

28 November 2019

Netsport conclude another Distribution Partnership Agreement to give Emerge Gaming access to MTN Nigeria network

Highlights:

- **Emerge and Netsport have concluded another distribution partnership agreement with Samsson**
- **Samsson delivers distribution access and billing integration for ArcadeX into MTN Nigeria's network**
- **ArcadeX gains potential access to the ~60 million subscribers of MTN Nigeria**
- **Agreement expands Emerge's annuitized scalable monetisation model and strategy**

Emerge Gaming Limited (ASX: EM1) ("Emerge" or the "Company"), the operator of online eSports and casual gaming tournament platform and lifestyle hub **"ArcadeX"**, is pleased to advise that it has signed a billing and distribution agreement for ArcadeX with direct billing integration and distribution facilitator **Samsson Gulf FZE ("Samsson")** under the **Netsport distribution agency agreement**.

Agreement with Samsson

Samsson is a direct carrier billing ("DCB") aggregator and content distribution facilitator which provides mobile payment integration, subscription management, marketing services and content distribution into multiple Mobile Network Operators ("MNOs") in Nigeria.

Emerge has concluded a billing and distribution agreement with Samsson to distribute and commercialise the ArcadeX platform through MTN Nigeria for a term of 1 year, subject to renewal. Under this agreement, Emerge will earn 60% of the mobile subscription revenue earned from MTN Nigeria.

About Samsson

Samsson offers a mobile billing platform with direct links into MNO's in Nigeria, and to their distribution platforms. Their strong relationships with the networks enables Emerge to benefit from the exposure from the networks marketing of their own online distribution platforms.

Netsport Mobile

The billing and distribution agreement with Samsson is a partnership distribution agreement under the Company's existing distribution agency agreement with Netsport Mobile.

Netsport and Emerge are currently in negotiations with other prospective distribution partners.

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Distribution, Marketing and Monetisation Mechanics

The ArcadeX platform will be integrated into the MTN Nigeria's online platform which provides access to the ~60 million subscribers of MTN Nigeria. ArcadeX will benefit from the exposure to MTN Nigeria's online platform network marketing support.

MTN Nigeria is showing strong growth in mobile subscribers, with more than 3 million subscribers being added to the network in the first half of 2019 and demonstrating double digit growth in revenues.

Other digital marketing agencies can be engaged to drive gamers to the ArcadeX platform in Nigeria using digital mobile advertising. Using the advanced data analytics of the ArcadeX platform Emerge will engage and entertain users, boost revenue, manage churn, and expand the ArcadeX database. This marketing is designed to deliver a cost effective Cost per Acquisition ("CPA") for each revenue paying subscriber. Gamer targeting can be fine tuned to suit Emerge's marketing requirements across all mobile channels.

The ability of the ArcadeX platform to engage, entertain and retain paying subscribers is key to Emerge's commercial success. Emerge has outsourced its subscriber lifecycle management to Samsson on the MTN Nigeria network.

Strategy and outlook

This agreement with Samsson adds to the global mobile distribution network of ArcadeX and provides key data insights which will be useful in targeting and iterating the product offering. Nigeria is another promising market which has been identified in addition to the previously announced planned country launches.

Emerge continues to look to add to the distribution network of ArcadeX via other DCB Aggregators, Mobile Content Distributors and MNOs to drive the commercial expansion of ArcadeX.

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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 "ArcadeX". 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