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## REVENUE SHARE LAUNCH – ARCADE X WHITE LABELS “EPLAY”

*South African Media Company to provide comprehensive marketing drive for platform which has access to customers across all SA telco networks*

- Emerge Gaming to white label its “Arcade X” technology as “EPLAY” as a revenue share with subsidiary of JSE-listed eMedia Holdings
- EPLAY will use an integrated billing solution and tournament platform to connect with South African mobile carriers MTN, Vodacom and CellC
- EPLAY customer acquisition strategy utilises broadcast media placement by eMedia
- EPLAY launch date set for 1 August 2018

Emerge Gaming Limited (ASX: EM1) (“Emerge Gaming” or the “Company”) is pleased to advise it has completed development of EPLAY, a white labelled online gaming tournament and mobile billing platform based on its proprietary “Arcade X” technology.

EPLAY will be operated together with AfricaMob (Pty) Ltd (“AfricaMob”), a wholly owned subsidiary of eMedia Holdings Limited (“eMedia Holdings”). This agreement flows from an earlier Memorandum of Understanding (ASX: 4 June 2018).

### EPLAY Platform

The cutting-edge EPLAY platform from Emerge Gaming provides enhanced eSports capabilities to gamers. These capabilities are expected to result in high user retention rates.

Figure 1: EPLAY branded Arcade X screenshots for PC and mobile



EPLAY will initially launch 40 of its best games to ensure mass adoption and long engagement. All games will be able to be played across all devices. EPLAY is set to launch on 1 August 2018.

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## EPLAY Platform Partnership

Along with technology advantages, EPLAY is positioned for uptake due to AfricaMob's relationships with South Africa's 3 largest Telcos and its parent eMedia Holdings' access to media assets that will be leveraged to drive user acquisition. This reach is a key element to the EPLAY launch strategy.

Figure 2: eMedia Holdings reach and channels



Integration of AfricaMob's airtime billing will allow EPLAY to seamlessly bill paying subscribers across South Africa on mobile networks such as MTN, Vodacom and CellC. The airtime billing integration will allow users to enter the platform and pay up to AUD\$0.50 daily (\$15 per month) to enter and play in tournaments hosted by EPLAY.

Figure 3: EPLAY Platform Partnership



## EPLAY Launch Strategy

Emerge Gaming's management are working closely with eMedia Holdings in the lead up to the South African launch and plan to implement an all-encompassing customer acquisition strategy across multiple TV channels, digital and Social Media. This campaign has been carefully constructed with the particular goal of targeting an extended reach of the South African population.

The initial 3-month campaign put in place for the EPLAY launch will provide the brand with strong exposure in the South African market.

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## Outlook

Emerge Gaming will benefit from this user acquisition, while receiving a share of all subscription fees from users.

The partnership is set to drive volume of new user acquisitions across multiple devices and networks and will be used to showcase the Arcade X technology to other emerging markets in Africa.

With the EPLAY platform, EmERGE Gaming expects to build a strong subscriber base and as a result a growing recurring revenue stream. The EPLAY launch is set for 1 August 2018.

Emerge Gaming CEO, Greg Stevens commented "Emerge is very enthusiastic to launch with AfricaMob, which has access to channels with massive reach and its ability to bill across carriers seamlessly will provide immediate revenue and reinforces our business model and positions EmERGE to roll out globally."

AfricaMob MD Tyron Ginsberg stated "We are excited about the future of eSports in South Africa and a partnership with EmERGE. I look forward to launching EPLAY and extending eSports in the mobile VAS community."

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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 is available to white label, as with EPLAY.

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](http://www.emergegaming.com.au) and view the Arcade X platform at [www.ArcadeX.co](http://www.ArcadeX.co)

## **About AfricaMob**

AfricaMob creates online and mobile social gaming, video, music and content services. AfricaMob has established products and services in South Africa, integrating three major mobile operators in bringing content services to the end user. Carrier billing (also known as Airtime Billing Integration) has allowed AfricaMob to establish a growing user base and with multiple smart billing technologies has created an industry leading mobile service with strong Life Time Value's "LTV's" and Average Revenue Per User's "ARPU's".

## **eMedia Holdings Limited**

E Media Holdings ("eMedia Holdings") is a JSE-listed company that operates a variety of broadcasting, content and production businesses including South Africa's first private commercial free-to-air broadcaster, e.TV. The demographic profile of e.TV's audience mirrors the demographic profile of South Africa.

The eMedia Holdings group also owns youth radio station, YFM, and Open view, South Africa's leading free to air satellite television platform

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