

10 October 2022

Emerge and MTN launch Game Streaming Service

Highlights:

- **Emerge launches of its Competitive Game Streaming technology with MTN, a Game Streaming service branded MTN Arena 5G**
- **MTN Arena 5G launches with 3 premium games developed and curated by EmERGE Game Studio**
- **MTN funded Promotional Launch Offer to earn EmERGE ~AUD\$100,000 in revenue**
- **EmERGE Game Studio roadmap targets development of 12 further premium games , 2 of which set for release in this quarter**
- **Game Streaming Service is a compelling 5G use case for Mobile Network Operators**
- **EmERGE is in discussions with other MTN Group countries for the Game Streaming Technology**

EmERGE Gaming Limited (ASX: EM1) (“EmERGE” or the “Company”), is pleased to advise that it has launched its new Competitive Game Streaming service as **MTN Arena 5G**, in partnership with MTN in South Africa.

MTN Arena 5G

MTN Arena 5G is a competitive game streaming service offering premium games streamed to mobile devices in a competitive leader board tournament format. The service is operated by EmERGE and allows subscribers to compete in tournaments with the opportunity to win prizes and rewards.

EmERGE has partnered with MTN South Africa to launch this service as a 5G use case targeting MTN’s 5G mobile subscribers that are a more affluent market segment. MTN’s 4G mobile subscriber base and terrestrial fibre users with access to consistent download speeds of more than 10Mbps (i.e. high bandwidth mobile 4G LTE or terrestrial fibre connections) will also be able to make use of this service.

The MTN Arena 5G service is a complimentary to the existing MTN Arena service providing competitive HTML5 gaming that targets lower to mid market segments and which has been gaining traction in the South African market.

The service is launched as a proof of concept with 3 competitive premium games produced and developed and curated by the EmERGE Game Studio.

Previously, EmERGE demonstrated streaming technology over MTN’s newly launched 5G network in South Africa (ASX: 1 July 2020). EmERGE and MTN were the first in the southern hemisphere to demonstrate game streaming technology over a 5G network and since then have been working to develop a Game Streaming service offering.

EmERGE executed an addendum (“Addendum”) (ASX: 20 June 2022) to the Content Services Agreement executed with MTN South Africa (ASX: 23 June 2020) that confirmed the launch of its new Competitive Game Streaming service (i.e. MTN Arena 5G) in partnership with MTN.



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Under the terms of the Addendum, Emerge will earn 60%, and MTN 40%, of the Shareable Revenue received from MTN Arena 5G (excluding play tokens issued under the MTN funded Promotional Launch Offer detailed below).


Premium Games Launched on MTN Arena 5G Platform

Game 1: Terragon: A Dragons Adventure

“Dominate the skies with a mighty dragon. Take a plunge into the adventure by heading out on one of your three dragons, each with their own unique characteristics. Fly through the mystic rings, collect the ancient orbs and defeat all other dragons in your territory. Use your boosts to speed up, but be wary of the obstacles, as colliding with them will cost you a life, of which you only have 3.”




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ADVENTURE

Terragon: A Dragons Adventure



Dominate the skies with a mighty dragon!




Take a plunge into the adventure by heading out on one of your three dragons, each with their own unique characteristics. Fly through the mystic rings, collect the ancient orbs and defeat all other dragons in your territory.

Use your boosts to speed up, but be wary of the obstacles, as colliding with them will cost you a life, of which you only have 3.


Objectives

Type	Points
Kill Enemies	1,000 points
Collect Spheres	250 points
Fly through Portals	100 points

The Dragons

Ruby	Emerald	Silver
		
75 Speed	82.5 Speed	100 Speed
100 Accel.	75 Accel.	50 Accel.
70 Turning	90 Turning	50 Turning

[TOURNAMENTS](#)





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Motoriza v20
Win an Xbox One X
Worth R9,500

Prizes

1st Place	Xbox Series X	+15 tokens
2nd Place		+10 tokens
3rd Place		+5 tokens

Leaderboard

2	ChaosPhill	2,994
1	DocStrange	3,464
3	ShaunAce	2,915
4th	Anonymous	2,821
5th	_TheLittle300_	2,782
6th	Mr Gam	2,676
7th	Tensaibankai	2,334
8th	PLAY NOW	1 067

Game 2: Motoriza: Forest Run

“Race your way to victory. Set out on a time trial in a picturesque mountainous forest in your brand-new ride. Race to the next checkpoint to add more time to your run, while collecting as many coins as possible along the way to up your score. Boost your way to first place in this motorized driving experience. You have 3 minutes to get as far as you can and achieve your high score.”

Rotate to Play!

- Steering
- Boost X
- Respawn Y
- Accelerate A
- Brake / Reverse B

47 km/h
00:14:06
BOOST
SCORE 10

Game Over

Coins x76	---	760 pts
Air x3.1	---	31 pts
Boosts x3	---	60 pts
Checkpoints x12	---	1800 pts
Resets x1	---	-1 pts
Time Bonus x156	---	156 pts

Final Score 2806 pts

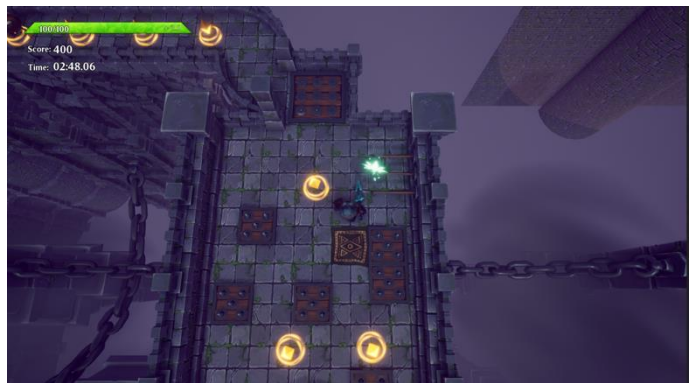


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Game 3: Wild Spear

“Slay your way through dark and dingy dungeons filled with fierce foes and obstacles. You are a brave bear warrior and tasked with running through a mysterious maze filled with rock goblins, huge spiders and deadly obstacles. Collect as many coins as you can for a high score. You have 3 minutes to fight your way through dangerous terrain and make as much ground as you can. Your aim is to explore as much of the map as possible.”



Video footage of the gameplay of the launched games is available on YouTube on the “Emerge Gaming Limited” channel.

Emerge Game Studio

As previously reported (ASX: 3 August 2022), Emerge launched a game studio consisting of inhouse and outsourced game developers.

The game studio works side by side with Emerge’s game streaming platform developers to develop and produce proprietary libraries of competition ready short form premium games using the Unity and Unreal game engines.

These game engines enable the delivery of cutting-edge content, interactive experiences and immersive virtual worlds. The Emerge Game Studio is striving to leverage the tools in these engines as it develops and produces further competition ready games in its development roadmap.

Premium Games Development Roadmap

Development of these bespoke games are a key pillar in delivering fresh competition ready premium gaming content for cloud streamed use and commercialisation on Emerge’s tournament platforms.

The Game Studio is diligently working on its roadmap to develop its targeted 12 new competition ready premium games with genres including sports, shooter, survival, adventure, hack & slash and puzzles.



The Game Studio is in the final stages of development of two further premium games that it plans to launch on the MTN Arena 5G platform in this quarter:

Game: Motoriza: Desert Challenge

“Speed through the sandy desert terrain. Set out on a time trial in a hot and sandy desert in your brand new[ride?]. Race to the next checkpoint to add more time to your challenge, while collecting as many coins as possible along the way to up your score. Boost your way to first place in this motorized driving experience. You have 3 minutes to get as far as you can and set your high score.”

Game: Feral Odyssey

“Catastrophe hits and our feral friend is tasked with collecting power crystals to restore balance. Navigate through a world of lush forests and outer space as you run and jump from object-to-object. Collect as many power crystals along the way to add to your score. But watch out for those pesky gremlins as they try to capture you. You have 3 minutes to run as far as you can while collecting as many power crystals as possible and achieve your high score.”

Emerge Game Streaming Commercial Model

MTN Arena 5G subscribers will either be issued bulk “play tokens” in return for a periodic subscription payment or can make once-off purchases of “play tokens”.

“Play tokens” purchased will be redeemed for entries into tournaments offering custom designed competitive premium games and be ranked on a leaderboard with the opportunity to win prizes, rewards and raffle entries.

Tournaments will offer streamed games with game play (multiple “play tokens” may be required) and players will be ranked by high score in the tournament leaderboards with the opportunity to win enticing rewards and prizes. “Play tokens” will initially be priced at R1.00 (±AUD0.09) during the proof-of-concept period to promote user acquisition and expire within 30 days of issuance.

The proof-of-concept period will be used to define the future commercial expansion of this technology.

MTN Arena 5G - Promotional Launch Offer

Under the terms of the Addendum, MTN has agreed to promote the launch of the MTN Arena 5G game streaming service proof of concept through a first phase promotional campaign (“**Promotional Launch Offer**”).

MTN South Africa has agreed to offer 1,500,000 “play tokens” for a limited period to a targeted group of 5G and 4G LTE subscribers for free with a maximum of 10 play tokens to be issued per subscriber. Thereafter the user signs up for a periodic subscription payment or can make once-off purchases of “play tokens”.

MTN has agreed to pay Emerge a discounted R0.70 (±AUD0.06) per play token redeemed for entry with Emerge having the opportunity to earn up to ~AUD\$100,000 in revenue from the MTN funded launch promotion.



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Emerge's Game Streaming Technology

Emerge has developed its own bespoke browser-based game streaming technology together with a configurable controller module consisting of a touch-enabled on-screen display for mobile devices and the ability to integrate popular physical gaming controllers with Bluetooth technology. This technology can be used as a game streaming feature within Emmerge's existing progressive web application ("PWA") products or as a separate PWA product offering. This technology has been successfully tested internally by streaming major premium game titles for a seamless gaming experience. Further customisation will focus on the launch of MTN Arena 5G streaming Emmerge's own premium games developed in its Game Studio and proof of commercialisation.

Emerge's game streaming technology offers a compelling 5G use case for mobile network operators but the technology has been tested and works equally as well on a 4G or LTE mobile network or fibre line with consistently more than 10mbps of download speed. As a result, the application and commercial reach of this technology has a significantly greater total addressable market than only 5G mobile network users.

MTN Arena 5G in the first instance deploying Emmerge's game streaming technology in South Africa and the Company is in discussions with other MTN countries. The Company will continue to implement its MNO expansion strategy and is in initial discussions targeting 4 countries (Nigeria, Ghana, Cameroon and Ivory Coast) in the MTN Group with a total addressable market of ~120 million mobile subscribers leveraging its performance in South Africa. Initial engagement and meetings between MTN country, MTN group and Emmerge has led to strong country interest in launching both the MTN Arena and MTN Arena 5G game cloud streaming technologies.

Further information:

E: info@emergegaming.com.au

P: + 61 2 9680 8777

About Emmerge Gaming

Emmerge Gaming Limited (ASX:EM1) is a leading eSports and gaming technology company. Emmerge 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

About MTN

Formed in 1994, the MTN Group is a leading emerging markets operator with a clear vision to lead the delivery of a bold new digital world to our 250 million customers in 22 countries in Africa and the Middle East. MTN is inspired by its belief that everyone deserves the benefits of a modern connected life. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code "MTN". MTN is pursuing its BRIGTH strategy with a major focus on growth in data, fintech and digital businesses.

ASX release authorised by the Board of Directors of Emmerge Gaming Limited

