

Streamplay Enters UAE Market with Launch of Cloud Gaming Service for Etisalat Customers

HIGHLIGHTS

- Streamplay partners with JDM and WPIT to formally enter the UAE market with the launch of its Cloud Gaming service, branded "Playstream".
- UAE presents significant market potential, including a large, high value customer base served by telecom leader Etisalat (~11.6m subscribers to services).
- Playstream service initially only available to Etisalat customers for 3.25 AED (~\$1.34 AUD) p/day, followed by other telco partnerships.
- Streamplay to retain a financially prudent involvement of no ongoing marketing or operational expenditure.
- JDM commits a substantial ~\$1.8m USD (~\$2.7m AUD) marketing budget to acquire Etisalat customers over the 3-year term of the Agreement.
- Streamplay set to earn revenue on terms consistent with other partnerships.

Streamplay Studio Limited ("Streamplay" or the "Company") (ASX: SP8), a leading provider of competitive casual gaming and eSports technology, music streaming services, and telco value-added services, is pleased to announce the execution of a cloud gaming Product Distribution Agreement ("**Agreement**") with Jawdropping Marketing FZ-LLC ("**JDM**") in collaboration with World Phone IT Services Pvt Ltd ("**WPIT**").

Having recently appointed WPIT as a business development partner focused on promoting Streamplay's services to various telcos throughout India, Asia, Europe, Africa and the Middle East, the Company is excited to announce the conclusion of the first of such opportunities in collaboration with JDM, marking Streamplay's formal introduction into the Middle Eastern market.

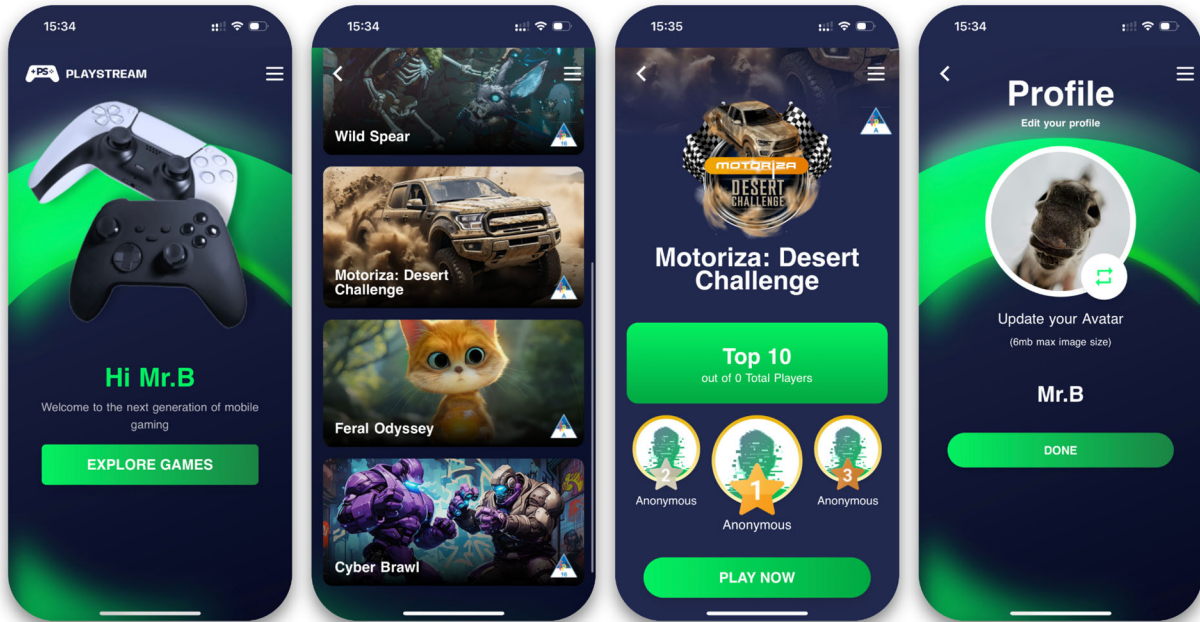
The Agreement signifies another step forward in Streamplay's global expansion strategy where it now seeks to introduce the Company's bespoke cloud gaming technology to the United Arab Emirates ("**UAE**") market and leverage JDM's established marketing presence and partnerships with leading telcos such as Etisalat.

The cloud gaming service, branded "**Playstream**", will operate as a subscription service offered to Etisalat customers at 3.25 AED (~\$1.34 AUD) per day which is built upon the Company's existing proprietary cloud gaming IP and technology, originally launched in partnership with MTN



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South Africa (ASX: 10 October 2022) as the first ever Sub-Saharan cloud gaming service. Thereafter, the subscription service may be extended to additional telco partners in the UAE.



Under the Agreement, JDM will be responsible for all marketing initiatives and costs, and have committed a substantial ~\$1.8m USD (~\$2.7m AUD) budget to be invested over the following 36 months at the rate of \$50,000 USD (~\$76,000 AUD) per month to promote Playstream to Etisalat customers.

Streamplay Chairman, Bert Mondello, commented:

“The entry into the UAE with our Playstream service marks an exciting strategic expansion that aligns seamlessly with our ongoing initiatives across Africa and the Pacific. This development is particularly noteworthy as it showcases the hard work and dedication of our management team over the past few months, culminating in a partnership that leverages our unique intellectual property together with JDM’s marketing prowess and experience.

This approach enables us to focus on enhancing shareholder value through anticipated revenue increases without incurring additional financial commitments. We are encouraged by the keen interest from telcos in the region and remain enthusiastic about this new venture. Our immediate goal is to onboard more partners in the UAE, setting a foundation for further global market expansion as we continue to deliver innovative gaming experiences worldwide.”



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Unless there is a material breach, the Agreement will commence for an initial term of three (3) years after which it will automatically renew annually unless terminated by agreement. Importantly, the Company's involvement in this venture does not necessitate any additional marketing or operational expenditure costs, effectively minimising financial risk while maximising potential returns.

About Playstream

The Playstream service represents a significant advancement in accessible gaming for users in the UAE, offering access to cutting-edge cloud gaming experiences without the constraints of traditional gaming hardware. Leveraging Streamplay's proprietary cloud gaming IP and technology, Playstream aims to deliver high-fidelity gaming content directly to users' devices, ensuring smooth and competitive low-latency gameplay experiences, regardless of the user's smartphone device specifications or capabilities.

Offering a curated selection of short-form, premium quality arcade games, each developed in Unity or Unreal Engine, Playstream will ensure rich and immersive experiences spanning various entertaining genres such as racing, action, adventure, first-person shooters and more.



Playstream comes standard with a proprietary intuitive on-screen touch controller, but also includes added support for popular Bluetooth gaming peripherals such as Xbox and PlayStation controllers for those console gamers who enjoy the added precision and comfort they offer over touchscreen gaming.

Whilst the service will initially only be offered for entertainment purposes and not include any tournaments or prizes, each game will still feature a casual leaderboard where users can compete against each other to show off their skills and personalised gamer profiles while they climb the ranks.

More information: www.playstream.ae

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WPIT and JDM Collaboration

Streamplay's collaboration with WPIT and JDM is instrumental in bringing the Company's products and services to the UAE market. WPIT's expertise in business development and long-standing partnerships within the telecom industry, combined with JDM's established marketing presence and strategic insights, positions Streamplay for success in the region.

Director of JDM, Pranav Verma, commented:

"We're thrilled to collaborate with Streamplay in introducing Playstream to the vibrant UAE gaming market. Our combined expertise and resources are poised to deliver an unparalleled gaming experience to Etisalat customers, setting a new standard for cloud gaming in the region."

Sachin Jain, Chief Commercial Officer of WPIT, commented:

"I am excited about the partnership between Streamplay, World Phone, and JDM for launching the Streamplay cloud gaming service in the UAE with a leading telco such as Etisalat. I hold high optimism for expanding the Streamplay cloud gaming service into multiple markets both within the region and globally."

Market Potential

The UAE offers a dynamic market landscape characterised by a young, tech-savvy population with a high disposable income, making it an ideal setting for the competitive gaming and social entertainment products offered by Streamplay. The region's affluent subscriber base is known for high Average Revenue Per User (ARPU), indicating a willingness to spend on premium digital services.

Etisalat, the largest telecommunications corporation in the Gulf Cooperation Council (GCC), boasts a substantial ~11.6 million subscriber base in the UAE and represents a landmark base from which Streamplay can grow its business in the region. With a significant presence in the large Saudi market and other substantial markets throughout the MENA and African regions, Etisalat offers a formidable platform for expansion. By leveraging strategic partnerships and cutting-edge technology, Streamplay aims to capitalise on this market potential and deliver unparalleled gaming experiences to the broader UAE market and beyond, by expanding its telco partnerships both within Etisalat's active territories and other established telcos in the region.



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Outlook

With the support of WPIT and JDM, and through strategic partnerships with industry leaders like Etisalat, Streamplay is poised to tap into the promising potential of the UAE's telecommunications market. The launch of Playstream on the Etisalat network marks a significant milestone in Streamplay's expansion efforts, offering unparalleled gaming experiences to millions of subscribers across the UAE. It is also an important further endorsement of the attractiveness of the Streamplay's cloud gaming IP technology. While the revenue generated by Playstream will be subject to customer adoption in the UAE, and is therefore unknown at this time, it marks another significant step forward in the Company's commitment to delivering its cutting-edge and competitive cloud gaming technology and entertainment solutions to audiences worldwide.

About Etisalat

Headquartered in Abu Dhabi, UAE, Etisalat Group is one of the world's leading telecom groups in emerging markets. Since its establishment in 1976, Etisalat has expanded its services globally, offering a comprehensive range of solutions from fixed and mobile telephony to internet and corporate services. As the first telecommunications service provider in the UAE, Etisalat has grown to serve 155.4 million subscribers across 16 countries in the Middle East, Asia, and Africa.

With a robust subscriber base of ~11.6 million and over 300,000 enterprises and government clients in the UAE alone, Etisalat holds a dominant position and a substantial market share in various countries.

Ranked as the strongest brand across all categories in the Middle East and Africa by Brand Finance, Etisalat's extensive reach and commitment to quality make it an appealing partner for companies aiming to introduce digital products and services tailored to the UAE, solidifying its status as a leading player in the global market.



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For further information:

Investor relations:

E: info@Streamplay.studio

P: +61 2 9680 8777

About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) is a leading provider of competitive casual gaming and eSports technology, music and sports streaming services, and telco value-added services. The company offers a diverse range of entertainment solutions for its users, including the ability to stream and play games, music, and access various telco services all in one place. Streamplay continues to innovate and expand its offerings to meet the ever-changing needs of its partners and customers.

More information: www.streamplay.studio

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