

25 March 2019

## Emerge commences preparations to launch GameCloud Technology ahead of recent Google Cloud Gaming Release

**Planned launch of Google Stadia validates GameCloud Technology and the fundamental shift in how Gaming Content will now be distributed**

### Highlights:

- GameCloud “The Netflix of Gaming” technology is one of the first movers in Cloud Gaming
- Access to \$140-billion-dollar Global Game Industry
- Focus on 1st-tier and 2nd-tier markets with the ability to deploy infrastructure rapidly without lengthy implementation
- GameCloud hosts a number of unique and differentiating features from competitors

**Emerge Gaming Limited (ASX: EM1) (“Emerge Gaming” or the “Company”)** has been working with Cloudzen Pte Ltd (“Cloudzen”) to identify key regions to target for the pilot rollout of the revolutionary **GameCloud** technology in 2019.

### GameCloud technology and market positioning

The GameCloud technology has been validated and successfully tested across Singapore, Indonesia and has recently completed testing across all major telecommunications networks in both South Africa and Australia. This exercise has further endorsed and authenticated EmERGE Gaming’s position as a first mover in the game streaming space with the ability to now capture significant market share leading into the product’s launch over the coming months.

GameCloud will be positioned primarily to target emerging market opportunities with its first mover advantage and focus on AAA PC, Console game Content accessible over cross-platform but also premium mobile game content.

From a strategic perspective, Google launching the Stadia platform is a strong indication of where the gaming industry will head and validates EmERGE Gaming’s initiative to execute a global distribution agreement with a leading cloud gaming and mobile entertainment Platform as a Service provider in Cloudzen. EmERGE Gaming is nimble and agile and will be able to work quickly in distributing Cloudzen’s GameCloud technology. EmERGE Gaming’s focus will be on business to business (‘B2B’), linking up with telecommunications partners whereas an offering like Google Stadia would likely be traditional business to consumer (‘B2C’). In this manner, EmERGE Gaming will be able to enter partnerships which may not be possible for larger groups who may be seen to be competing in the telco space.

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# EMERGE GAMING

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The GameCloud technology not only allows for the ability to stream top end AAA content but has a strong focus on premium mobile gaming content with a selection of interactive media features such as live and video streaming. This gives Emerge Gaming the capability to target two tiers of gamers with the GameCloud technology offering depending on the competitive nature of the target market.

Emerge Gaming will use GameCloud's first mover advantage to provide AAA and mobile gaming content to emerging markets. Emerge Gaming will strategically position itself to capture lower cost premium content for these markets, providing them to a large audience with minimal competition. In this way, Emerge Gaming will position itself as a tier 2 content provider of premium AAA PC, console and mobile gaming, separate from the larger companies competing for the highest premium content at low margins.

Although game streaming has been a focus for Gamecloud, the platform also has a number of innovative media features centralised through one application, creating a whole ecosystem for gamers who can play, enter competitions, stream, shop, and socially engage. It is the perfect offering for Emerge Gaming's strategic partners and is specifically targeted at MNO's ('Mobile Network Operators').

Additionally, Cloudzen being a world-class reputable game studio, has developed its own gaming content. Emerge Gaming will also distribute Cloudzen's unique gaming content for specific markets.

Key Features of GameCloud are:

FOR

## GAMERS



### High Performance

Play high quality AAA graphics games anywhere, anytime



### No download needed

Choose desired game and play immediately



### Work on any devices

No need for high end expensive phones



### Community

Social Network with fellow gamers



- *Interactive social group and in-game chat functionality*
- *Ability to stream directly to Twitch from mobile devices*
- *Interactive eSports streaming functionality*
- *Offer video games, movies and live entertainment streaming*
- *Overlay of eCommerce in stream functionality*
- *Overlay of advertising in stream functionality*
- *Streams of 4G networks*
- *Compatible with all video games*
- *Accessible on mid-level smart devices*

**CEO, Gregory Stevens noted:** “There has been a dramatic shift in the world of gaming, with the opportunity of Cloud infrastructure. The applications are endless, from changing the way we play games online to running eSports competitions, e-commerce, advertising, and social engagement are all centralised through one application and create a truly unique in-game experience for the user. GameCloud is a true innovator in the space and Emerge Gaming is excited to be a part of the evolution.”

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## 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 and lifestyle hub “Arcade X”. Via this platform, casual, social and hardcore gamers can play hundreds of gaming titles against each other via their mobile, console or PC.

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)

## About Cloudzen & GameCloud

Singapore-based **Cloudzen** is a leading cloud gaming and mobile entertainment Platform as a Service provider which offers various means of communications channels through digital entertainment via game stores, communities and social networks. It was founded in 2015 by veteran game developer Mr Robin Tan and has revolutionised game streaming through its **GameCloud** technology platform.

**GameCloud** provides gamers with a one stop portal for instant access to hundreds of AAA rated 3D graphic games and live streaming on mobile devices without having to download the game or any further hardware requirements. GameCloud enables gamers to play at any time from handheld devices and smart TVs, with multiplayer gaming, video streaming and social networking.

Cloudzen offers significant synergies with Emerge Gaming’s Arcade X platform, which caters for different segments of the online gaming community. The platform targets 2 billion mobile gamers worldwide and has significant advantages over the PC and console game segment, which also represents a combined 255 million gamers.