

3 July 2018

FIRST ARCADE X BRANDED CAMPAIGN ACHIEVES HIGH ENGAGEMENT

- **Arcade X first corporate branded campaign for leading fast food company achieves high engagement levels in opening three weeks:**
 - **Over 5,500 registered players**
 - **Monthly Active Users of 16,600**
 - **31,000 gaming sessions on Arcade X**
 - **Extended engagement times recorded by platform analytics**
 - **1,400,000 social media impressions**
- **Five further promotions are scheduled with total expenditure committed by Debonairs of ~AUD\$100,000 (R1,100,000) over next 12 months**

Emerge Gaming Limited (ASX: EM1) (“Emerge Gaming” or the “Company”) advises that its new online eSports and casual game competition platform Arcade X, has achieved high engagement numbers within three weeks of launching to the public via a corporate branded campaign for Southern Africa’s leading fast food brand, Debonairs Pizza (**“Debonairs”**).

The Debonairs Pizza campaign was launched in South Africa on 4 June 2018.

Arcade X has achieved some 5,500 player registrations and has hosted more than 16,000 Monthly Active Users over 31,000 gaming sessions.

Extended engagement time on the site promises a positive potential return for commercialising digital property within Arcade X with multiple brands looking to engage with the platform.

The Debonairs Pizza campaign allows gamers to enter branded tournaments to win cash prizes, voucher prizes and battle points. The battle points can be used to enter weekly raffles to win further prizes. The tournaments are running in conjunction with Debonairs Pizza’s extended marketing campaign which facilitates the driving of gamers to the Arcade X platform to enter tournaments.

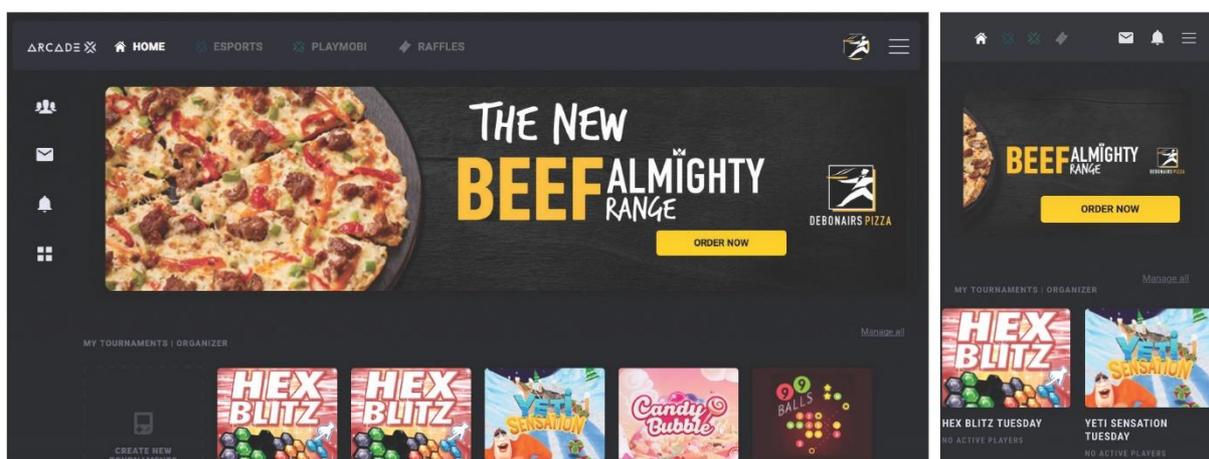


Figure 1: Arcade X screenshots for PC and mobile – Debonairs Pizza branded tournaments and prizes

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Within two weeks of the Debonairs collaboration, Arcade X has achieved 1.4 million impressions of the brand through social media channels including YouTube¹ and Facebook. More performance marketing strategies are planned in conjunction with five further promotions with Debonairs.

The initiatives are aimed at driving user acquisition for Arcade X, with gamers registering with Arcade X to enter Debonairs-sponsored online gaming tournaments.

Emerge Gaming's partner, Detonator Media Group (Debonairs' media partner) will use Arcade X's platform widget feature to drive traceable Debonairs application downloads and online pizza orders.

Emerge Gaming's Chief Executive Officer, Gregory Stevens commented:

"We are delighted with the early success Arcade X has achieved with the launch of the Debonairs pizza campaign. Debonairs are South Africa's leading fast food brand. Since 4 June the promotion has significantly increased user acquisitions, improved engagement times on the platform and achieved over 1.4 million social media impressions within the first two weeks. The Debonairs campaign has generated strong interest from additional brands and we look forward to further commercialisation of the platform in the near term."

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About Emerge Gaming

Emerge Gaming Limited (ASX:EM1) is a leading eSports and Casual gaming tournament company. Emerge Gaming operates the online eSports and casual gaming tournament platform and lifestyle hub "Arcade X". Via this platform, casual, social and hardcore gamers can play more than 300 gaming titles against each other via their mobile, console or PC.

The platform uses its unique IP, advanced analytics tracking and proprietary algorithms to deliver an optimum tournament gaming experience for users while providing advertisers with the perfect vehicle for delivery of their messaging to a fully engaged audience.

More information: www.emergegaming.com.au and view the Arcade X platform at www.ArcadeX.co

¹ 'Win a R1000 Debonairs voucher just by playing games' (Mweb South Africa) <https://bit.ly/2tEVcG2>

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About Debonairs Pizza

Debonairs Pizza is a franchise of Famous Brands Limited. Famous Brands Limited is a holding company listed on the Johannesburg Stock Exchange under the category Consumer Services: Travel and Leisure, and is Africa's largest branded food service franchisor. The company has a market capitalisation in excess of AUD\$1.3 billion.

Famous Brands' vertically integrated business model comprises a portfolio of 27 brands represented by a franchise network of 2,782 restaurants across South Africa, Rest of Africa, the United Kingdom and the Middle East.

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