

Streamplay Partners with Telstra-owned Digicel Pacific to Launch Product Suite in Samoa

HIGHLIGHTS

- Streamplay partners with Digicel Pacific to launch mJams, mGames and core VAS services into the Samoan Market
- Digicel Samoa is the dominant telco provider in Samoa with over 71% market share of mobile subscribers
- mJams and mGames will be strong, premium offerings in the Samoan market
- Streamplay to earn 50% revenue share from VAS and mGames and 60% from mJams
- Joint 50/50 marketing contribution between Streamplay and Digicel Samoa over 3-year term

Streamplay Studio Limited (“Streamplay” or the “Company”) (ASX: SP8), a leading provider of competitive casual gaming and eSports technology, music streaming services, and telco value-added services, is pleased to announce another key expansion of its strategic partnership with the largest telecom group in the Pacific, owned by Australian telco Telstra, Digicel Pacific.

Building upon the Company’s existing collaboration with Digicel Pacific subsidiaries in Fiji (ASX:18 May 2023) and Vanuatu (ASX: 23 October 2023), Streamplay continues to expand its reach within the Pacific Islands through a new partnership with Digicel (Samoa) Limited (“**Digicel Samoa**”), representing the 3rd biggest market for Digicel Pacific, to introduce its core Value Added Services (VAS), and premium services of mJams Music and mGames, to the Samoan market.

This partnership will see Streamplay collaborate closely with Digicel Samoa, a major telco provider that commands a ~71% market share in the region, to share product knowledge and market learnings to achieve a successful launch of Streamplay’s product suite into the Samoan market.

Under the agreement, Streamplay will launch its core VAS services and three premium products from **Q1 FY2024**, with a revenue share of 50% of VAS and mGames shareable revenue, and a 60% revenue share of mJams Music’s shareable revenue in Streamplay’s favour. This mutually beneficial agreement will also see a 50/50 marketing contribution between Streamplay and Digicel Samoa over a 3-year term as part of Digicel Pacific’s overall customer acquisition and retention strategy.



With a population over ~224,000 (January 2023), Samoa boasts strong 78.2% internet penetration and 67.2% mobile penetration numbers¹. This partnership with Digicel Samoa provides Streamplay with a further valuable opportunity to introduce its Music Streaming, Competitive Gaming and VAS products to a highly engaged customer base and positive adopter of digital services in Samoa.



Marketing and Rollout Plan

The launch sequence will commence with mJams, Streamplay's flagship music streaming service, followed by the innovative mobile gaming platform, mGames. A carefully orchestrated four-week interval between the launches of each platform is designed to ensure effective market preparation, promotional activities, and seamless integration into Digicel Samoa's existing ecosystem. This structured approach is essential for preparing the Samoan market for each new service and ensuring a smooth user experience within Digicel Samoa's systems. It is also designed to increase customer excitement and anticipation for the Streamplay product pipeline.

Streamplay's marketing strategy for Samoa encompasses a diverse range of promotional activities. Streamplay will leverage digital and social media campaigns to engage with the young in country demographic, enhancing brand visibility and product awareness.

¹ <https://datareportal.com/reports/digital-2023-samoa>



Concurrently, traditional print media advertising will aim to reach a wider audience along with in-store promotions at Digicel retail outlets which will provide direct customer engagement and first-hand experiences with Streamplay products.

Following the successful rollout of mJams and mGames, Streamplay's strategy includes the introduction of other core VAS and products. This expansion is aligned with Streamplay's goal to offer a comprehensive suite of digital services, further enriching the digital experience for customers in Samoa. The phased launch approach, coupled with customer feedback, will enable Streamplay and Digicel Samoa to refine and adapt the offerings, ensuring they are well-suited to local preferences and demands. This strategy is not just about enhancing the Company's market presence; it's about bringing a diverse and substantial value to Digicel Pacific's customers in Samoa, paving the way for a broader range of innovative digital solutions.

While the revenue generated by the agreement with Digicel Pacific is subject to take up by subscribers in Samoa, and is therefore unknown at this time, the agreement is material to Streamplay due to the size and potential of the partnership with Digicel Pacific and Streamplay's entry into a new territory where its MNO partner has the dominant market share.

About Digicel Pacific

Digicel Samoa is a core business within Digicel Pacific, the leading telecommunications provider in the Pacific region, which has established itself as a prominent player in the industry. Operating in Papua New Guinea, Nauru, Samoa, Tonga, Vanuatu, and Fiji, Digicel Pacific serves as a vital connectivity provider in these markets. In 2021, the company achieved impressive financial performance, recording an EBITDA of \$233 (USD) million. With a dedicated workforce of approximately 1,700 employees and a customer base of around 2.5 million subscribers, Digicel Pacific has solidified its position as a trusted telecommunications provider in the region.

In 2022, Digicel Pacific was acquired by Telstra, Australia's largest mobile network and telecommunications company. This strategic acquisition marked Telstra's expansion into the Pacific market and enhanced its presence in the region. Telstra's extensive experience in providing international connectivity and operating mobile networks complements Digicel Pacific's established track record in supporting economic development across the Pacific.

Digicel Pacific's commitment to innovation and enhancing customer experiences is further demonstrated through its collaboration with Streamplay. This partnership enables Digicel Pacific to broaden its service offerings and deliver innovative digital entertainment experiences to its customers.

Through its impressive performance, successful subscriber acquisition strategies, and strategic partnerships, Digicel Pacific continues to shape the telecommunications landscape in the Pacific region, catering to the diverse needs of its customer base.

More information: www.digicelpacific.com



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About Streamplay Studio:

Streamplay Studio Limited (ASX:SP8) is a leading provider of competitive casual gaming and eSports technology, music and sports streaming services, and telco value-added services. The company offers a diverse range of entertainment solutions for its users, including the ability to stream and play games, music, sports, and access various telco services all in one place. Streamplay continues to innovate and expand its offerings to meet the ever-changing needs of its partners and customers.

More information: www.Streamplay.studio

ASX release authorised by the Board of Directors of Streamplay Studio Limited

