Esports

The PostFinance Esports Experiment

Five gamers are spending a year training their skills in the online strategy game League of Legends: this is Esports Experiment, launched by PostFinance in summer 2018. PostFinance is looking to use its commitment to digital sports to gather valuable experience in an exciting market.

5 gamers
are training full-time for a year in the online game League of Legends.

826 applications
for the team were received by PostFinance.

100 million people
watched the livestreams of the final of the League of Legends World Championship 2018.

From more than 800 applications, PostFinance has recruited the five most promising talents for its team. The gamers will train their skills in League of Legends for one year full-time and take part in tournaments. PostFinance pays the players a monthly salary of 2,500 francs. They train in a fully equipped training room in the PostParc building in Berne and are supported in a professional environment by an internationally experienced coach and a range of advisors. The aim is for the "PostFinance Helix" team to prove itself on the European stage and become the best of the best in Europe. The whole project will be documented and will show e-gamers how to progress from amateurs to professionals.

New ways of appealing to customers
PostFinance wants to become the number one digital retail bank in Switzerland. Esports are among the world's fastest-growing sports and are now a billion-dollar business. PostFinance wants to use this digital experiment to gain valuable experience in this exciting market, which remains a niche in Switzerland, and appeal to young, digitally adept customers.

Positioning in the labour market
Experience from other countries shows that qualified university graduates are more interested in a company when they can see commitments to esports. This increases PostFinance's chances of finding employees who have precisely the qualifications that will become increasingly important for the financial institution in the future.