

3 April 2024

Streamplay set to Launch Innovative Credit Advance service in Solomon Islands

HIGHLIGHTS

- Streamplay concluded airtime and data lending service agreement with 50-50 revenue share between AVT and bmobile.
- AVT to manage the services and carry the financial risk associated with airtime and data advances.
- The service, branded bCREDIT, is poised to launch this quarter in Solomon Islands with a strategic focus on replicating successes from other emerging markets.
- The Solomon Islands launch of bCREDIT to be the first of a broader planned rollout targeting ~12.7 million Pacific Islanders.
- Streamplay is set to earn approximately 0.5% - 1% of total airtime and data advances through bCREDIT.
- Airtime and data advances an ideal dual-revenue model to provide uninterrupted access to Streamplay's premium mGames and mJams services.

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 excited to announce its strategic expansion into emergency airtime and data lending services. As announced in the December quarter, the Company executed a strategic partnership with AV Technologies Limited ("AVT") to introduce an innovative Airtime and Data Advance service to the Pacific Islands which will allow users to borrow voice or data bundles on credit (ASX: 30 January 2024).

Airtime and Data Advance services revolutionise the accessibility of communication services by offering subscribers the flexibility to borrow airtime or data when their balances run low or are depleted, ensuring uninterrupted connectivity in critical moments. When subscribers face temporary financial constraints, they can request an advance from their Mobile Network Operator ("MNO") and receive an immediate allocation of airtime or data. This advance is swiftly recovered by the MNO upon the subscriber's future recharge, typically including a small service fee. Such services are invaluable in emerging markets with limited banking infrastructure, empowering individuals to stay connected, access information, and communicate effectively, even in emergencies. For MNOs, offering these services not only enhances customer satisfaction and loyalty but also strengthens revenue streams by minimising churn and maximising engagement.



Streamplay Chairman, Bert Mondello, commented:

"We're delighted to incorporate this innovative new product into our portfolio. The introduction of this service adds an additional revenue stream to our existing product suite and aligns perfectly with our commitment to providing uninterrupted access for our customers to our premium services such as mGames and mJams. This collaboration with AVT and bmobile marks a significant step forward in enhancing connectivity and customer satisfaction in the Solomon Islands, and in fact the Pacific Islands as a whole."

In collaboration with AVT, Streamplay has secured an exclusive mandate to market an Airtime and Data Advance product through existing MNO partnerships in Papua New Guinea, Tonga, American Samoa, Kiribati, Nauru, Samoa, Vanuatu, Fiji, Solomon Islands and New Caledonia. Streamplay is excited to announce the conclusion of its first such MNO collaboration with Bemobile (Solomon Islands) Limited ("**bmobile**"), to launch the first ever airtime and data lending service in the Pacific islands this quarter branded "**bCREDIT**".

AVT Founder, Michael Roffey, commented:

"This collaboration marks a significant milestone in our mission to empower individuals with the financial freedom they deserve. Leveraging Streamplay's extensive experience in the Pacific and AVT's cutting-edge platform, we are poised to unlock a multitude of opportunities for the people of the Solomon Islands."

Under the collaboration agreement, AVT and bmobile will work closely together to provide seamless access to emergency Airtime and Data Advance services in the Solomon Islands with a 50-50 revenue share between AVT and bmobile of the aggregate service fees paid by customers in respect of all sales through bCREDIT. Whilst AVT will manage the services and carry the financial risk associated with airtime and data credit, Streamplay will focus on supporting bmobile to market bCREDIT across the Solomon Islands and stands to earn 25% of AVT's shareable revenue after any bad debts, applicable taxes, and operating cost deductions (being approximately 0.5% - 1% of the total credit value advanced to customers).

bmobile Solomon Island CEO, Devan Kula, commented:

"We're most excited to be pioneering the introduction of such an innovative new product to the Pacific market in collaboration with Streamplay and AVT. The ability to offer our Solomon Islands customers quick access to emergency funding and top-up credit in order to ensure they stay connected when it matters most, strongly aligns with our goals at bmobile."

Unless there is a material breach of the collaboration agreement, it will continue for a term of 24 months and automatically renew unless notice is otherwise given. Importantly, Streamplay's involvement in this venture does not require any capital expenditure costs, thereby minimising financial risk and maximising potential returns for the Company.



After the launch, customers will not only be able to easily retain access to essential communication services, but can also utilise bCREDIT to continue enjoying Streamplay's premium subscription services such as mJams and mGames, further enhancing the value proposition for customers in the Solomon Islands. This dual revenue model allows the Company to potentially earn not only from the initial bCREDIT service fees, but also from any subsequent use of that credit to subscribe to Streamplay's premium mJams and mGames services.

Market Potential

Streamplay continues to recognise its strategic telco partnerships which have grown the Company's addressable audience of Pacific Islanders to approximately 12.7 million residents eager for digital solutions. Drawing insights from successful implementations in similar emerging markets such as India, Africa, and Southeast Asia, where emergency airtime and data lending services have significantly improved access to communication services, Streamplay is well positioned to capitalise on this growing global trend.

Streamplay has developed a comprehensive marketing and rollout plan to ensure a successful bmobile launch and widespread adoption of bCREDIT across the Solomon Islands. The plan includes strategic initiatives aimed at raising awareness among bmobile's existing customer base.

The imminent launch of bCREDIT further serves as a pivotal opportunity for Streamplay to gain invaluable insights and to refine its approach. By leveraging any learnings, successes or failures from this initial product launch, the Company aims to replicate its achievements across Papua New Guinea and the broader Pacific region as a whole, underscoring Streamplay's commitment to providing uninterrupted access to its services and meeting the evolving needs of Pacific Islanders.

Outlook

The collaboration with AVT and bmobile demonstrates Streamplay's commitment to expanding its presence in the Solomon Islands and diversifying its content offerings. With a strong reliance on mobile devices and a growing demand for value-added services, the Pacific region continues to present an excellent opportunity for Streamplay to cater to the evolving needs of its customers.

While the Solomon Islands represents a relatively small population where the revenue generated by bCREDIT will be subject to bmobile customer adoption, and is therefore unknown at this time, the collaboration marks a significant step forward in targeting the Company's addressable audience of approximately 12.7 million Pacific Islanders to further increase revenues and solidify its market presence. Given AVTs proven track record and prior success in emerging markets, the Company remains optimistic about the potential impact of this strategic expansion on its growth trajectory.



About AVT:

AVT is at the forefront of telecommunications technology, specialising in future-proofing revenue streams for MNOs. Recognising the ever-evolving landscape of telecommunications, AVT focuses on diversifying revenue sources, leveraging IoT (Internet of Things), and forming long-term partnerships to ensure sustained earnings for MNOs. By harnessing advanced AI and machine learning systems, AVT enables MNOs to create detailed financial profiles of customers in emerging markets, unlocking new monetisation opportunities beyond traditional airtime and data services. This innovative approach not only increases average revenue per user (ARPU) but also fosters customer loyalty, leading to reduced churn rates. AVT's partnership model provides MNOs with access to cutting-edge technology and complex algorithms, facilitating the analysis of vast amounts of data to offer customers additional financial services such as loans and handset upgrades. With a focus on fast-tracking MNOs into the mobile financial services arena, AVT offers a strategic advantage in a competitive market, driving connectivity and enhancing customer relationships through data-driven insights. More information: www.avtech.mu

About bmobile

Bemobile (Solomon Islands) Limited operates as a mobile telecommunications provider serving the Solomon Islands, a nation with an estimated population of approximately 750,000 people. As a key player in the telecommunications sector, bmobile caters to the diverse communication needs of both urban and rural communities across the country. With a focus on providing reliable and innovative mobile telephony and data services, Bmobile contributes to enhancing connectivity and fostering socio-economic development throughout the Solomon Islands archipelago. More information: www.bmobile.com.sb

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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

