



# EMERGE GAMING

ASX:EM1

## INVESTOR PRESENTATION

SEPTEMBER 2020

# EM1 Overview

**Emerge Gaming Limited (ASX: EM1) is a leading eSports, Gaming and Technology Company.**

We primarily offer our “Tournament Technology” which is an online gaming tournament platform and eSports lifestyle hub where casual, social and hardcore gamers can enter hundreds of tournaments on their mobile, tablet or PC and compete against each other to earn rewards and win prizes.

**eSports and Gaming are nascent high growth industries representing significant global earnings opportunities.**

We are in the final stages of developing a game streaming service with our partners using the GameCloud technology and Microsoft infrastructure that is an all-in-one entertainment platform for smart mobile devices and smart TVs to support immersive premium quality cloud gaming, live streaming, video, interactive comics, esports and leveraging ecommerce.

Our go-to-market (“GTM”) strategies target mobile network operators (“MNOs”), affiliate networks, PayTV providers, hardware/software marketplaces & ecosystems and other content distribution networks (“CDNs”).



**“The World’s 2.7 Billion Gamers Will Spend \$159.3 Billion on Games in 2020; The Market Will Surpass \$200 Billion by 2023”**

- Newzoo Global Games Report

# EM1 Opportunity



## The Market

USD \$90 billion global mobile gaming revenue

Mobile games dominate with 56% of the total global gaming industry revenue (*Source: Dot Com Infoway*)

5 billion global mobile phone subscribers

2.6 billion 5G subscribers by 2025

Proven market appetite with big brands such as Google Stadia and Nvidia are launching cloud game streaming offerings in the last 12 months

Africa is the fastest growing region for 5G Mobile Broadband, 44% Mobile penetration in Africa

# EM1 The Problem

Over 90% of the global gaming market are casual gamers starved of high quality, engaging content due to common barriers like large downloads, high costs & additional hardware requirements



**US \$90b**

global mobile gaming revenue



**2.7b**

gamers worldwide



**56%**

play 10+ hrs per week

## Barriers



Downloads required



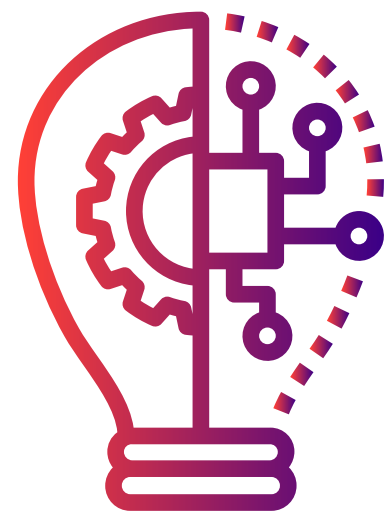
Hardware



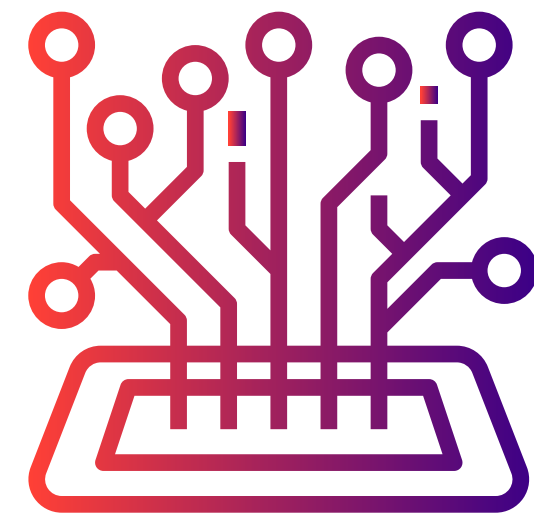
Low Latency

# EM1 **The Solution**

Providing immersive and entertaining content solutions to emerging and developed markets



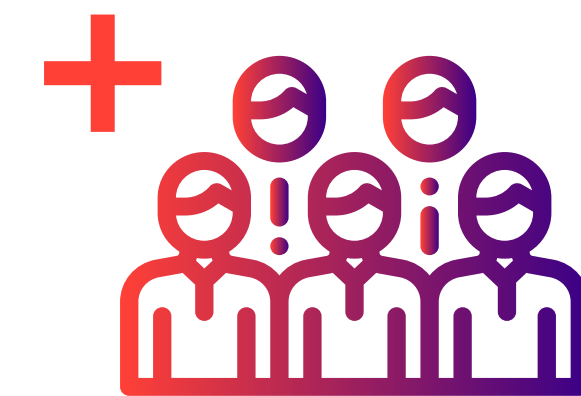
**Innovative  
Technology**



**Distribution  
Partnerships**

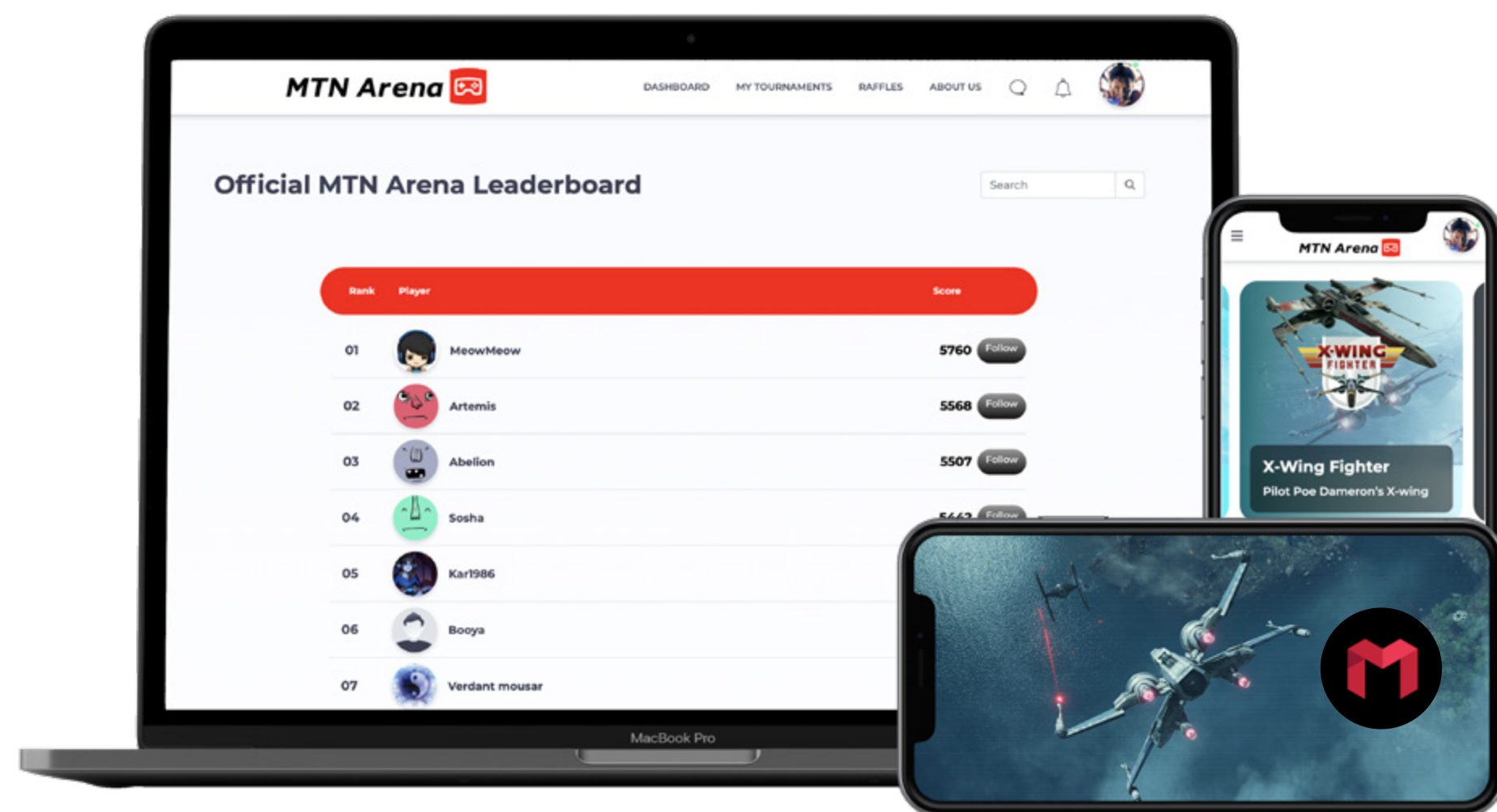


**Hardware & Software  
Partnerships**



**Building  
Communities**

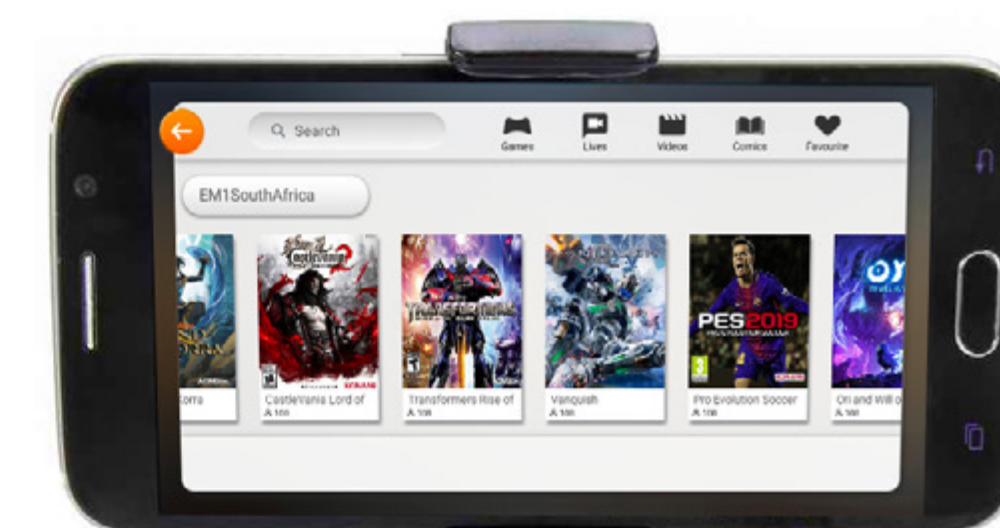
# EM1 Our Products



## Casual Gaming Tournament Platform

MTN Arena B2B2C · Miggster Mobile B2C · Arcade X B2C

Online eSports and casual gaming tournament platforms where casual, social and hardcore gamers can compete in hundreds of titles on their mobile, tablet or PC to earn rewards and win prizes.



## Game Cloud Streaming Platform

Miggster Premium B2C

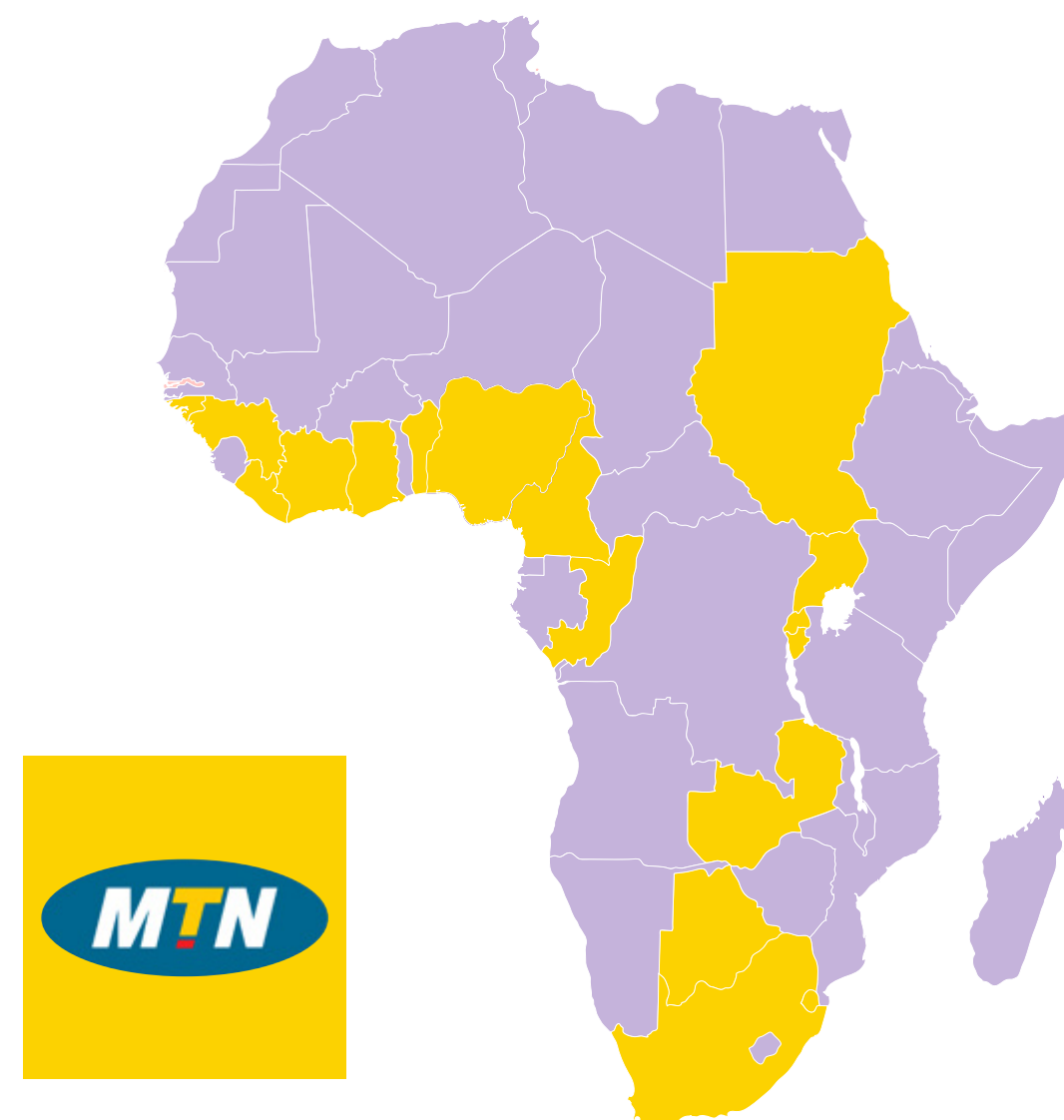
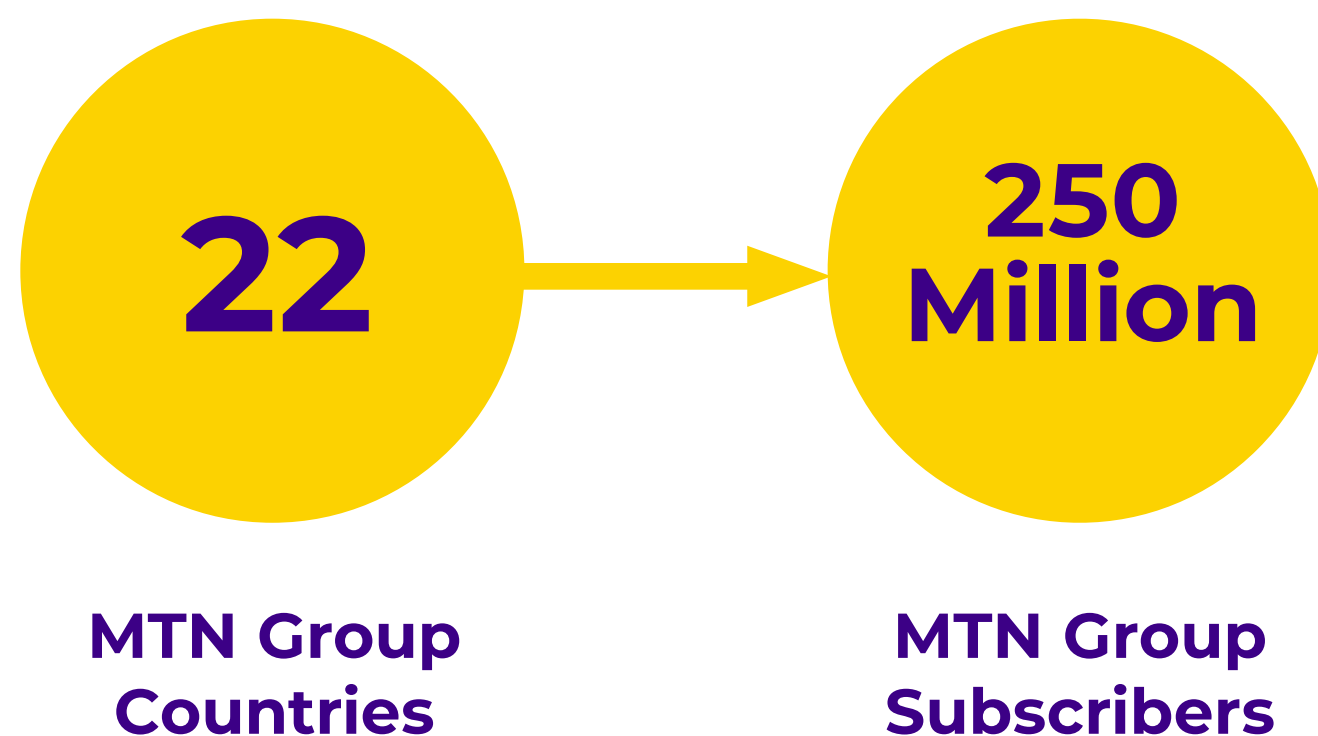
Games streaming technology that is an all-in-one entertainment platform delivering to mobile smart devices and smart TVs. Includes cloud gaming, live streaming, video, comics, esports and leveraging ecommerce.

# EM1 Go-to-Market Strategy

## B2B2C Mobile Network Operators

### MTN Arena

- Partnerships with multinational MNOs
- Mass user scale and adoption
- Partner marketing support for VAS product
- Mobile subscription billing integration



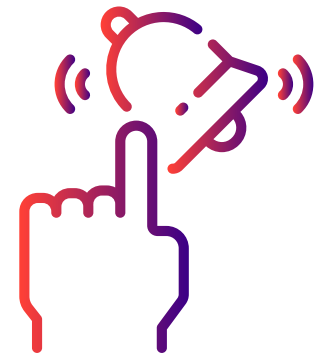
Emerge & MTN Demonstrate Cloud Game Streaming over 5G.

### MTN Agreement

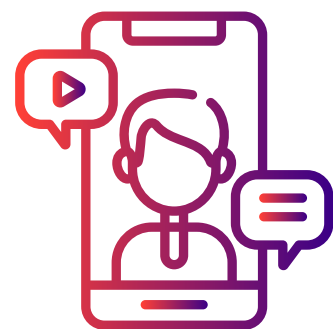
- Emerge operates the MTN Arena
- Emerge earns 40% of net revenue
- MTN pays marketing and prizes
- AUD\$0.26c daily subscription fees

# EM1 MTN Arena Go-to-Market Status

## MTN Arena



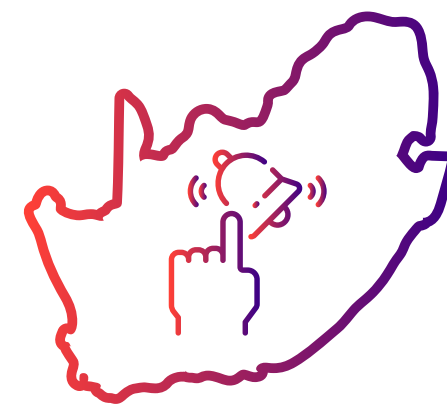
**>10,000 Platform  
Subscribers and  
growing**



**10 million Impressions  
Social Influencers**



**1 million Live Audience  
TV Show Campaign**



**29 million Subscribers  
MTN South Africa**

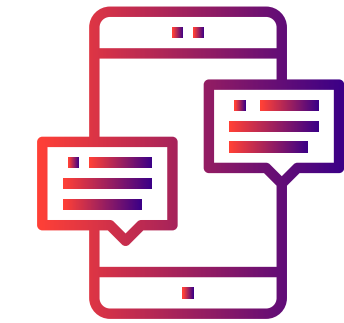
## MTN's Commitment



**~AUD \$200,000 MTN  
Marketing Spend \***



**~AUD \$100,000 MTN  
Sponsored Prizes \***



**2 million Bulk SMSs  
per month**



**2.5 million MTN Digital  
Channel Audience**

\*over 12 months



# EM1 Go-to-Market Strategy

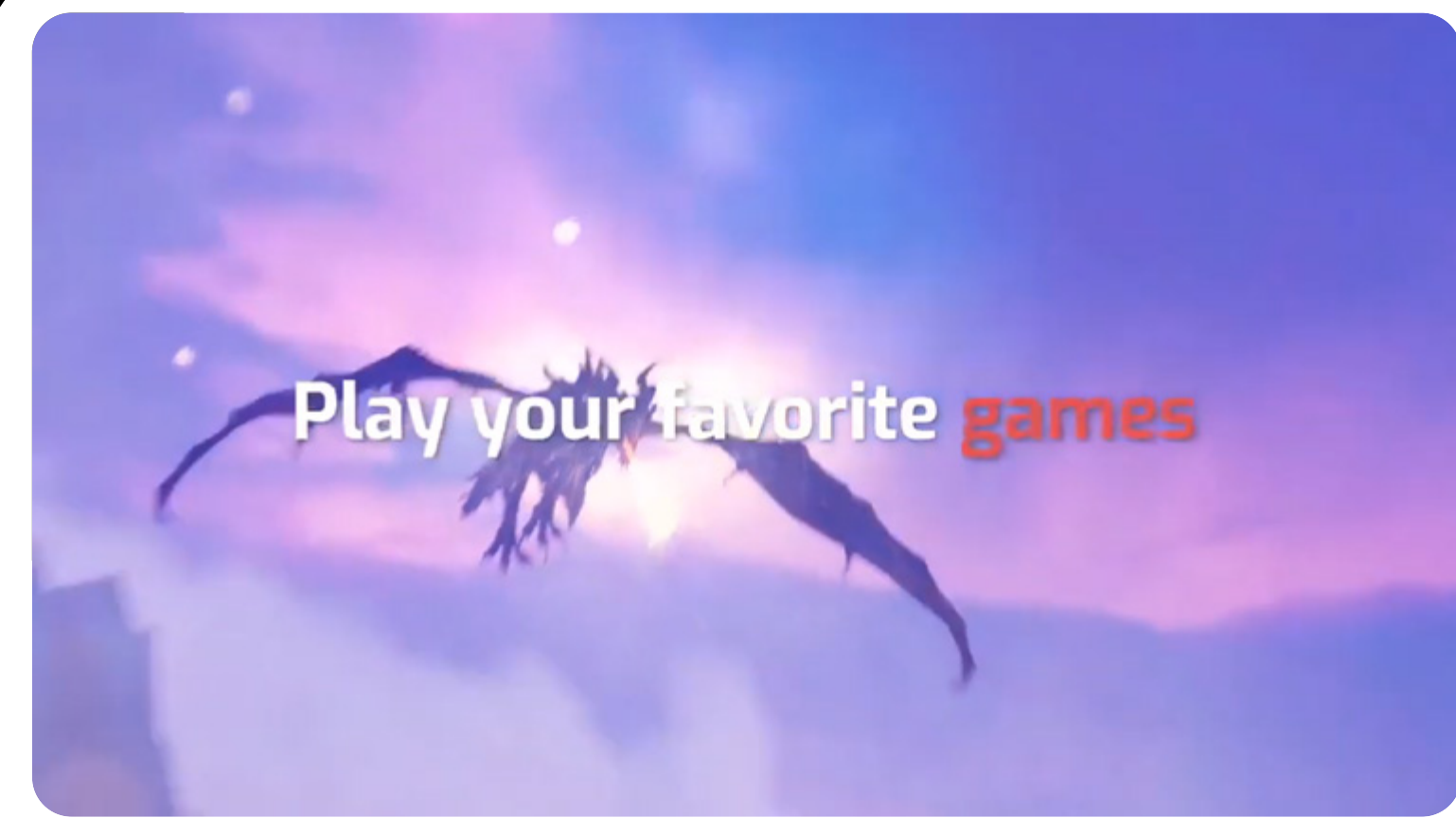
## B2C Affiliate Networks



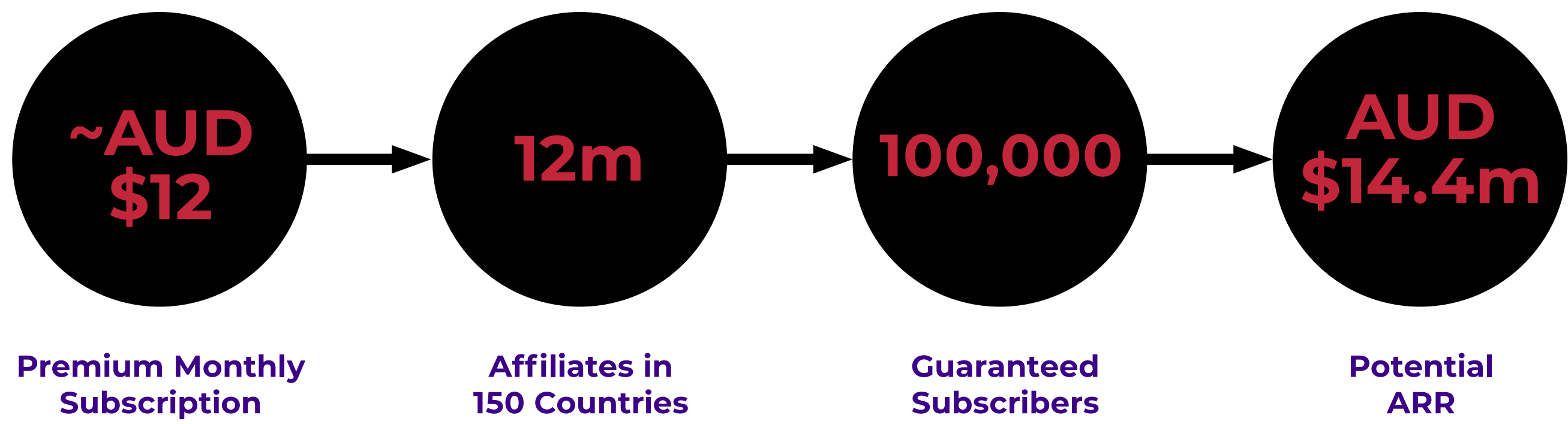
- Partnerships with Affiliate Networks
- Premium customers at premium subscription rates
- Access to large networks of affiliates
- Affiliates are product ambassadors



Miggster Reveal



Miggster Movement



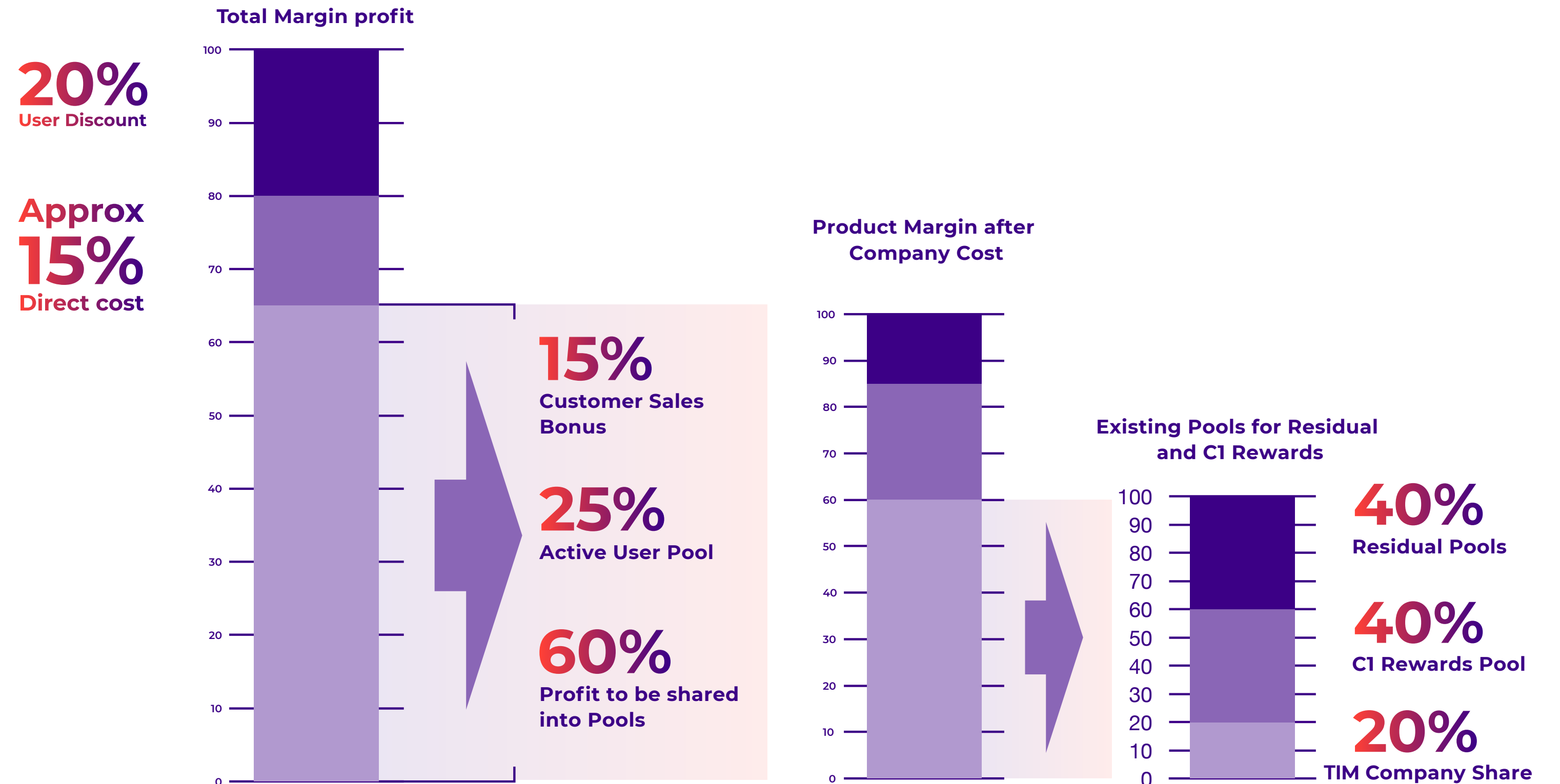
### TIM Agreement (Impact Crowd Technology)

- Emerge operates Miggster Mobile
- Emerge earns 64.5% of net revenue
- TIM pays marketing and prizes
- ~AUD\$12 monthly subscription fees
- TIM guarantees 100,000 subscribers

# EM1 B2C Affiliate Marketing Strategy

- 12 million affiliates and growing
- Performance-based affiliate marketing
- Sophisticated affiliate management technology
- Affiliate digital sales tools
  - videos, documents & images
- Affiliates earn from selling and maintaining subscriptions
- Activate account management
  - affiliate ambassadors

## Affiliate Earnings Structure from TIM product profit share



# EM1 Go-to-Market Strategy

## B2B Microsoft

### Miggster Premium

- ISV Partner with Microsoft
- Microsoft Azure edge computing for Game Cloud Streaming
- Opportunity to co-sell Game Cloud Streaming with Microsoft Azure
- B2B distribution to MNOs & PayTV providers



Addressable MEA subscriber market

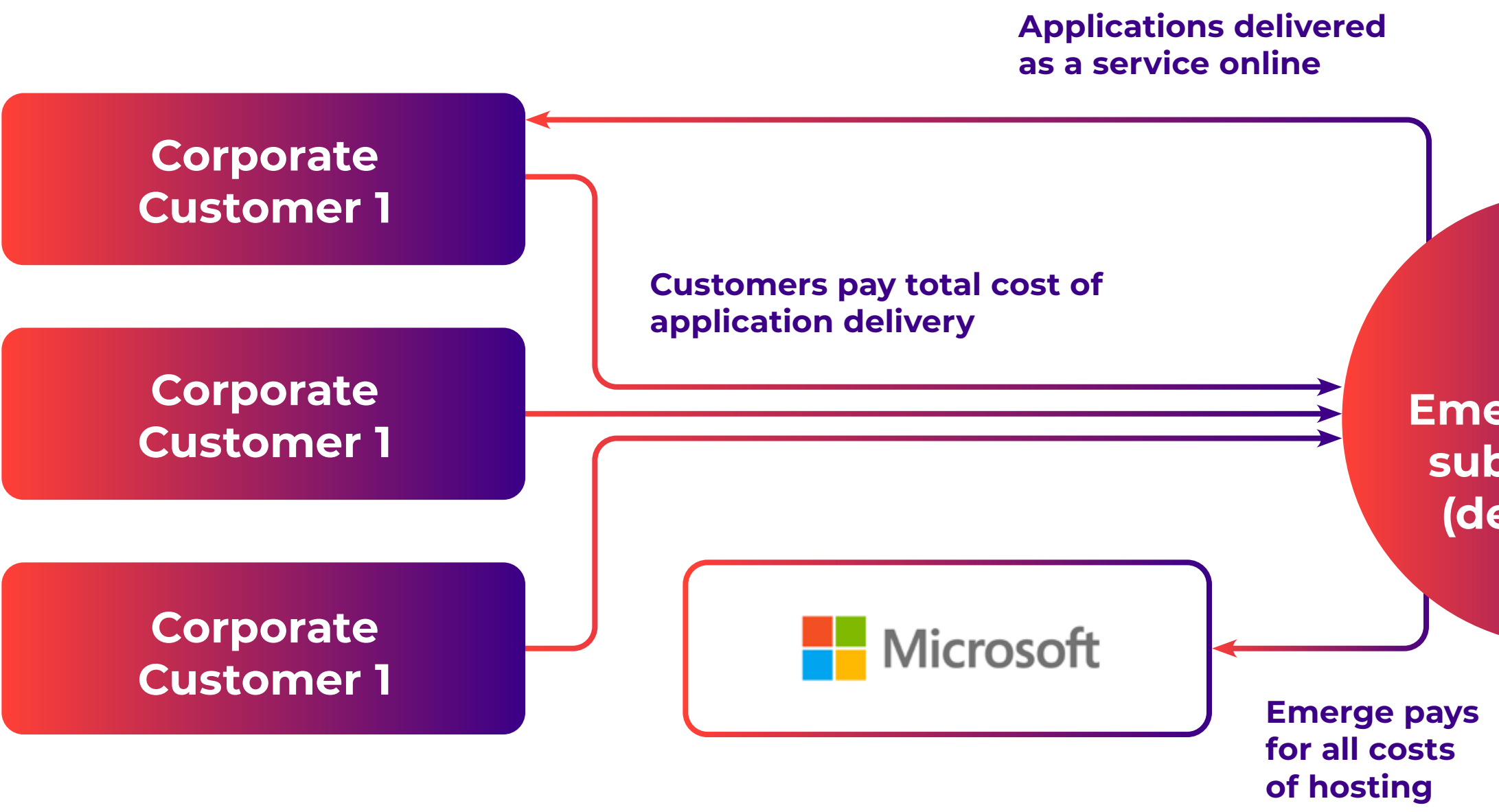
Microsoft Azure countries

MS ecosystem partner revenues



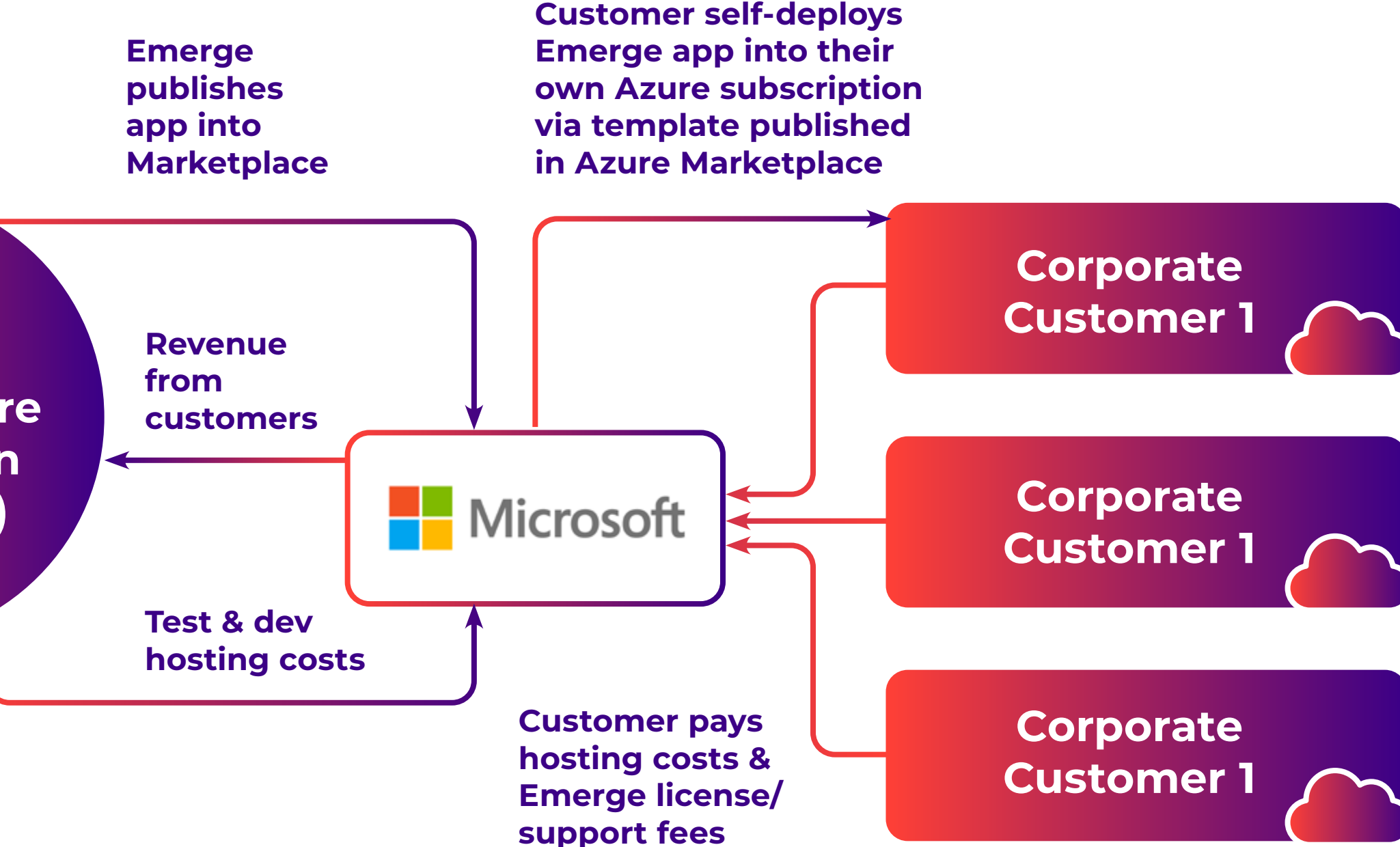
# EM1 B2B Microsoft Partnership Structures

## Emerge B2B - SaaS Partnership Offering



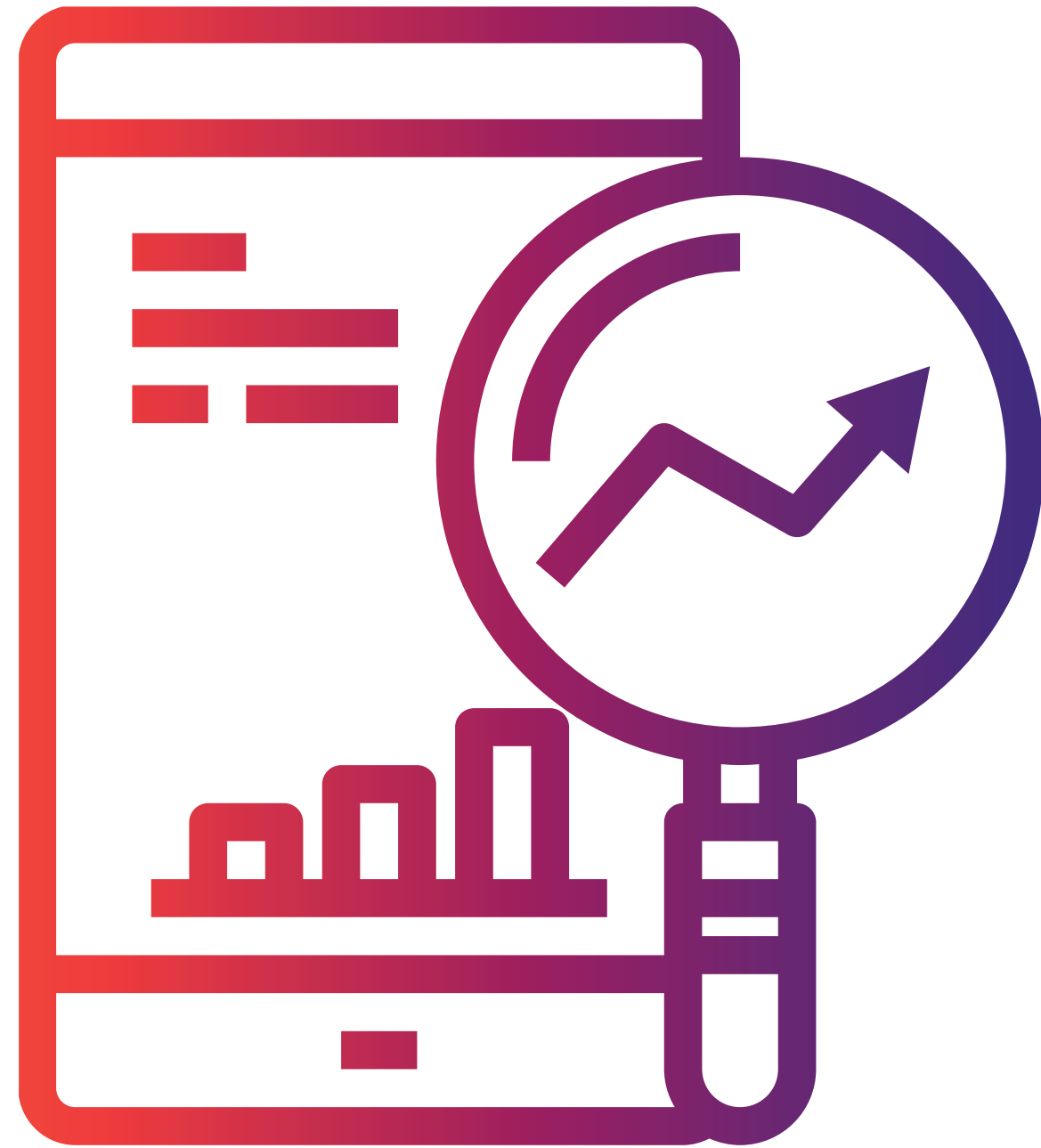
Single-instance,  
Multi-tenant

## Emerge B2B - Licensed Partnership Offering



Emerge application deployed into  
customers' own Azure subscription

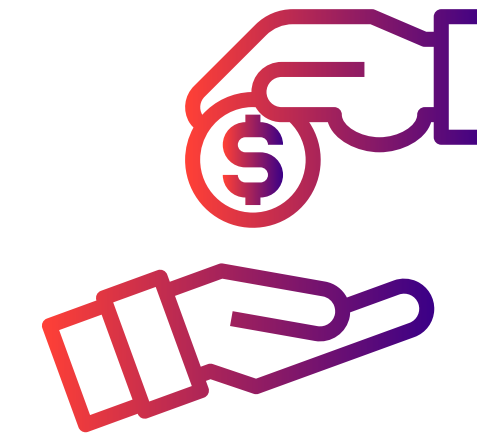
# EM1 Monetisation



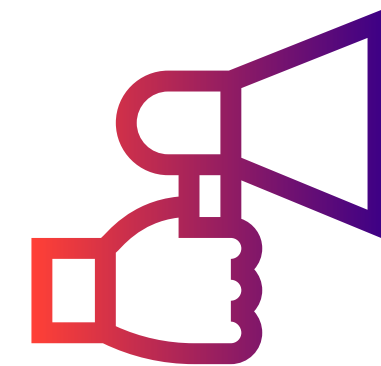
**Subscription Based Recurring Revenue (DRR / MRR / ARR)**



**Pay-As-You-Use ("PAYU") Service Revenue**



**Corporate Sponsorship Revenue**

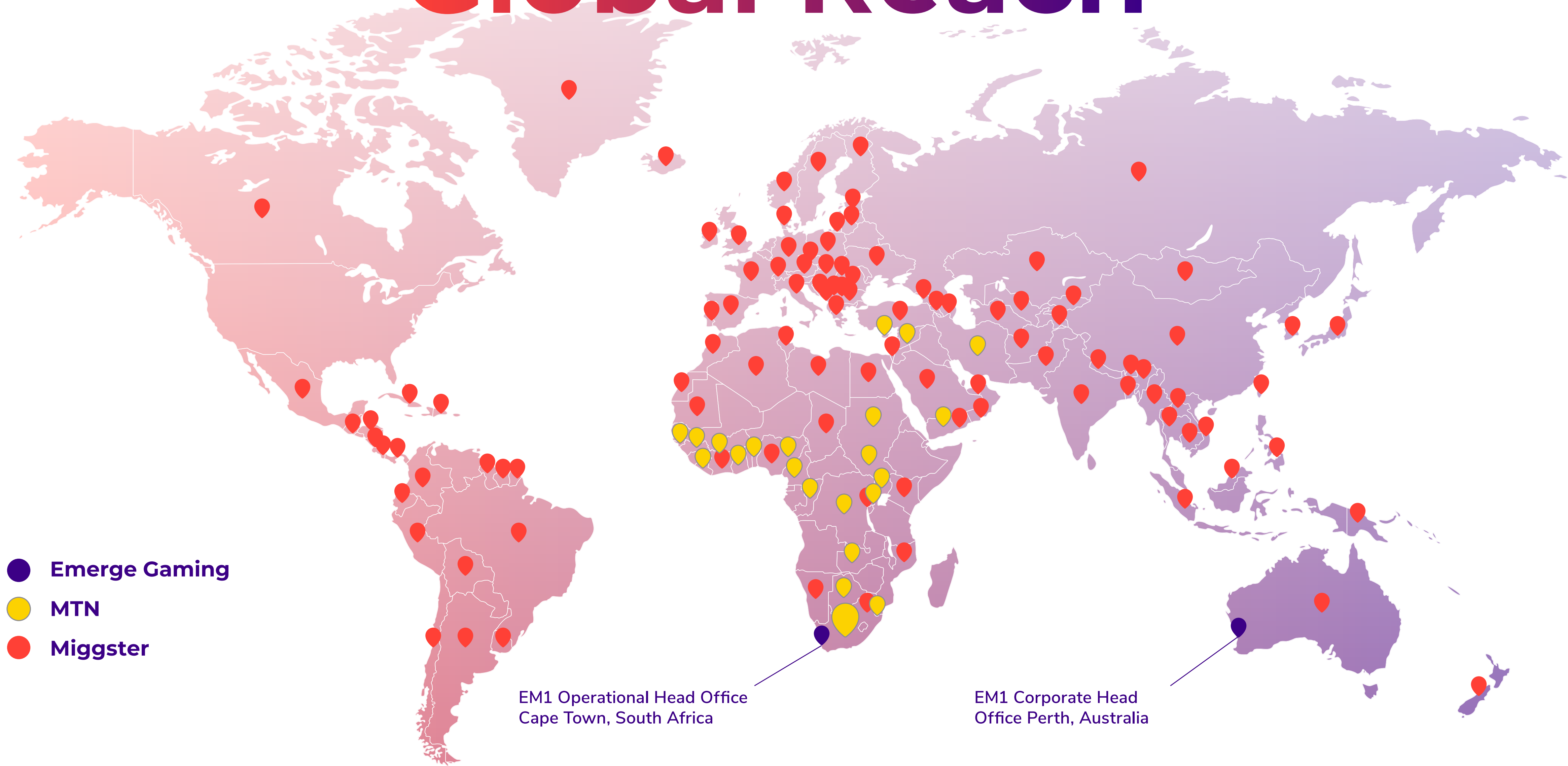


**Advertising Revenue**



**eCommerce Revenue - Digital Assets**

# EM1 Global Reach

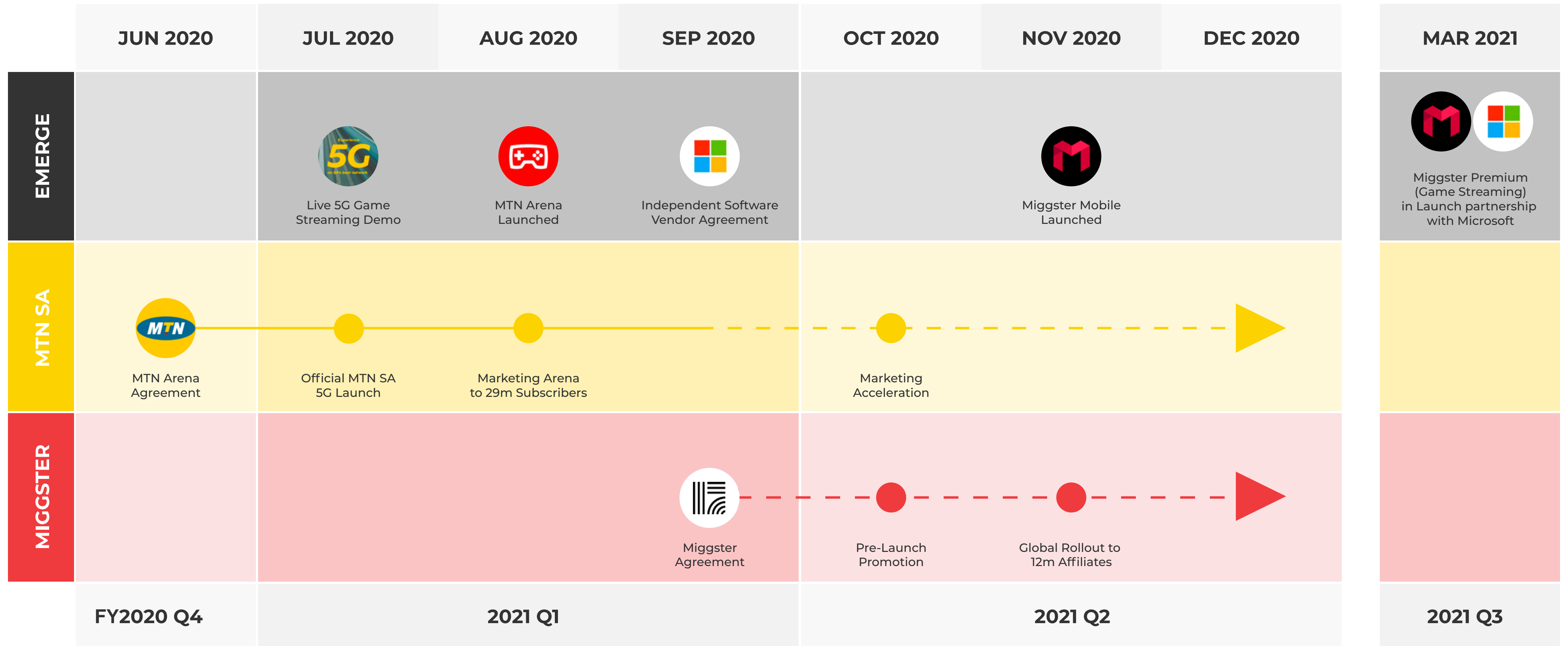


- Emerge Gaming
- MTN
- Miggster

EM1 Operational Head Office  
Cape Town, South Africa

EM1 Corporate Head  
Office Perth, Australia

# EM1 Timelines



# EM1 Testimonials



*"I truly believe that online gaming on mobile devices will be a great success for everyone involved. And we could not have asked for a better business partner than Emerge Gaming in this promising joint venture. We have the most ambitious and fastest growing sales force in the world while Emerge Gaming delivers outstanding technology solutions and content."*

**Johan Staël von Holstein**  
CEO of TIM



*"We believe that the future of e-sports is mobile. In making prize tournaments available to the mass market in an inexpensive way, and without the need for large downloads, we hope to give our customers a new, exciting digital experience, whilst opening up the world of competitive gaming to users who would not normally have access to tournaments,"*

**Ernst Fonternel**  
Chief Digital Officer for MTN

*"Cloud gaming will do to gaming what video-on-demand has done to TV, it's a complete game-changer only this is a game-changer that will be delivered by 5G," Fonternel says.*



# EM1 Investment Highlights

- Well-funded with AUD \$2.0M in cash at bank\*
- Strong short, medium and long-term returns
- Share price growth >300% in 6 months
- Gaming and eSports industries exposure
- Industries outperforming music and film
- Highly scalable recurring revenue model
- Global GTM strategy with established partners
- Next trend - “Netflix of Gaming”
- Economies of scale - leveraging technology and partnerships
- Microsoft ISV partnership - Opportunity to co-sell Game Cloud Streaming

\* Per last quarter



# EM1 Company Snapshot



**GREG STEVENS**  
CEO & Executive Director

Co-Founder with 10 years' experience in gaming startups in USA. Former director of world-class esports development agency, working with Ubisoft, Blizzard & Activision.



**BERT MONDELLO**  
Non-Executive Chairman

Experienced company executive across the private and public sectors. Substantial Equity Market and technology knowledge.



**PHILIP RE**  
Non-Executive Director

Experienced Company director, corporate and M&A advisor acting on several ASX listed Boards



**FIRDHOSE COOVADIA**  
Non-Executive Director

Chartered Accountant with over 23 years' experience in investment banking & private equity.



**JONATHAN HART**  
Non-Executive Director

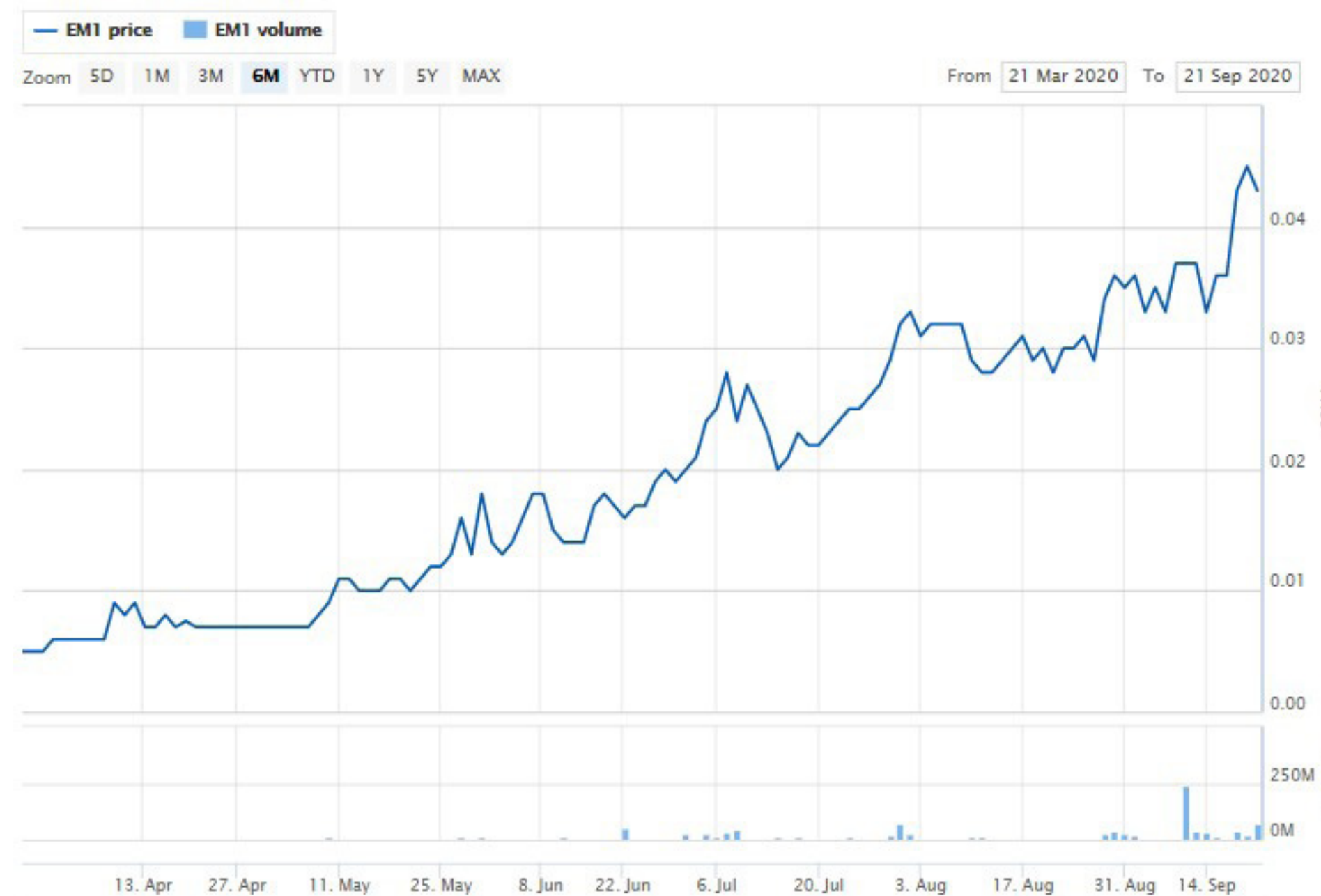
Practising lawyer with a broad range of legal, company director and corporate experience.

**DEREK HALL**  
Company Secretary

ASX listed CFO, Chartered Secretary & Fellow of the Financial Services Institute.

**LISZT LO**  
CFO

Certified Practising Accountant with 10 years' experience in various accounting and taxation roles.



## Key Statistics

Share price: AUD\$ 0.044c

Market cap: AUD\$ 29M

Cash on hand: ~AUD\$ 2M

Shares on issue: 667,573,383

Listed options on issue: 453,611,398

Options price: AUD\$ 0.02c

Options expiry: 18 April 2021

Top 20 Shareholders (incl. Board & Management): > 50% holding

# EM1 Disclaimer

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# Thank You

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### **Gregory Stevens, CEO of Emerge:**

*“The future of gaming is the streaming of immersive and interactive high-quality 3D graphic content delivered in high definition video and with 5.1 surround sound to smartphones, tablets and smart TVs. No downloads, no hardware and no patches.”*