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'ELeague' Strong Metrics – New Emerge and eMedia Platform

Highlights:

- ELeague, the Arcade X technology platform white labelled for eMedia, has shown strong metrics in its first 30 days since launch
- ELeague achieved an average 30 minutes user engagement time with a 3% bounce rate over the first 30 days since official launch
- eMedia set to access their broadcast media to increase ELeague brand awareness in South Africa alongside its digital acquisition strategy to drive players from across the country
- ELeague secured its first corporate client OpenView to sponsor the launch and receive brand exposure through the platform

Emerge Gaming Limited (ASX: EM1) ("Emerge Gaming" or the "Company") has launched ELeague, a free-to-play platform.

eMedia Holdings have expressed their satisfaction with the results to date and are now focused on the launch of ELeague.

Immediate Expansion Plan

Emerge is now targeting other emerging markets in Africa, where the opportunities to generate revenue are compelling.

Billing integration is already integrated into Zimbabwe, Namibia, Zambia, Kenya, Nigeria, Malawi, Tunisia, Algeria and Ghana. Through established corporate contacts in these emerging markets, Emerge Gaming is partnering with large telecommunication companies and media groups to drive a strong SMS billing model, alongside the launch of its corporate model in Africa.

ELeague & Platform Mechanism to Drive Advertising Revenue

The launch of ELeague is a strategic decision from eMedia to white label the "ArcadeX" technology and rebrand. eMedia has launched ELeague with digital performance marketing strategies immediately followed by ATL marketing to drive high volume acquisition to the platform.

Brands have the opportunity to take native positions throughout the platform, being strategically placed so that gamers throughout South Africa are seeing multiple brand impressions in the form of native banners, logos, as well as have the opportunity to interact with click-through banners that take players off-site to interact with the brands directly.

The acquisition of players nationally across South Africa, has put thousands of people into a digital stadium that serves strategic ads whilst gamers remain intrigued and hooked on the platform.

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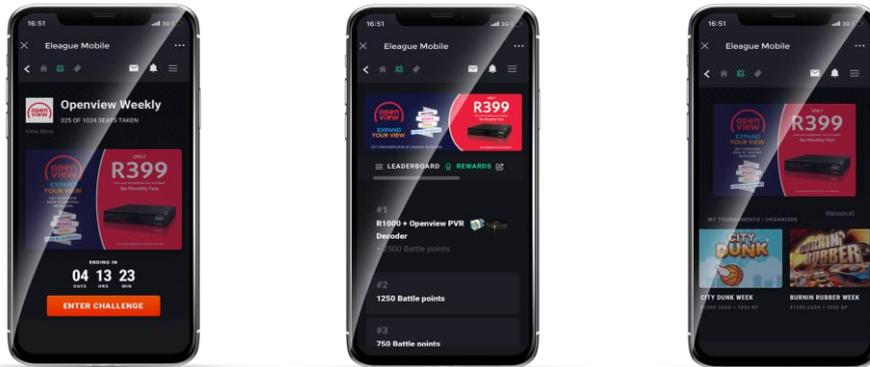
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The revenue model is highly scalable, as brands will be paying a CPM in platform with an average engagement time of 30 minutes, some players are reaching over 100 impressions of a brand whilst playing within the platform. The model itself has had 47% of its new acquisition convert to players returning in the past month due to the quality of the product with 82% of the traffic being on mobile.

eMedia have now opened the product to their suite of corporate clients as they get ready to take things up a notch with their exclusivity on the technology in the South African market.

Near Term Outlook

Based on new and existing user acquisitions off the back of the successful Debonair's campaign and the current three-month campaign with Openview, Emerge is able to optimise its advertising media space to provide brand exposure for its partners to all users accessing the platform, thereby enabling advertising revenue streams to be realised.



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

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