

14 September 2020

Emerge set to launch MIGGSTER Mobile

Highlights:

- Emerge set to launch the MIGGSTER Mobile Gaming and eSports Platform in November 2020
- MIGGSTER is based on Emerge's eSports tournament platform technology and is to be delivered under the agreement with European based Tecnología de Impacto Multiple S.L. (TIM)
- Platform subscription will cost subscribers USD\$8.50 (~AUD\$12.00) per month
- Subscribers will be offered tiered subscription packages, including bi-annual packages of USD\$51.00 (~AUD\$71.00) and discounted annual packages
- Emerge to earn 64.5% net revenue from the partnership
- MIGGSTER Mobile is being marketed into a network of 10 million affiliates in pre-launch campaigns
- MIGGSTER Mobile is being actively promoted at pre-launch events to register subscriber interest (miggster.com)
- Second phase of partnership with TIM will see the launch of MIGGSTER Cloud Game Streaming and eSports
- Emerge's CEO Greg Stevens to host a live Q&A Webinar on 16 September at 4.30pm EST to discuss the highlights of the partnership

Emerge Gaming Limited (ASX: EM1) ("Emerge" or the "Company"), the operator of eSports and gaming technology, is pleased to advise that it is set to launch MIGGSTER Mobile, a social gaming tournament platform.

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.



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EMERGE GAMING

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MIGGSTER's 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.

By the end of 2020, projected eSports hours viewed will reach 11 billion by a fanatical audience of 250 million watching live and online. The mobile gaming industry is expected to top US\$100 billion by 2021, achieving a decade of double-digit growth – generating more than 50% of the global games market with 2.2 billion social casual mobile gamers.

For more information visit the website:
miggster.com

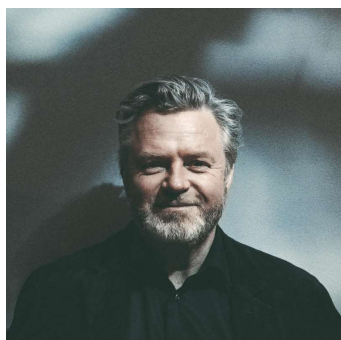


Launch of MIGGSTER Mobile

In November 2020, Emerge will launch the first MIGGSTER product: MIGGSTER Mobile, a mobile casual eSports platform, which uses Emerge's developed and owned tournament platform technology with new and enhanced platform features.

The platform will offer avid mobile gamers the opportunity to convert their hours of entertaining mobile gaming into prizes and rewards, whilst competing against the community and sharing their success with gaming friends. Targeting a high value demographic at a premium monthly fee, MIGGSTER Mobile will offer its subscribers high value experiential prizes and rewards pools of at least USD\$500,000 (~AUD\$700,000). Experiential prizes and rewards combined with the global and regional tournament structures offers captivating premium competitive eSports content.

MIGGSTER Mobile will be made available to a rapidly growing network of 10 million affiliates across 150 countries. Availability of the platform in each country will be subject to specific legal and compliance requirements.



Johan Staël von Holstein, CEO of TIM, commented:

"We are really excited about this collaboration and are looking forward to see it go live in November. It's a true game changer for us and all our trusted members. 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."

Marketing Strategy

Under the agreement signed with Tecnología de Impacto Multiple S.L. ("TIM") (ASX: 10 September 2020), TIM is to market MIGGSTER Mobile to its network of affiliates.

Affiliate marketing is a sales performance-based marketing approach in which a business rewards one or more affiliates for each subscriber brought by the affiliate's own marketing efforts.



Gregory Stevens, CEO of Emerge Gaming, commented:

“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 communities can get paid for their sales efforts. We have found that the incentive-based sales payments represent a strong motivational drive to incentivise ambassadors of MIGGSTER and other premium quality digital products. This is an innovative and disruptive marketing strategy.

It affords affiliates the opportunity to be salespeople and ambassadors of a social gaming and eSports product whilst earning an income for their sales efforts is creating much needed opportunities for income earning in the uncertain times caused by the COVID-19 pandemic. This is empowerment of a community and removes reliance on traditional digital marketing channels by both Emerge and the affiliates alike.”

TIM leverages a sophisticated affiliate facing software and technology interface to rapidly engage members in its affiliate network. TIM has an established marketing approach with a strong performance record of successfully marketing digital products through a network of affiliates. This international network consists of more than 10 million highly ambitious members with a drive for entrepreneurship and sales that provides both work opportunities and a source of income.

As an innovative incentive based marketing company, TIM addresses the challenges of long-term sustainability with active account management of subscriptions inherent in affiliate network marketing structures through affiliate incentives and bonuses. An alternative marketing channel to traditional digital marketing channels, the affiliate marketing delivers ambassadorial longevity to a subscription-based technology business model, such as MIGGSTER Mobile.

The CEO of Emerge will be hosting a webinar on 16 September at 4.30pm EST to give shareholders and prospective investors the opportunity to better understand the marketing strategy and the agreement with Miggster.

Pre-launch promotion of MIGGSTER Mobile

An active affiliate network marketing program has been developed to pre-launch MIGGSTER Mobile and will offer the product through pre-emptive launch promotions with the objective of generating and establishing subscriber interest across the network of affiliates.

On Saturday 12 September 2020, a worldwide affiliate member event was held where MIGGSTER Mobile was promoted, creating awareness and interest in advance of the much-anticipated launch in November 2020. Pre-launch promotional videos have been loaded on the “Emerge Gaming Limited” YouTube channel (www.youtube.com/channel/UC_zPCmNkXqG7DjNlyps4Uaw) as “Miggster Reveal” and “Miggster Movement”.

MIGGSTER Mobile is being actively promoted in a pre-launch campaign across the 10 million strong affiliate network. The promotion is expected to generate large-scale product awareness with the objective of pre-registering early subscriber interest from promotional events beginning in October 2020.

Monetisation and Value Proposition

MIGGSTER Mobile will cost subscribers USD\$8.50 (~AUD\$12.00) per month. The value proposition is that subscribers 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\$700,00).

The planned launch will offer subscribers the opportunity to sign up to the MIGGSTER Mobile platform on tiered subscription packages, including bi-annual packages of USD\$51.00 (~AUD\$71.00) and discounted annual packages.

In terms of Emerge's agreement with TIM, TIM has guaranteed 100,000 paying subscribers for MIGGSTER Mobile and Emerge will earn 64.5% of the net revenue from the partnership (ASX: 10 September 2020).

MIGGSTER – Cloud Game Streaming

The partnership between Emerge and TIM will take a phased approach, with the first phase MIGGSTER Mobile launch being the precursor to a planned second phase collaboration on Emerge's Cloud Game Streaming and eSports product under the MIGGSTER brand.

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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 optimal 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 and miggster.com

About TIM ("MIGGSTER")

TIM is part of the Impact Crowd Technology Group (ICT). It is a Spanish incorporated group with its headquarters in Madrid. The ICT Group's vision is to create the world's largest sales force, disrupting the traditional value chain and distribution of apps, software, products and services. By using its network, the ICT Group sells products directly to the end customer. Similar to Uber and Airbnb, who own neither cars nor beds, the ICT Group does not sell any products of its own. The ICT Group markets other companies' products and services across its network of members and affiliates.

More information: view www.impactct.com and miggster.com