

7 October 2020

MTN Arena Registers 25,000 Subscribers

Highlights:

- The Emerge operated MTN Arena Platform has reached 25,000 subscribers
- MTN Arena continues to grow its registered userbase and generate revenue daily
- Phase 2 of MTN funded digital marketing campaigns to commence this month - October 2020
- Emerge continues its global roll out strategy targeting MTN's 22 countries and 250 million subscribers and other MNOs with multiple market reach driving mass deployment

Emerge Gaming Limited (ASX: EM1) ("Emerge" or the "Company"), the operator of online eSports and casual gaming competition and tournament platform technology, is pleased to advise that the Emerge operated MTN Arena platform has registered 25,000 subscribers.

Phase 2 of Marketing Campaign for MTN Arena

Phase 1 of the marketing campaign saw the creation of platform awareness through influencer campaigns, TV Shows and social promotion.

Phase 2 of the marketing campaign commences in October 2020 with paid media campaigns dedicated to driving user adoption of the MTN Arena platform. The platform will be promoted through a series targeted digital campaigns across multiple digital channels.



The campaigns, targeting the middle to low income mass market will promote tournaments, competitions and prizes through key messaging, video and other digital content in distribution channels.

This early success of the substantial, MTN funded, awareness campaigns demonstrated strong user adoption and a steady daily growth in new platform subscribers, with the user acquisition targeted digital campaign now commencing.

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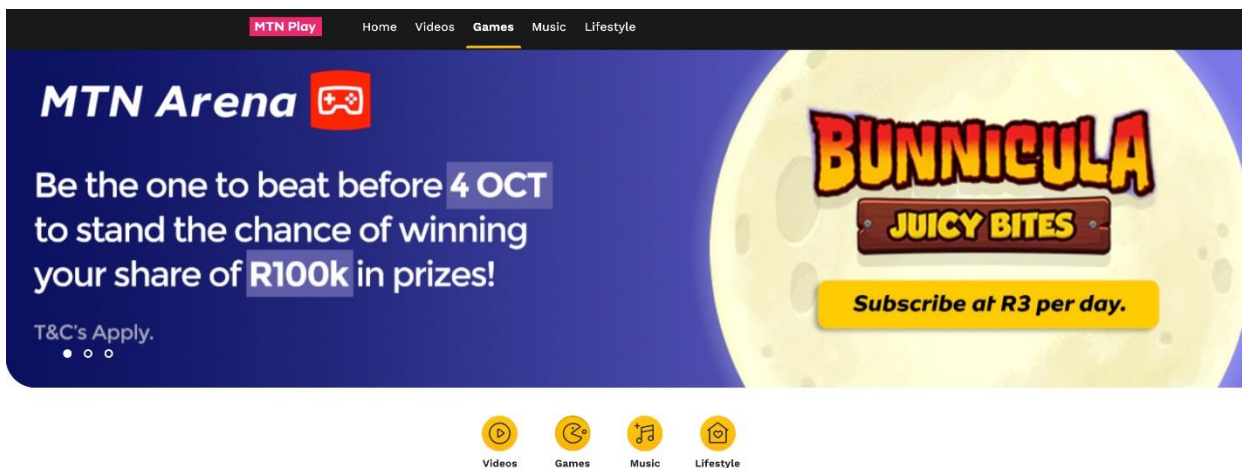
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Go to Market (“GTM”) Strategy and Organic Uptake to date

The launch of MTN Arena’s intensive GTM strategy is driven by the collaborative efforts of MTN, Emerge and their external marketing experts. The GTM strategy includes above and below the line media campaigns through Paid Digital Media, MTN’s owned channels (Digital and Retail), TV show segments and bulk SMSing to target MTN’s ~29 million subscribers in South Africa with the view to deploying the technology across the ~250 million subscribers in the 22 countries in which MTN Group operates.



MTN Arena is being broadcast and is discoverable through MTN Play, MTN’s traffic driven subscriber portal for the distribution of gaming, music and video content and MTN South Africa’s numerous owned digital channels (“@MTNza”) with the focus of the social engagement being through Facebook (1.5 million followers) and Twitter (1 million followers).

CEO, Gregory Stevens commented: “The MTN Arena platform is scaling effectively. The steady uptake by users demonstrates the entertaining user appeal of tournaments and prizes.

The foundation is set for MTN Arena to build a large subscriber base with mass user adoption targeting middle to low income subscriber growth through the MTN Go to Market Strategy. Emerge is excited to be generating revenue that is growing daily.

We continue with our plans to roll out our tournament technology in an number of MTN’s remaining 21 countries to access its 250 million mobile subscriber base and are in discussions with other mobile network operators (“MNOs”) across a number of other markets to drive mass deployment of the platform.”

Platform Metrics

Early platform metrics are demonstrating exceptional performance. The user adoption metrics show that the platform’s value proposition is appealing to subscribers. During September 2020 the platform showed average session times of platform users at 5 minutes 42 seconds and average pages per session of 7.08.

Over the coming months Emerge looks forward to reporting on metrics following the Phase 2 implementation of MTN funded marketing campaigns targeting user acquisition on the MTN Arena platform.

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Campaign Design, Content Planning and Prizes

MTN Arena's tournaments include daily, weekly, weekend and monthly competitions with opportunities for gamers to enjoy mobile gaming whilst winning prizes and money. Grand prizes will encourage mobile gamers to engage for longer periods on the platform. This competition and prize content is the cornerstone of the marketing content.

Revenue and Value Proposition to Subscribers

MTN Arena generates revenue by billing a daily subscription fee against mobile subscriber accounts when they subscribe to the MTN Arena platform. The value proposition is that subscribers will pay R3 per day (~A\$0.26c per day, equivalent to ~A\$7.8 per month) to enter into competitions involving their favourite mobile social games, earn rewards and win prizes of R100,000 per month across the tournaments offered. For further information, please refer to the announcement of 23 June 2020 (ASX: 23 June 2020).

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ASX release authorised by the Board of Directors of Emerge Gaming Limited.

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 technology and lifestyle hub. Via this platform, casual, social and hardcore gamers can play hundreds of gaming titles against each other via their mobile, console or PC, earning rewards and winning prizes.

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 miggster.com

MTN Arena

MTN Arena is a competition and tournament platform, operated by Emerge, with a social element, which allows casual gamers to enter competitions, win prizes and earn raffles tickets whilst engaging in their favourite casual games. The platform provides a competitive 'entertainment' factor with content that encourages re-engagement and longer lifetime values of subscribing gamers.

MTN Arena is differentiated from the standard subscription-based casual gaming content offering with competitions on standard and premium HTML5 games that require no download and are easily streamed to mobile devices, an important attribute in emerging markets.

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The sign-up process is a one-click activation making the subscription journey seamless for mobile gamers to access MTN Arena. MTN's advanced subscription billing and subscription management system actively manages subscriptions. Emerge's technology offers MTN Arena dynamic image-rich landing pages allowing multiple marketing campaigns targeting multiple target markets in parallel. This feature facilitates scalable subscriber acquisition.

Emerge and MTN have collaborated to develop a corporate identity and digital platform user interface ("UI") consistent with MTN's products and other MTN branded gaming content.

More information: [View arena.mtn.co.za](http://arena.mtn.co.za)

About MTN

Launched in 1994, the MTN Group is a leading emerging markets operator with a clear vision to lead the delivery of a bold new digital world to our 250 million customers in 22 countries in Africa and the Middle East. MTN is inspired by its belief that everyone deserves the benefits of a modern connected life. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code "MTN". MTN is pursuing its BRIGHT strategy with a major focus on growth in data, fintech and digital businesses.

Emerge Gaming and MTN signed an agreement to distribute, market and operate Emerge's platform technology under the brand "MTN Arena" in South Africa (ASX: 23 June 2020).