

30 July 2020

## Emerge and MTN commence MTN Arena Go to Market Strategy

### Highlights:

- MTN Arena Go to Market (“GTM”) Strategy commenced in South Africa today including MTN’s paid Digital Marketing Campaign targeting paying subscribers
- Targeting MTN’s ~29 million subscribers via online marketing and bulk SMSs
- Mass reach influencer marketing to commence in August 2020 targeting 10 million impressions
- TV and Media segments scheduled to air live from August 2020 onwards
- MTN Arena has organically acquired more than 4,000 new billable subscribers prior to any marketing efforts

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 paid go-to-market (“GTM”) strategy for MTN Arena has commenced.

### Platform Performance and Infrastructure

The live deployment of MTN Arena has been intensively tested over the past 3 weeks. Results demonstrate that the platform architecture and infrastructure is ready for mass scaling. Initial user unit economics and metrics have exceeded expectations and as a result, the GTM has been approved to commence.

### Go to Market Strategy

The launch of MTN Arena’s intensive GTM strategy is driven by the collaborate efforts of MTN, EmERGE and their external marketing experts.



#### Head Office Address:

Suite 1  
437 Roberts Road,  
Subiaco, WA, 6008  
Australia

#### South African Office:

3rd Floor, Edge Building  
22 Somerset Road, Green Point  
Cape Town, 8005  
South Africa

#### Contact us:

Mail: [info@emergegaming.com.au](mailto:info@emergegaming.com.au)  
Call: + 618 6380 2555



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 with the view to deploying the platform across other countries in the MTN Group.

## **MTN's Digital Channels**

MTN Arena will be broadcast and discoverable through 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).

**MTN Play;** MTN's traffic driven subscriber portal for the distribution of gaming, music and video content, made MTN Arena available on 11 July 2020. Since this time, over 4,000 billable subscribers have signed up to MTN Arena. These organic subscriber acquisitions occurred prior to the commencement of the GTM Strategy or any other marketing, demonstrating the exceptional performance in the unit economics for the platform.

## **Paid Digital Media**

An international specialist creative digital agency appointed by MTN is tasked to work together with Emerge and MTN to roll out a national paid media campaign. The digital marketing commences today, and the creative direction will continuously evolve with assistance from the dedicated marketing teams, focus groups and gaming experts in the Emerge and MTN senior management teams. The digital media campaign employed by MTN aims to target mass new subscriber adoption to the platform.

## **Bulk SMS Call to Action Acquisition Campaign**

MTN has planned an extensive reach and call to action strategy via SMS to attract MTN subscribers to the tournament platform. Each MTN user will have the opportunity to sign up for MTN Arena by receiving an SMS via MTN's customer value management division to enter in tournaments with the ability to win prizes. MTN will deliver bulk SMSs to promote MTN Arena targeting subscriber interests across its ~29 million subscribers in South Africa.

## **Influencers**

An MTN paid influencer campaign is planned for August 2020 across well-known relevant South African based influencers promoting MTN Arena awareness, delivering curated content and participating in live event activations. The influencers have a prominent reach of followers across social media platforms, and the campaign plans are expected to target a reach in excess of 10 million impressions. The campaign performance will be measured and optimized towards encouraging South Africans to subscribe and compete in the MTN Arena.

## **TV Show Segments**

MTN Arena is to be promoted through TV show segments planned for August 2020 targeting shows related to gaming, technology and lifestyle. TV shows have been selected that offer social media engagement to their audience, driving the awareness to activation of subscribers. Postproduction content is to be leveraged to through MTN's social media networks and additional PR to promote MTN Arena. Further details on the TV and Media campaigns will follow post this announcement.

## MTN's Retail Channels

MTN will broadcast MTN Arena's promotional videos on its own Y'ello TV in its retail stores in South Africa. MTN has a footprint of 410 retail stores across South Africa. The videos screened instore will drive MTN Arena awareness to the foot traffic of millions of MTN subscribers entering and spending time in the MTN retail stores countrywide.

## 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.

MTN Arena offers R100,000 in monthly competition prizes to subscribers across its tournaments.

## For further information:

### Australia

Bert Mondello  
Chairman  
E: [bm@emergegaming.com.au](mailto:bm@emergegaming.com.au)  
P: +61 8 6380 2555

### South Africa

Gregory Stevens  
CEO  
E: [greg@emergegaming.com.au](mailto:greg@emergegaming.com.au)  
P: +27 72 420 4811

## 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](http://www.emergegaming.com.au) and view the Arcade X platform at [www.ArcadeX.co](http://www.ArcadeX.co)

## MTN Arena

MTN Arena is a competition and tournament platform 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 competition '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.

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.

## **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. We are inspired by our 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 are 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).