

GEFORCE NOW CLOUD GAMING LAUNCHED ON SAMSUNG SMART DEVICES IN AUSTRALIA VIA GAMING HUB

GeForce NOW Powered by Pentanet cloud gaming is now even more accessible for Australians through the regional launch of Samsung Gaming Hub.

As an all-in-one game streaming discovery platform, Samsung Gaming Hub makes it easy for gamers of all ages and abilities to search, stream, and enjoy content from leading partners including NVIDIA GeForce NOW's 1500+ game library – with no additional hardware or downloads needed. Select 2023 Samsung Smart TVs and Smart Monitors are already enabled with Gaming Hub, with select 2022 devices also launching this month. The increased accessibility and convenience provided by Samsung Gaming Hub mean Pentanet can tap into a wider audience with a broader demographic of gamers for cloud gaming which has the potential to grow and scale up the number of paying subscribers.

According to Samsung's 2022 Consumer Market and Insights report, one in four QLED Smart TV owners are already using their TV for gaming.¹

Jeremy Senior, Vice President-Consumer Electronics, Samsung Australia said the launch of Gaming Hub will enable consumers to explore new worlds and play to win, while enjoying premium picture, incredible audio, and fast gaming speeds from the screens they already have at home.²

Demand for GeForce NOW Powered by Pentanet cloud gaming has remained strong, with nearly 400,000 gamers registered members playing 349 million minutes from the cloud since launch. Pentanet remains the exclusive distributor of the NVIDIA GeForce NOW cloud gaming service in Australia.

With the upcoming launch of Gen 3 performance plans, the Optus SubHub integration, and more Microsoft content coming to the platform this year, Pentanet managing director Stephen Cornish said the Company aims to continue the momentum with paid subscriber growth and profitability.

"We are incredibly proud of bringing a world-leading cloud gaming platform technology to Australia and have grown that business to where it can already cover costs whilst still having a significant amount of additional capacity for paid user growth."

In June 2023, Pentanet's GeForce NOW cloud gaming subscription service reached a significant milestone by achieving positive EBITDA for the first time since the service was launched in October 2021. As the Company moves into FY24, the objective is to sustain this positive momentum and to grow and scale up the number of paying subscribers.

^[1] SEAO Samsung Consumer and Market Insights report 2022

^[2] Samsung Levels Up Cloud Gaming Experiences by Unleashing Gaming Hub Down Under.

This announcement has been authorised for release by the Managing Director of Pentanet Limited, Mr Stephen Cornish.

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About Pentanet

Pentanet (ASX: 5GG) is a Perth-based telecommunications and cloud gaming provider delivering next-generation internet services and online experiences to a growing number of subscribers.

The Company's market-leading private fixed wireless network is the largest in Perth and remains unrivalled in terms of connection quality, reliability, and network design. With the network nearing capacity due to its popularity in Perth, the Company's focus is now the development and deployment of neXus — Pentanet's next-generation wireless mesh network.

In 2021, Pentanet partnered with global tech giant NVIDIA (NASDAQ: NVDA) to democratise Australian access to cloud gaming and became the sole provider of NVIDIA's premier cloud gaming platform in Australia, co-branded GeForce NOW Powered by Pentanet. GeForce NOW as a product offering aligns with Pentanet's evocative brand and gamer-focused identity, but the platform offers an added benefit in complementing the Company's expanding internet services and its vision for a better-connected Australia.