

13 June 2019

## Emerge Gaming Agreement to Develop Nickelodeon eSports Gaming Platform

**Emerge Gaming Limited (ASX: EM1)** (“Emerge Gaming” or the “Company”) the developer and operator of online eSports and casual gaming tournament platform and lifestyle hub “ArcadeX” advises that it will develop a competitive gaming eSports platform based on its ArcadeX technology with **Viacom International Media Networks Africa (Pty) Ltd** (“VIMN Africa”).

The roll out of the eSports product, which will be called “NickX”, will be operated and maintained by Emerge Gaming. “NickX” will be freely accessible through the **Nickelodeon** website, Android and iOS apps, featuring unique mobile games content on all devices.

### Outlook

The development of NickX is in line with Emerge Gaming’s strategy of partnering with leading regional and global brands as the Company continues to bolster its launch strategy to be more prominent, widespread, and robust. Emerge Gaming is pleased to work together with VIMN Africa to build NickX; an interactive eSports tournament platform showcasing content from Nickelodeon.

It is intended that the platform is monetised for the mutual benefit of both Parties. Monetisation will be through brand take-up, premium subscriptions, in-app subscriptions and advertising across the platform.

The financial impact of this agreement is not determinable at this time, revenues are not guaranteed and will be subject to the success of the platform. However, given the reach of VIMN Africa and its Nickelodeon brand, the agreement is anticipated to be material for the Company.

The Company expects to provide further detail in this regard, leading into the launch.

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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”.

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# EMERGE GAMING

ASX:EM1 | ABN 31 004 766 376

Via this platform, casual, social and hardcore gamers can play hundreds of 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)

## **About Viacom International Media Networks Africa**

Multimedia entertainment powerhouse VIMN Africa offers the most comprehensive international broadcast portfolio on the African continent, reaching more than 100 million viewers across 48 territories in Africa. VIMN Africa currently comprises 10 separate TV channels and 5 consumer websites, as well as multiple mobile and social media sites. The company's African business interests include content production and distribution; spot sales, 360-degree sponsorships, events, mobile, digital and consumer products.

## **About Nickelodeon**

Nickelodeon, now in its 40<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.