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Emerge Gaming Platform ArcadeX Development and Launch Update

Highlights:

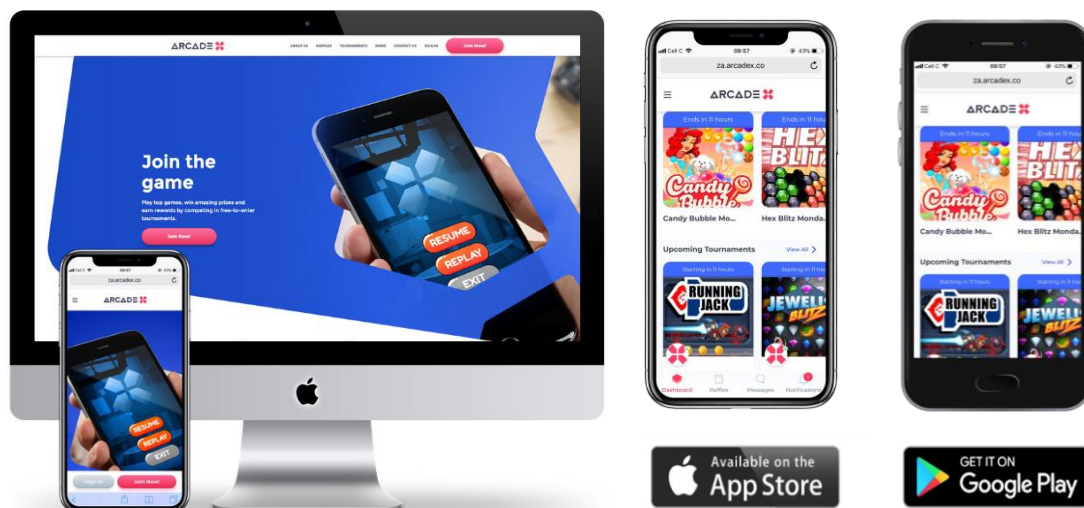
- ArcadeX Mobile App accepted and approved by both iOS and Android Mobile App Stores
- ArcadeX App soft launch commenced with platform live and available on App stores in selected test markets - South Africa and India
- Soft launch will enable robust real-world testing ahead of supported brand launches
- White Labelled and platform SDK and APIs completed for multi carrier integration
- Content and publisher integration of HTML5 and Premium Gaming Content now available

Emerge Gaming Limited (ASX: EM1) (“Emerge Gaming” or the “Company”) is pleased to provide an update on the progress of its eSports and casual gaming tournament platform and lifestyle hub “ArcadeX”. Following approval of the ArcadeX Mobile App by both the iOS and Android Mobile App stores, EmERGE Gaming has completed the ‘soft’ launch of the native versions of the App in both South Africa and India.

In addition to the native (iOS and Android) App versions, the ArcadeX web-based app which is not bound by App store restrictions have also been launched in both South Africa and India.

Launch Strategy

Emerge Gaming will use the soft launch to demonstrate the value proposition of ArcadeX to brands in a live environment, as opposed to being just a compelling concept. The Company anticipates that this will greatly assist in onboarding brands onto the ArcadeX platform.



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In terms of operation of the App, real-world use will enable Emerge Gaming to categorise users into cohorts, identifying the types of users that present optimal value from a Life Time Value (LTV) perspective. From the data gained during the soft launch, each new release of the ArcadeX App will be directed at optimised LTVs and lower cost per acquisition for brand clients.

Gaining further understanding of what creative content and channels gain the most traction will position Emerge Gaming well to achieve downloads and associated advertising and revenue targets.

The ability to gather data on user behaviour; determine which trade collateral placements of promotion and communication are most effective; and gain user data to improve with each version, will allow Emerge Gaming to refine its strategic plan for supported launches.

SDK and Native Apps

The ArcadeX platform iOS and Android apps are designed to optimise gaming for casual gamers and provide significant advertising opportunities. The platform boasts significant telecommunications and third-party billing integrations meaning it will be positioned for commercial success from first use.

Analytics

Utilising google analytics with all levels installed along with user ID tracking and Firebase - will ensure web, iOS and Android apps of ArcadeX are fully tracked. ArcadeX has created a transparent environment allowing true ROI to be delivered to progressive brands that are looking to leverage eSports to amplify their marketing strategies. ArcadeX will utilise data to improve the unit economics of the platform, constantly focusing on user retention, returning user numbers and decreasing acquisition costs parallel to increasing ROI for brands.

White Label Capabilities

The platform has full white label ability and can be customised on-demand to deliver a true gaming and brand experience. Brands are able to launch their own competitive eSports platform utilising the ArcadeX technology. This allows brands to diversify, opening up a new lucrative revenue stream parallel to consolidating their audience through digital.

Content Integration

Game integration with Multiple Publishers is now underway. Emerge Gaming has been working on integrating HTML5 and premium mobile content into its platform. With its strategic partners, Emerge Gaming has access to hundreds of premium games, allowing brands to customise their content in line with their strategies.

CEO, Gregory Stevens noted, "From a technical standpoint, the approval of the core functionality of the ArcadeX mobile app is a welcome milestone as we plan supported launches of our platforms globally. The approval gives certainty to brands as launch plans are made that our app and its white labels will not be held up by App store approvals.

We have worked closely with respected international legal advisors to implement terms and conditions which cover off on current rules and regulations as well as emerging trends in the space."

-ENDS-

EMERGE GAMING

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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 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 and view the Arcade X platform at www.ArcadeX.co