

Real Luck Group Ltd. Engages Native Ads Inc. for Digital Media Services

Calgary, Alberta and Isle of Man--(Newsfile Corp. - February 1, 2021) - [Real Luck Group Ltd.](#) (TSXV: LUCK) (the "**Company**") and its subsidiary companies doing business as "**Luckbox**" (the "**Group**"), a provider of legal, real money esports betting, has entered into an agreement with Native Ads Inc. ("**Native Ads**"), an arm's length party to the Company, to provide a 6-month programmatic digital advertising campaign in connection with the Company's ongoing effort to increase awareness.

This comprehensive advertising program is designed to build brand familiarity, general recognition, and awareness within online investor content platforms. Native Ads will employ state of the art digital advertising, paid distribution, media buying and content creation to execute this important initiative.

Under the terms of the agreement, Native Ads will provide a combination of strategic digital media services, marketing co-ordination, content production, and data analytics services for a total payment value of \$300,000 (CAD) amortized over the six-month duration of the agreement. Native Ads Founder, President and Chief Operating Officer Charlo Barbosa holds 273,648 common shares in the Company.

About Luckbox

The Company is a pure play esports betting company, that offers legal, real-money betting, live streams, and statistics on all major esports on desktop and mobile devices. The Company has a B2C platform, and by leveraging shared technology, data, and resources, the Company can offer an extensive range of betting options for esports tournaments. The Company's in-house customized user interface and user experience, built on a technology stack that supports multiple odds and streaming sources, allows the Company to deliver one of the world's deepest esports betting coverage. The Company has been built by a team combining vast experience in the igaming industry and a passion for esports to offer players a unique, broad, engaging, and legal CS:GO betting, Dota 2 and League of Legends betting experience. The Company serves esports fans in more than 80 territories across the globe. In November 2020, Luckbox was named Rising Star at the EGR Operator Awards. The Company (via the Group) holds a full licence under the Online Gambling Regulation Act (OGRA), issued by the Isle of Man Gaming Supervision Commission. As the Group is fully licensed in the Isle of Man for Business-to-Consumer (B2C) and Business-to-Business (B2B) esports & sports betting and casino, the Company has access to favourable payment processors. Luckbox is committed to supporting responsible gambling.

For further information, please contact:

Real Luck Group Ltd.
Quentin Martin, Chief Executive Officer
Email: quentin@luckbox.com
Phone: (+44) 7498 181 863

CAUTION WITH RESPECT TO FORWARD-LOOKING STATEMENTS

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LUCKBOX

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