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MIGGSTER achieves milestone: 500,000 subscribers

Highlights:

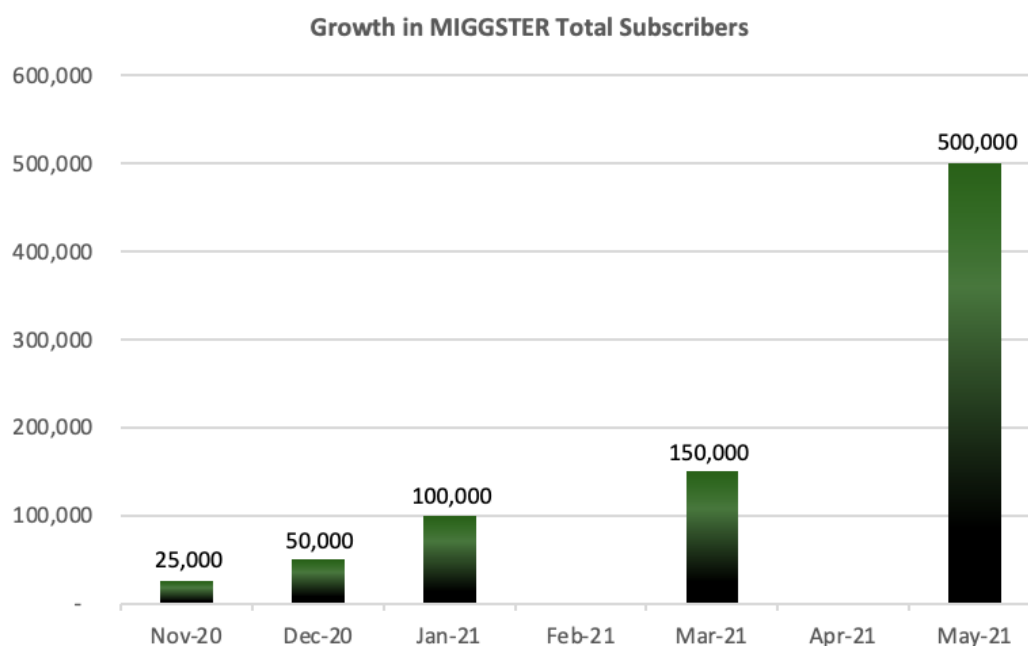
- **MIGGSTER platform reaches and exceeds milestone of 500,000 subscribers**
- **Growth strategy sees subscriber numbers increase**
- **Continued strong consumer engagement: tournaments with up to 8,000 places filled by registered subscribers playing games**

Emerge Gaming Limited (ASX: EM1) (“Emerge” or the “Company”), the operator of eSports and gaming technology; today announced that the MIGGSTER social gaming platform (“MIGGSTER”) has surpassed 500,000 registered subscribers.

MIGGSTER Subscribers

This subscriber milestone was reached in the approximately seven months since the launch of the MIGGSTER competitive social gaming platform in November 2020.

The Company continues to keep the market informed about the total platform subscribers of MIGGSTER. Emerge’s historic market communication outlines a strong growth in total platform subscribers.



“The growth in platform subscribers reflects EM1’s strategy to target a sizeable, engaged global community which will lead to revenue growth and greater profitability given the anticipated economies of scale” said Gregory Stevens, CEO.

Head Office Address:

642 Newcastle Street,
Leederville,
WA, 6007
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
Call: + 618 6380 2555



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ASX:EM1 | ABN 31 004 766 376

Growth Strategy

Leveraging the success of the MIGGSTER and MTN Arena competitive social gaming platforms, Emerge Gaming is pursuing a growth strategy aimed at increasing its global subscriber base thereby driving, revenue and profitability.

Emerge's next milestone is to build a global community of 1 million subscribers giving the Company the scale and presence from which it can deliver sustainable revenue growth, increased profitability and further product innovation.

As announced in the previous quarterly report, (ASX: 30 April 2021), one way Emerge intends to drive subscriber growth is by rolling out its planned framework of strategically targeted promotional campaigns. This strategic framework involves offering promotions to subscribers at discounted price levels with the objective of driving mass subscriber acquisition.

Upon achievement of a Emerge's planned next milestone of 1 million subscribers (ASX: 7 April 2021) it is envisaged that the Company will achieve critical scale with the engaged userbase serving as product advocates which will help build the MIGGSTER community. These efforts will be augmented with the next series of tailored promotional offerings that aim to drive subscriber growth, which is not subject to promotional discounts, thereby increasing the average profitability per subscriber.

Gregory Stevens, CEO of Emerge, commented:

"We are pleased with the performance of the platform and are focused on building a community of significant global scale while continuing to develop the platform features and be recognised as a leading innovator in the sector. The engagement on the platform by subscribers continues to be encouragingly strong and demonstrates the entertainment value that Emerge delivers through its products."

For further information please contact:

Investor relations:

E: info@emergegaming.com.au

P: + 61 2 9680 8777

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

Media:

Carden Calder

E: carden@bluechipcommunication.com.au

P: +61 403 333 904

Ophelia Phu

E: ophelia@bluechipcommunication.com.au

P: +61 431 567 985

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