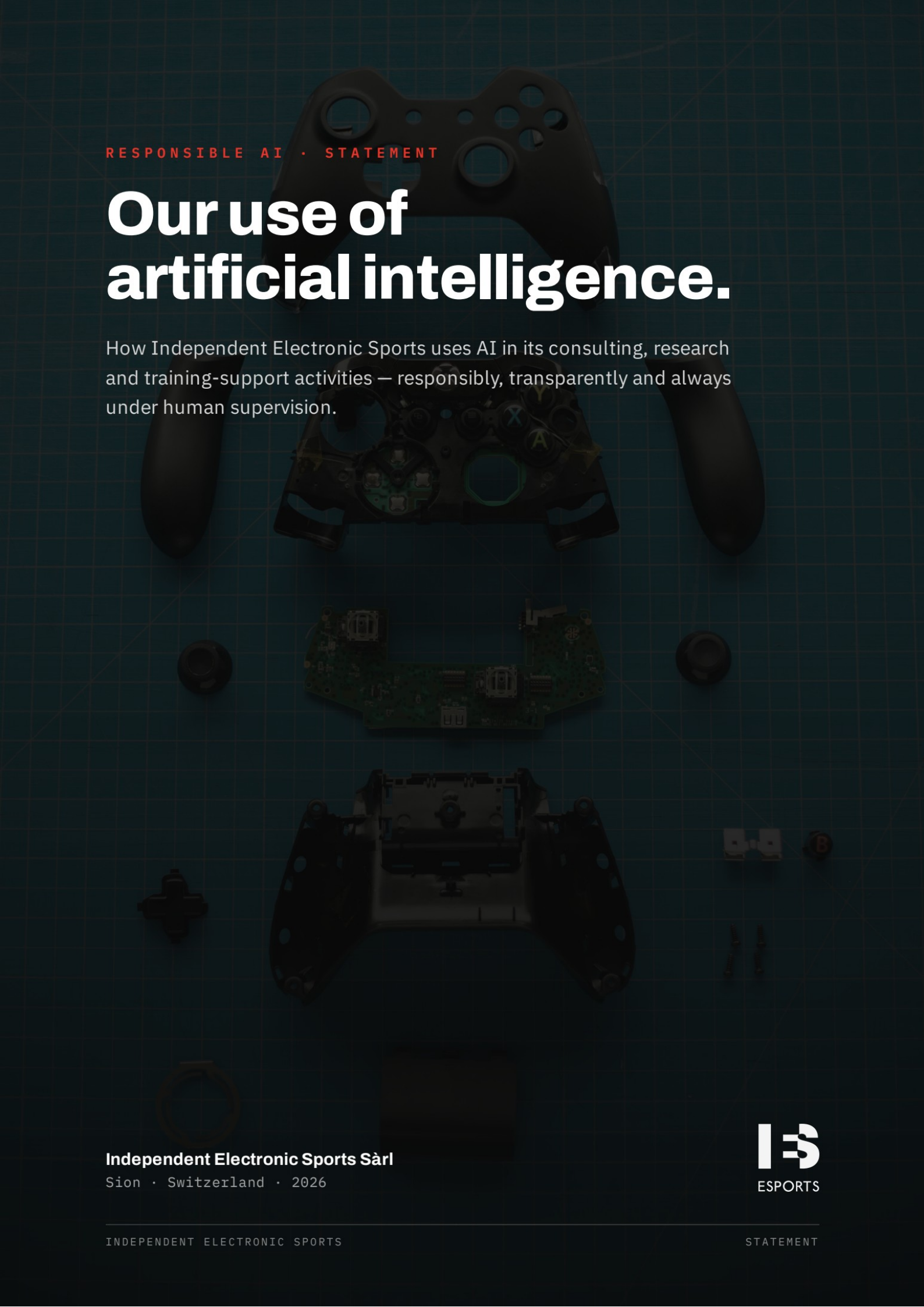




RESPONSIBLE AI · STATEMENT

Our use of artificial intelligence.

How Independent Electronic Sports uses AI in its consulting, research and training-support activities — responsibly, transparently and always under human supervision.

Independent Electronic Sports Sàrl
Sion · Switzerland · 2026





A MESSAGE FROM THE FOUNDER

Human-centric, by conviction.

Dear colleagues and partners,

Artificial intelligence is changing how knowledge work is done, and esports is no exception. At IES we see AI as a powerful support for our people — a way to work faster and to present our research more clearly — but never as a replacement for human judgement. The analysis, the conclusions and the responsibility remain ours.

This statement sets out the principles that guide every use of AI across our consulting, research and training-support activities. They are simple: a qualified person always supervises and validates the output; we protect the data entrusted to us; we are transparent about how AI supports our work; and we never let AI make decisions about people. Through the Esports Academy Network, our materials may be developed with AI support, yet teaching and the assessment of learners always remain with the academies and their human trainers.

We commit to these principles because they reflect who we are, and because they are the foundation of the trust our clients and partners place in us.

Paolo Blasi

Founder & Chief Executive Officer, Independent Electronic Sports



WHY AN AI STATEMENT?

Opportunity, with responsibility.

Used well, AI can improve how we gather information, analyse data and present our research. Used carelessly, it introduces real risks — to data protection, to accuracy, to confidentiality and to the people affected by our work. This statement exists to strike that balance: to make the most of AI while keeping firm safeguards in place.

Our approach is deliberately restrained. AI is a support tool inside a human process, not an actor that decides on its own. Where AI helps, a person still owns the result.

PURPOSE & SCOPE

A human-centric use of AI

This statement explains how Independent Electronic Sports Sàrl (“IES”) uses artificial intelligence in its consulting, research and training-support activities. It reflects our commitment to a human-centric, transparent and responsible use of AI, in line with the Swiss Federal Act on Data Protection (nFADP) and, where applicable, the EU Artificial Intelligence Act (Regulation (EU) 2024/1689).

AI is used at IES only as a support tool. Every output that involves AI is reviewed, validated and approved by a human before it is used or delivered. AI never makes decisions about people on our behalf.

Five commitments.

These five commitments apply to every activity at IES that involves AI, from a single drafting task to a full research programme.

01 Human oversight

A qualified IES professional supervises, verifies and takes responsibility for every deliverable, whatever the degree of AI support involved.

02 Human-centric by design

AI assists our people; it does not replace their judgement. Substance, analysis and conclusions remain human.

03 Transparency

We are open about the fact that AI tools may support our work, and we clarify roles and responsibilities to our clients and partners.

04 Compliance

We use AI in accordance with applicable data-protection and AI regulations and with our Code of Ethics.

05 No automated decisions on people

AI is not used by IES to assess, rank, select or evaluate individuals.

Consulting, research and training.

CONSULTING & RESEARCH

Support, not substitution

In our consulting and research work, AI may be used to support information gathering and the presentation of data — for example to help search and summarise sources, structure content, translate, or draft introductory and explanatory text around data that has already been produced and verified by our team.

The research and analysis themselves remain human activities: data is collected and checked by an operator, and any AI contribution concerns the form and presentation rather than the substance. Every fact and figure is verified by a human, who remains accountable for the content.

TRAINING PROGRAMMES · EAN

The AI never trains or evaluates learners

Through the Esports Academy Network (EAN), IES develops programmes, materials and, where relevant, assessment criteria that are provided to academies as guidelines for their trainers. These materials may be developed with the support of AI tools, always under specific human supervision and validation by IES.

Importantly, IES does not deliver the training and does not evaluate learners. The teaching and any assessment of learners are always carried out by the academies and their human trainers. No AI system used by IES ever comes into contact with learners or assesses them in any way.



SAFEGUARDS & GOVERNANCE

Data, accountability and change.

DATA PROTECTION & AI

Careful with data

Where AI tools are used, we apply the same data-protection safeguards that govern all our processing activities. We avoid entering personal or confidential data into third-party AI tools without appropriate controls, and we take into account where such tools process data. Our Privacy Policy describes how personal data is processed, including in connection with AI-assisted activities.

GOVERNANCE & ACCOUNTABILITY

Responsibility stays with people

Responsibility for any AI-assisted output always lies with IES and its people, never with the tool. We maintain internal guidance on the acceptable use of AI, the classification of data that may or may not be processed with AI, and the validation steps required before an output is used or delivered. We keep this approach under review as technology and regulation evolve.

This statement is part of our wider commitment to integrity and responsible conduct, as set out in the IES Code of Ethics and Professional Conduct. We may update it at any time to reflect changes in our practices, tools or in applicable law; the current version published on our website applies.

CONTACT

Independent Electronic Sports Sàrl · c/o Roux & Associés SA

Espace des Remparts 10 · CP 2349 · CH-1950 Sion · Switzerland

www.independent-esports.com