

16 July 2018

## EMERGE INTEGRATES PLATFORM TO ACCESS +50 MILLION USERS

### Highlights:

- **Integrated billing solution to connect Emerge Gaming's Arcade X platform to more than 50 million paying subscribers of major South African mobile networks**
- **South Africa's largest 3 Telcos – MTN, Vodacom and CellC will provide Emerge Gaming with access to 80% of South Africa's population**
- **Aggressive mass customer acquisition, targeted rapid user uptake and brand exposure in coming weeks, leveraging eMedia Holdings extensive reach and channels**
- **Emerge Gaming now in prime position to streamline Arcade X roll out globally**

**Emerge Gaming Limited (ASX: EM1)** ("**Emerge Gaming**" or the "**Company**") is pleased to advise that it has now completed network billing integration across all major South African Telcos of its cutting-edge gaming platform 'Arcade X'.

This integration has the capability to accept daily payments seamlessly from subscribers across all major South African Telcos, opening access to 80% of the South African population.

The integrated billing solution provides access to over 50 million paying subscribers in South Africa (over twice Australia's population).

Emerge Gaming's Chief Executive Officer and Executive Director, Greg Stevens, said:

"Following airtime billing integration with South African Telcos and our launch with eMedia Holdings Group, our corporate partnerships are set to drive significant high volume of new user acquisitions in the near term across multiple devices and networks. We will use this experience to roll out the proprietary 'Arcade X' technology to markets across the globe.

With the Emerge Gaming's proprietary integrated tournament services and with strong network partnerships now established, we are set to secure corporate agreements with major global companies looking to gain eSports marketing exposure."

### Integrated Billing Model

The fully integrated airtime billing model is a first for Emerge Gaming's Arcade X platform and provides the mechanism where Emerge Gaming will be able to realise rapid implementation of its business model in other emerging markets (i.e. rest of Africa) and gain faster user uptake, mass customer acquisitions and immediate revenue.

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## Launch Strategy and Corporate Model

Leading up to the South African launch, Emerge Gaming’s management team have implemented an aggressive, all-encompassing customer acquisition strategy. This initiative has been carefully constructed with the focus of targeting and driving value to extend reach across South Africa.

On 4 June 2018, Emerge Gaming announced that it had entered into a memorandum of understanding with eMedia Holdings Limited (“**eMedia Holdings**”).

eMedia Holdings is a South African media conglomerate listed on the Johannesburg Stock Exchange. Further details of the launch strategy will be released on completion of the licensing agreement which is imminent.

eMedia Holdings operates a variety of broadcasting, content and production businesses including South Africa’s first private commercial free-to-air broadcaster, e.TV. These channels will be leveraged as part of the South African launch.

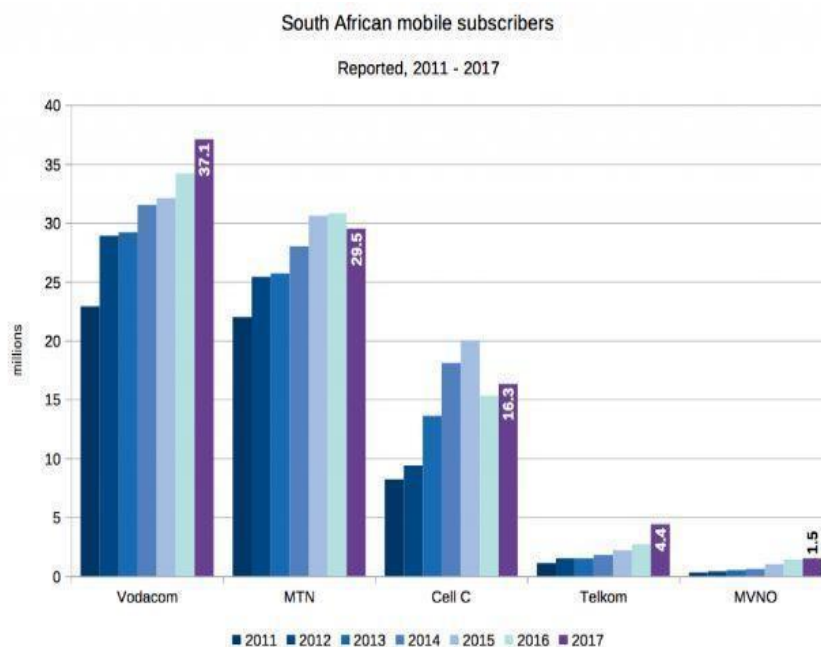
The focus of the launch will be ‘Arcade X Mobi’.

Arcade X Mobi provides casual gamers with the ability to play over 300 casual games on their mobile devices while being exposed to corporate advertising, which is a key revenue stream of Emerge Gaming. The Company’s business model is supported by global gaming statistics released for 2017 where social and casual gamers represent 90% of the 2.1 billion global gamers, of which 844 million engage in mobile gaming.

## Near Term Outlook

***Emerge Gaming will benefit from this ‘no cost’ mass user acquisition, while receiving 20% of all subscription fees from users.***

The airtime billing integration is crucial to giving Arcade X access to the subscribers of the 3 largest Telcos in South Africa – MTN, Vodacom and CellC; these Telcos have a combined user base of more than 83 million subscriptions across South Africa (over three times Australia’s population).



Emerge Gaming expects to build a strong subscriber base and as a result a growing recurring revenue stream. This will be a short-term catalyst for the Company, with the launch set for late July 2018.

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**About EmERGE Gaming**

Emerge Gaming Limited (ASX: EM1) is a leading eSports and Casual gaming tournament company. EmERGE Gaming operates the online eSports and casual gaming tournament platform and lifestyle hub "Arcade X". Via this platform, casual, social and hardcore gamers can play more than 300 gaming titles against each other via their mobile, console or PC.

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: [www.emergegaming.com.au](http://www.emergegaming.com.au) and view the Arcade X platform at [www.ArcadeX.co](http://www.ArcadeX.co)