

13 November 2020

## Additional information: MIGGSTER launch and pre-registrations

*Not intended to lift voluntary suspension*

**Emerge Gaming Limited (ASX: EM1) ("Emerge" or the "Company")**, the operator of eSports and gaming technology, provides further information on the pre-registrations announced in relation to the upcoming launch of the MIGGSTER Mobile.

MIGGSTER Mobile is a revolutionary gaming and eSports community, leveraging world class technology to deliver immersive gaming entertainment and social engagement to a global online network of gamers. Under an agreement with European based Tecnología de Impacto Múltiple SL (TIM) (ASX: 10 September 2020), **MIGGSTER Mobile will be launched internationally on Saturday, 14 November 2020.**

As part of the marketing launch strategy for MIGGSTER Mobile, the Company announced a pre-launch promotional event targeting TIM's then 12 million strong affiliate network and a pre-registration campaign where potential subscribers could register their interest in the product (ASX: 13 October 2020).

### What do the pre-registrations mean?

Pre-registrants are persons who have registered their expression of interest in MIGGSTER offering MIGGSTER Mobile, Emerge's social casual gaming platform.

Pre-registration does not impose any obligation for a pre-registrant to register as a paying subscriber of any of the MIGGSTER products offered. A pre-registration is not a registration to use MIGGSTER Mobile and does not infer that a pre-registration will ultimately convert into a paying subscriber. The pre-registrations will expire Friday, 13 November 2020 at 12:00AM (GMT+1).

The upcoming launch and marketing of MIGGSTER will target pre-registrants.

The pre-registered persons represent a targeted and captive audience that have opted in to receive promotional marketing material on MIGGSTER Mobile and to which TIM can market the MIGGSTER product.

### Captured Pre-registration Data

Pre-registrants registering their expression of interest in MIGGSTER must undertake a vetting process to pre-register. Potential pre-registrants provide their personal and contact details and are required to opt into the following:

- Accepting the Terms and Conditions
- Accepting the Privacy Policy
- Authorising the sharing of their personal details provided with Emerge
- Receiving information and marketing material on MIGGSTER

After clicking the 'opt in', Google's reCAPTCHA identity authorisation sequence is initiated which protects websites from fraud and abuse. The Miggster pre-registration process uses reCAPTCHA's advanced risk analysis engine and adaptive challenges to keep malicious software from engaging in abusive activities on a website, while allowing legitimate users to register and blocking suspect users.

## **Incentives for Pre-registrants**

No incentive payments have been made or offered to pre-registrants to register their expression of interest in the MIGGSTER gaming and esports product. *MIGGSTER Product Value Proposition as Incentive*

As communicated in previous announcements the value proposition of MIGGSTER to a potential subscriber is that the subscriber can enter into tournaments involving their favourite mobile social games, using their skills to earn rewards, and win prizes, and participate in a minimum aggregate prize pool of USD\$500,000 (~AUD\$700,000) by paying a subscription of USD\$8.50 (~AUD\$12.00) per month.

This value proposition is incentivisation for pre-registrants to ultimately to become paying subscribers of the MIGGSTER platform. *MIGGSTER Network Product Sales – Marketing Commission as Incentive*

The MIGGSTER product is being marketed into a network of more than 17 million affiliate members of TIM across 150 countries. These members are invited to actively promote and sell digital products such as MIGGSTER whilst earning a commission when a customer becomes a paying subscriber of MIGGSTER. In addition, members will receive a commission when a member of their network sells the MIGGSTER product earning the commission only when a customer becomes a paying subscriber of MIGGSTER.

These incentive-based sales represent a strong motivational drive to incentivise ambassadors of MIGGSTER. This is an innovative and disruptive marketing strategy.

Traditional online digital marketing channels, such as Google Ads and Facebook, are saturated by competition and represent an expensive way to market digital products globally. Affiliate network marketing communities provide a non-traditional marketing channel in which community affiliate members can get paid for their sales efforts, removing reliance on traditional digital marketing channels by both Emerge and the affiliates alike.

The opportunity to network members is to be salespeople and ambassadors of the MIGGSTER social gaming and eSports product whilst earning commission as incentive for their sales efforts. *Promotional Referral Competition for Pre-registrants*

Once a pre-registrant has registered their expression of interest, they subsequently have the opportunity to enter into a promotional referral competition to stand a chance to win non-cash prizes by referring, inviting and pre-registering family, friends and other persons in their personal network to MIGGSTER.

This promotional referral competition is running from 10 October 2020 to 14 November 2020, the launch date of MIGGSTER Mobile, and is a marketing referral tool operated by TIM to increase the targeted and captive audience. The competition ends before the launch of the product on the 14 November 2020 when winners will be announced.

The non-cash prizes for this promotional referral competition include, free MIGGSTER subscriptions, 3 travel vouchers (worth EUR 10,000), 6 gaming laptops (worth EUR 6,000), 40 tablets (worth EUR 24,000) and 50 smartphones (worth EUR 25,000).

The total value of the non-cash prizes offered, other than MIGGSTER subscriptions, is EUR 65,000. TIM is paying for the prizes as part of its marketing responsibilities under the agreement with Emerge. The value of the prizes of EUR 65,000 is low in value in comparison to the expression of interest in MIGGSTER demonstrated by millions of pre-registrants.

## **Promotional Marketing of MIGGSTER to Pre-registrants and Network Members**

On the launch date of 14 November 2020, the marketing of MIGGSTER Mobile to the pre-registrants who opted in to receive marketing material, will commence.

TIM will proactively promote and market the MIGGSTER product to the millions of pre-registrants with the objective of converting such pre-registrants to paying subscribers. Pre-registrants include both network members and non-network members.

Semi-automated subscription flows for pre-registrants to register as paying subscribers have been implemented to facilitate a simple and efficient subscription process for pre-registrants that have registered their expression of interest.

The marketing activities targeting conversion to paying subscribers will be:

- A live online launch event will be held on 14 November 2020 to which more than 2 million persons have currently registered.
- Bulk promotional marketing emailers will be sent to all pre-registrants inviting them to subscribe to the MIGGSTER platform.
- TIM will be actively marketing MIGGSTER through all available marketing channels, including WhatsApp business bulk promotional messaging.
- MIGGSTER will be made available to all 17 million network members through the network's world class network technology platform.
- MIGGSTER will be actively promoted to the circa. 160,000 unique network member daily visits on the network technology platform.

Once the paying subscribers have subscribed to the MIGGSTER platform, Emerge will engage in the following marketing activities focussing on awareness, retention, reactivation and subscriber engagement:

- Digital social marketing
- Platform notifications
- Email marketing
- WhatsApp business messaging

## **Conversion Rate of Pre-registrants to Paying Subscribers**

Whilst TIM will proactively promote and market the MIGGSTER product to the pre-registrants with the purpose of converting the pre-registrants to paying subscribers, Emerge does not yet have sufficient information available to reliably forecast the rate of this conversion.

The time at which pre-registrants may register and become paying subscribers is not yet known. The timing is dependent on the marketing process, to be undertaken by TIM.

## **Ongoing Marketing to Pre-registrants**

Emerge and TIM will be engaging in ongoing, systematic and regular marketing activities targeting the captive pre-registrant audience with the objective converting the pre-registrants to paying subscribers.

The pre-registrants have opted in to receive information and marketing material on MIGGSTER. Emerge and TIM will continue marketing to pre-registrants until such time as pre-registrants opt out of receiving further information and marketing material of MIGGSTER.

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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 gaming technology company. Emerge Gaming owns and operates an 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: view [www.emergegaming.com.au](http://www.emergegaming.com.au)

## About MIGGSTER

MIGGSTER, a revolutionary gaming and eSports community, leverages world class technology to deliver immersive gaming entertainment and social engagement to a global online network of gamers.

With MIGGSTER, the objective is to build the world's biggest online gaming community. The MIGGSTER products will deliver community tools including chat, friends and team functionality laying the foundation for gamer engagement in the online network. Entertaining content, including mobile games, AAA gaming titles, tournaments, rewards and live streaming to global audiences, will feed the online community's insatiable eSports and gaming appetite.

More information: view [miggster.com](http://miggster.com)