

6 September 2021

Emerge response to media article

Emerge Gaming Limited (ASX: EM1) (“Emerge” or the “Company”), the operator of eSports and gaming technology, refers to the media article published The Australian Financial Review originally titled online as “ASX firm funnels cash for global multi-level marketing scheme” and later titled “ASX company cash relies on suspect outfit” on 6 September 2021.

The Company notes that Australian Financial Review is not suggesting EmERGE Gaming has engaged in any multi-level marketing, only that it receives revenue from Crowd1. The Company clarifies that it receives the bulk of its revenue directly from MIGGSTER subscribers and not from Crowd1 or the entity which it has a marketing partnership with i.e. Impact Crowd Technology SL (ICT).

The overarching inference of the media article is that EmERGE derives the bulk of its revenue from its marketing relationship with ICT and this presents a risk to EmERGE.

In this regard the Board advises:

- there is no new information in this article, the Company has been fulsome in its disclosures and has not sought to obscure its relationship with commercial partners including ICT;
- EmERGE continues to pursue initiatives to diversify its revenue sources and will advise the market in this regard in due course;
- all related party transactions are disclosed in the Company’s Annual Report.

EmERGE provides a series of products and services that are then made available to users including Crowd1/ICT members. That is the extent of the relationship.

Gregory Stevens, EmERGE Gaming CEO stated:

“Today’s AFR article replays inferences made previously in other forums. We’ve previously addressed these inferences via investor briefings and ASX disclosures and will continue to do so in line with our obligations as a listed entity.

As a Company we intend to meet our disclosure and compliance obligations and to go beyond minimum standards to understand and meet stakeholder expectations with respect to our conduct, commercial partnerships and governance.”

The Company will provide a full response to the media article on its website.

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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

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

