

15 October 2020

## Miggster records 1.8 million pre-registrations for Emerge operated Miggster Mobile

### Highlights:

- Miggster records 1.8 million pre-registrations for MIGGSTER Mobile platform to date with Public pre-registrations commencing today, 15 Oct 2020
- 1 million pre-registrations reached in the first 68 hours from launch on 10 Oct 2020
- TIM is set to achieve the minimum of 100,000 guaranteed subscribers with subscription fee of USD\$8.50 (~AUD\$12.00) per month per user
- Subscribers will be offered tiered subscription packages, including bi-annual packages of USD\$51.00 (~AUD\$71.00) and discounted annual packages
- MIGGSTER Mobile platform to launch globally in November 2020

Emerge Gaming Limited (ASX: EM1) (“Emerge” or the “Company”), the operator of eSports and gaming technology, is pleased to advise that the MIGGSTER Mobile platform operated by Emerge has recorded 1.8 million pre-registrations.

### MIGGSTER Mobile - First MIGGSTER community product

MIGGSTER Mobile is a mobile casual eSports platform that uses Emerge’s proprietary eSports tournament platform technology with new and enhanced platform features and exciting games. This platform will be the first product launched into the MIGGSTER community.

The platform will offer avid mobile gamers the opportunity to turn their hours of entertaining mobile gaming into prizes and rewards, whilst competing against the community and sharing their success with gaming friends. Targeting at a high value demographic at a premium monthly fee, MIGGSTER Mobile will offer its subscribers high value experiential prizes and rewards pools of over USD\$500,000 (~AUD\$700,000). Experiential prizes and rewards combined with the global and regional tournament structures offers captivating premium competitive eSport content.

MIGGSTER Mobile will be made available globally, subject to all jurisdictional legal and compliance requirements.

### Pre-registrations to MIGGSTER Mobile

The MIGGSTER Mobile platform is being promoted, creating awareness and interest for the much-anticipated launch in November 2020. As of 10 October 2020, potential users were given the opportunity to pre-register as a subscriber before launch, opting in to provide their data to Emerge and receive marketing material.

---

#### Head Office Address:

Suite 1  
437 Roberts Road,  
Subiaco, WA, 6008  
Australia

#### South African Office:

3rd Floor, Edge Building  
22 Somerset Road, Green Point  
Cape Town, 8005  
South Africa

#### Contact us:

Mail: [info@emergegaming.com.au](mailto:info@emergegaming.com.au)  
Call: + 618 6380 2555



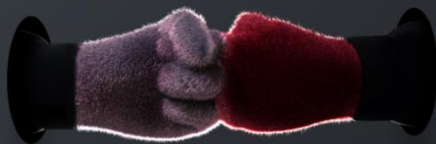
# EMERGE GAMING

ASX:EM1 | ABN 31 004 766 376

The tally of pre-registrations hit the 1 million mark just 68 hours from commencement of the pre-registration process. To date, 1.8 million pre-registrations have been recorded and the strong growth rate continues. TIM is set to achieve the minimum 100,000 guaranteed subscribers (ASX: 10 Sept 2020).

## Step 1 Register on Miggster

Claim your rewards by clicking the banner in your back office and register your Miggster membership.



## Step 2 Start inviting people

Once registered, an invite link will be sent where you can invite as many people as you wish to Miggster, even if they are not C1 members. The miggster spinner goes live **October 15th**. Stay tuned

## Step 3 Climb the leaderboard

For every new recruit, you climb to the next level and receive 100 rewards. When you have reached level 5, you have qualified for the chance to win amazing prizes.



### Pre-launch promotion of MIGGSTER Mobile

On Saturday 10 October 2020, a worldwide affiliate member event was held where the MIGGSTER Mobile platform was promoted, creating awareness and interest for the much-anticipated launch in November 2020.

From 10 October 2020 to 14 October 2020 the platform was exclusively marketed to TIM's network of more than 12 million affiliate members across 150 countries. The first 5 days will exclusively offer network member affiliates the opportunity to unlock exciting members rewards by registering their interest.

Pre-registration is offered to the public from today, 15 October 2020 with the network member affiliates being incentivised and rewarded for attracting platform subscribers by promoting MIGGSTER Mobile through their own social networks using social media platforms such as Facebook, Instagram, YouTube, Twitter and WhatsApp, creating substantial reach and awareness. This will expand the global reach attracting platform subscribers well beyond the more than 12 million network member affiliates.

Public subscribers will be able to pre-register on the miggster.com website by providing their details.

The promotion is set to generate large-scale product awareness with the objective of pre-registering subscriber interest.

## Monetisation and Value Proposition

The MIGGSTER Mobile subscription fee is USD\$8.50 (~AUD\$12.00) per month. The value proposition is that subscribers can enter into tournaments involving their favourite mobile social games, using their leisure time to earn rewards, win prizes and participate in a minimum aggregate prize pool of USD\$500,000 (~AUD\$700,000).

The planned launch will offer subscribers the opportunity to sign up to the MIGGSTER Mobile platform on tiered subscription packages, including bi-annual packages of USD\$51.00 (~AUD\$71.00) and discounted annual packages.

## Key terms of the Agreement with TIM (ASX: 10 Sep 2020)

The highlights terms of agreement with TIM are:

- Emerge to operate the MIGGSTER Mobile platform
- Subscribers will be charged USD\$8.50 (~AUD\$12.00) per month
- TIM guarantees a minimum of 100,000 subscribers will sign up to the platform within 6 months from launch date
- Emerge to earn up to 62.5% of net revenue from the platform
- Emerge to distribute a minimum prize value of USD\$500,000 (~AUD\$700,000) over 12 months

## For further information:

### Australia

Bert Mondello  
Chairman  
E: [bm@emergegaming.com.au](mailto:bm@emergegaming.com.au)  
P: +61 8 6380 2555

### South Africa

Gregory Stevens  
CEO  
E: [greg@emergegaming.com.au](mailto:greg@emergegaming.com.au)  
P: +27 72 420 4811

*ASX release authorised by the Board of Directors of Emerge Gaming Limited.*

## About Emerge Gaming

Emerge Gaming Limited (ASX:EM1) is a leading eSports and gaming technology company. Emerge Gaming owns and operates an online eSports and casual gaming tournament platform technology and lifestyle hub. Via this platform, casual, social and hardcore gamers can play hundreds of gaming titles against each other via their mobile, console or PC, earning rewards and winning prizes.

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: view [www.emergegaming.com.au](http://www.emergegaming.com.au)

## About TIM (“MIGGSTER”)

Tecnología de Impacto Múltiple SL (TIM) is part of the Impact Crowd Technology Group (ICT). It is a Spanish company group with its headquarters in Madrid. The ICT Group’s vision is to create the world’s largest sales force, disrupting the traditional value chain and distribution of apps, software, products and services. By using its network, the ICT Group sells products directly to the end customer. Similar to Uber and Airbnb, who own neither cars nor beds, the ICT Group does not sell any products of its own. The ICT Group markets other companies’ products and services.

# EMERGE GAMING

ASX:EM1 | ABN 31 004 766 376

MIGGSTER, a revolutionary gaming and eSports community, leverages world class technology to deliver immersive gaming entertainment and social engagement to a global online network of gamers.

With MIGGSTER, the objective is to build the world's biggest online gaming community. The MIGGSTER products will deliver community tools including chat, friends and team functionality laying the foundation for gamer engagement in the online network. Entertaining content, including mobile games, AAA gaming titles, tournaments, rewards and live streaming to global audiences, will feed the online community's insatiable eSports and gaming appetite.

More information: view [www.impactct.com](http://www.impactct.com) and [miggster.com](http://miggster.com)