

3 March 2021

Emerge operated MIGGSTER platform achieves 150,000 subscribers and is set for growth

Highlights:

- MIGGSTER platform achieves agreement milestone of 150,000 subscribers
- The value of subscriptions sold to date is ~AUD\$13 million
- ~79% of the platforms subscriptions to date are annual subscriptions
- MIGGSTER subscriptions continue to show steady daily growth internationally
- Emerge and ICT incentivised to grow paying subscribers with performance based commission
- ICT has agreed to market Emerge's GameCloud Streaming Product under the MIGGSTER brand

Emerge Gaming Limited (ASX: EM1) ("Emerge" or the "Company"), the operator of eSports and gaming technology, is pleased to advise that the MIGGSTER social gaming platform ("MIGGSTER") has registered 150,000 subscribers.

MIGGSTER Subscriptions

The total number of MIGGSTER platform subscriptions to date are 154,365. Encouragingly some 79% of these are annual subscriptions.

MIGGSTER subscriptions continue to show strong daily growth and Emerge will continue to provide the market with material updates as they transpire.

MIGGSTER Subscription Value

MIGGSTER subscriptions are primarily offered in Euros ("EUR") with the following tiered subscription packages offered to platform subscribers ("End User Prices"):

- Monthly Subscription: EUR7.50 (~AUD\$12.00) per month
- Bi-annual Subscription: EUR39.00 (~AUD\$63.00) for 6 months
- Annual Subscription: EUR69.00 (~AUD\$113.00) for 12 months

The blended value of the 154,365 subscriptions sold at the above subscription package prices is EUR 8,355,576 (~AUD\$ 13,034,699). Please refer to the Company's announcement of 22 January 2021 for Emerge's estimated retention rates of this revenue after costs, under its Second Agreement with Influence Crowd Technologies S.L. (ASX: 22 January 2021).

Head Office Address:

642 Newcastle Street,
Leederville,
WA, 6007
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
Call: + 618 6380 2555



emergegaming.com.au

MIGGSTER Products set for Global Growth

In achieving the 150,000 subscriber milestone for the MIGGSTER social gaming platform, Emerge continues to register subscribers and receive payment for subscriptions in more than 160 countries.

The MIGGSTER social gaming platform is set for further international growth in subscriptions and the established billing infrastructure provides a tested platform for the launch of further eSports and gaming products.

MIGGSTER Community and Promotion

Since launch, Emerge has been steadfast in its objective to build the world's biggest online gaming community with MIGGSTER.

Large gaming communities that are dedicated to specific AAA game titles range from the tens of millions to hundreds of millions of users. These communities have been established through multiple years of marketing investment at expensive cost per acquisition rates. This traditional approach takes many years of expensive investment into technology, content production and marketing to establish these communities. These investments into technology and gaming products more often than not result in early stage losses in these companies with expensive marketing in traditional marketing channels.

Emerge has established the value proposition for the MIGGSTER social gaming tournament platform at current prices and has demonstrated good initial subscriber adoption within the first 3 months.

The next phase in building a global online gaming community is for Emerge to target a community of tens of millions of subscribers.

MIGGSTER will seek to achieve this target through a myriad of promotional strategies, utilising various promotional channels targeted at rapidly scaling the volume of its subscriber community whilst ensuring that it delivers strong financial results and a value for money user experience.

CEO Investor Presentation Conference Call

Next week, CEO Greg Stevens will host a conference call to update the market on the operations of Emerge including: the performance of its two eSports gaming platforms, future development plans and business strategy. Dial in details for the conference call will be provided in the coming days.

For further information:

Gregory Stevens

CEO

E: greg@emergegaming.com.au

P: +61 8 6380 2555

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

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

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.

With MIGGSTER, the 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.

More information: view miggster.com