

27 May 2021

Emerge Reaches 1 million Subscriber Community Milestone

- **Emerge hits 1 million subscribers (community), delivering on growth strategy**
- **Announces new broadcast initiative “Social Gaming & Coconuts” to debut on GINX at 7pm Wednesday 2 June 2021**
- **Broadcast partner GINX Esports TV to access more than 45 million households across 50 territories**

Emerge Gaming Limited (ASX: EM1) (“Emerge” or the “Company”), the operator of eSports and gaming technology, today announced it has reached its 1 million subscriber community target and signed an agreement with GINX Esports TV to distribute its own new “Social Gaming & Coconuts” show.

Growth Strategy

Emerge today announced it had reached the milestone of 1 million subscribers as previously forecasted (ASX: 7 April 2021).

The objective in building a globally recognised community of scale is for Emerge to access and target a significant subscriber base, broadening its audience and providing attractive revenue opportunities.

Gregory Stevens, CEO of Emerge, commented:

“Emerge Gaming (EM1) is pursuing a growth strategy to increase subscribers, revenue and shareholder value, after proving out our Competitive Social Gaming product.

We are delighted to achieve the milestone of a 1 million subscriber community in 10 months. The competitive social gaming platforms operated by Emerge continue to demonstrate growth in new subscribers daily. As we drive growth in new subscribers through the current scaling phase of our growth strategy, we are developing exciting new products, features and Go-to-Market channels.”

Emerge broadcast - “Social Gaming & Coconuts”

Emerge today also announces the launch of a new social gaming show “Social Gaming & Coconuts”.



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The show offers an immersive experience in social, casual and hypercasual gaming with content centred around social gaming solutions, brand experiences, unboxing of prizes, product promotion, interviews with industry leaders, game streaming and community interaction.

Debut of the show will be on 2 June 2021 on GINX Esports TV to a broadcast audience in European Market prime time. Emerge will broadcast and distribute show content through digital channels, GINX Esports TV and other distribution channels. Benefits of the partnership include providing Emerge with access to develop and distribute its own above the line marketing content while engaging, entertaining and acquiring gamers and platform users.



Agreement with GINX

The terms of agreement between Emerge and GINX Esports TV include:



- An initial partnership period of 6 months
- Emerge to provide the “Social Gaming & Coconuts” show to GINX Esports TV licence-free
- Emerge’s show content to be provided on a non-exclusive basis
- Emerge is to provide a weekly show of 24 mins
- Emerge can commercialise the show’s content to earn revenue for its own benefit

About GINX Esports TV

GINX Esports TV is the first and largest esports TV network in the world. Available in more than 45 million homes, across more than 50 territories in 10 languages, GINX Esports TV aims to extend the reach of esports into mainstream sports audiences.

Centrally based in London, UK, GINX Esports TV collaborates with partners and affiliates across the world to provide esports fans a broad range of esports entertainment shows as well as live tournament coverage, 24 hours a day, every day.

For more information see the GINX Esports TV Website: www.ginx.tv

Solenne Legrange – Marketing and Creative Director – GINX Esports TV commented:-

“We are extremely excited about partnering with Emerge. There is an insatiable appetite for mobile casual gaming globally and the opportunity to entertain and engage this audience through a social gaming lifestyle segment is enormous.”

Other Distribution Opportunities – GTM Channel

An opportunity exists for Emerge to launch its own OTT/IPTV broadcasting channel to engage the global social gaming audience and offer a Go-to-Market (“GTM”) channel for product subscription activation.

The IPTV/OTT technology can deliver TV, Video On Demand, Catchup, DVR and interactive live streaming features whilst being downloaded through native applications.

An over-the-top (OTT) media service is a media service offered directly to viewers via the Internet. OTT bypasses traditional terrestrial, satellite and cable television platforms, the types of companies which traditionally act as controllers or distributors of broadcasted content.

Internet Protocol television (IPTV) is the delivery of television content over Internet Protocol (IP) networks. This is in contrast to delivery through traditional terrestrial, satellite and cable television formats. Unlike downloaded media, IPTV offers the ability to stream the source media continuously.

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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

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