

January 17, 2024

To,
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Subject: Initiation of Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Press Release dated January 17, 2024 titled Nazara to acquire stake in influencer platform Koflucence and jointly launch social game discovery platform & community

This is for your information and records.

Thanking You,

Yours faithfully,

For **Nazara Technologies Limited**

Varsha Vyas
Company Secretary and Compliance Officer
M. No. A57238

Encl. A/a



Nazara to acquire stake in influencer platform Koflence and jointly launch social game discovery platform & community

17th January 2024, India: Nazara Technologies Limited ("Company" or "Nazara") (BSE: 543280) (NSE: NAZARA) an India based, diversified gaming and sports media platform today announced that its board has approved an acquisition of 10.77% stake in Koflence Tech Private Limited ("Koflence") from certain existing investors of Koflence (referred to below as the "Sellers") through a share swap.

Pursuant to the share swap transaction, the Company is proposing to issue 3,71,637 Equity Shares at a price of Rs. 872.15/- per Equity Share aggregating to Rs. 32,41,23,210 (Rupees Thirty-Two Crores, Forty-One Thousand lakhs, Twenty-Three thousand, two hundred and nine only) ("Issue") by way of preferential issue on private placement basis to the Sellers

Koflence is India's leading Social Media Influencer led Marketing-Tech platform with 600,000+ registered creators across Instagram, YouTube, Facebook, LinkedIn, and Twitter representing 20+ languages. Positioned as Full Stack Marketing platform, Koflence caters to performance metrics across creating Awareness, Interest, Desire, and Action. Having worked with 500+ marquee clients across 20+ sectors, Koflence has helped brands unlock value through social media creators.

The partnership between Nazara Technologies and Koflence aims to launch an influencer-driven game discovery platform. This initiative will utilize influencers to promote Nazara's games on various social media platforms. Influencers can tailor their content to match their audience's preferences, creating buzz around new releases and driving downloads. This approach enhances Nazara's game visibility, enables targeted marketing, and allows for direct performance feedback, helping them penetrate diverse market segments.

Nitish Mittersain, Jt. MD & CEO of Nazara Technologies, expressed his enthusiasm, saying, "Koflence is pioneering creator economy led platforms and Sreeram's extensive gaming experience is invaluable to create a pioneering influencer led game discovery platform and community. Our goal is to create an environment where gaming collaborates with the creativity of influencers, enriching the gaming experience for a global audience. Our new game publishing initiative 'Nazara Publishing' will particularly benefit from this new initiative".

Sreeram Reddy Vanga, Co-founder, and CEO of Koflence, stated, "Nazara's investment is a powerful validation of our joint mission to revolutionize the gaming industry. With our extensive network of over 600,000 creators, we're well-positioned to greatly enhance the visibility and engagement of Nazara's gaming portfolio. This partnership is not only expanding Nazara's game reach but also reshaping game marketing dynamics, bringing every creator and user into an expansive and captivating gaming narrative."



About Nazara Technologies Pvt. Ltd.

Nazara is India's only listed gaming & esports company with majority ownership of several leading gaming & e-sports brands with presence in India, US and other global markets. In e-sports, Nazara has India's leading esports platform Nodwin; and Sportskeeda and Pro Football Network in the sports media space. Nazara's offerings across the interactive gaming segment include gamified early learning ecosystems Kiddopia and Animal Jam which are global leaders in their respective segments; India's most popular cricket simulation franchise World Cricket Championship (WCC); Classic Rummy in the Indian Real Money Gaming segment; and a wide portfolio of casual games distributed through telco partnerships in many emerging markets. In addition, Nazara controls Datawrkz, a digital adtech company which supports its other portfolio companies as well as external clients for demand-side user acquisition and supply-side ad monetization services.

Forward-looking and Cautionary Statements

The information contained in this release is provided by Nazara Technologies Limited ("the Company"), to you solely for your reference. Any reference herein to "the Group" shall mean Nazara Technologies Limited, together with its subsidiaries / joint ventures/associates. This release does not purport to be a complete description of the markets conditions or developments referred to in the material. This release does not purport to present a comprehensive overview of the Company or contain all the information necessary to evaluate an investment in the Company. This release should be read in conjunction with the Company's other periodic and continuous disclosure announcements, which are available on website of the Company and the stock exchanges.

Due care has been taken to ensure that the information in this release is accurate, and that the opinions expressed are fair and reasonable, the information is subject to change without notice, and its accuracy, fairness or completeness is not guaranteed and has not been independently verified and no express or implied warranty is made thereto. You must make your own assessment of the relevance, accuracy and adequacy of the information contained in this release and must make such independent investigation as you may consider necessary or appropriate for such purpose. Neither the Company nor any of its directors, officers, employees or affiliates nor any other person assume any responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information or opinions contained herein, and none of them accept any liability (in negligence, or otherwise) whatsoever for any loss howsoever arising from any use of this release or its contents or otherwise arising in connection therewith. Any unauthorised use, disclosure or public dissemination of information contained herein is prohibited. The distribution of this release in certain jurisdictions may be restricted by law. Accordingly, any persons in possession of the aforesaid should inform themselves about and observe such restrictions. Any failure to comply with these restrictions may constitute a violation of applicable securities laws.

The statements contained in this document speak only as at the date as of which they are made and it, should be understood that subsequent developments may affect the information contained herein. The Company expressly disclaims any obligation or undertaking to supplement, modify, amend or disseminate any updates or revisions to any statements contained herein or to otherwise notify any recipient to reflect any change in events, conditions or circumstances on which any such statements are based. By preparing this release, neither the Company nor its management undertakes any obligation to provide the recipient with access to any additional information or to update this release or any additional information or to correct any inaccuracies in any such information which may become apparent. This document is for informational purposes and private circulation only and does not constitute or form part of a prospectus, a statement in lieu of a prospectus, an offering circular, offering memorandum, an advertisement, and should not be construed as an offer to sell or issue or the solicitation of an offer or an offer document to buy or acquire or sell securities of the Company or any of its subsidiaries or affiliates under the Companies Act, 2013, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, each as amended, or any applicable law in India or as an inducement to enter into investment activity. No part of this document should be considered as a recommendation that any investor should subscribe to or purchase securities of the Company or any of its subsidiaries or affiliates and should not form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever. This document is not financial, legal, tax, investment or other product advice. To the extent permitted by law, the Group and their respective directors, employees, advisers and representatives disclaim the liability (including without limitation any liability arising from negligence or otherwise) for any loss or damage whatsoever, which may arise by placing reliance on anything contained in or omitted from or otherwise arising in connection with this release.

The Company, its shareholders, representatives and advisors and their respective affiliates also reserves the right, without advance notice, to change the procedure or to terminate negotiations at any time prior to the entry into of any binding contract for any potential transaction. This release contains statements of future expectations and other forward-looking statements which involve risks and uncertainties. These statements include descriptions regarding the intent, belief or current



expectations of the Company or its officers with respect to the consolidated results of operations and financial condition, and future events and plans of the Company. These statements can be recognised by the use of words such as “expects,” “plans,” “will,” “estimates,” or words of similar meaning. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties and actual results, performances or events may differ from those in the forward-looking statements as a result of various factors, uncertainties and assumptions including but not limited to price fluctuations, actual demand, exchange rate fluctuations, competition, environmental risks, any change in legal, financial and regulatory frameworks, political risks and factors beyond the Company’s control. Neither the Company, its affiliates, advisors, representatives, any of their respective affiliates or any such person’s officers or employees guarantee that the assumptions underlying such forward-looking statements or management estimates are free from errors nor does any of such persons accept any responsibility for the future accuracy of the forward-looking statements contained in this release or the actual occurrence of the forecasted developments. You are cautioned not to place undue reliance on these forward looking statements, which are based on the current view of the management of the Company on future events. This release also contains certain financial and operational information relating to the Group that is based on management estimates. These estimates are based on management’s past experience and subjective judgment, and the manner in which such estimates are determined may vary from that used for the preparation and release of similar information provided by other companies engaged in the similar industry in India and globally. The Company does not assume any responsibility to amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise.

For further information, please contact



Nazara Technologies Limited
CIN: L72900MH1999PLC122970

Mr. Rakesh Shah

Chief Financial Officer

Ms. Anupriya Sinha Das

Head of Corporate Development

investors@nazara.com

www.nazara.com

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Mr. Rahul Agarwal / Mr. Karan Thakker

rahul.agarwal@sgapl.net / karan.thakker@sgapl.net

+91 98214 38864 / +91 81699 62562

Public Relations Advisors:

Strategic Growth Advisors PR

Mr. Sumeet Shukla

sumeet.shukla@sgapl.net

+91 72763 33084

www.sgapl.net