ASX and MEDIA RELEASE

18 April 2018

EMERGE GAMING LISTS ON ASX FOLLOWING $5M OVERSUBSCRIBED CAPITAL RAISE

- **eSports tournament platform leader Emerge Gaming Limited commences trading on ASX under stock ticker "EM1"**
- **Emerge's eSports platform leverages its unique IP to deliver an optimum tournament gaming experience for users across some of gaming's most successful titles**
- **The platform provides revenue via player subscriptions through telco providers and advertising and corporate sponsorship opportunities for advertisers to deliver their messaging to a fully engaged audience**
- **Emerge has already secured an agreement with MTN Group Ltd, Africa's biggest mobile-network operator by sales - initially targeting MTN's 31 million South Africa subscribers. Revenues anticipated within first quarter of operations**
- **The $5 million capital raise was heavily oversubscribed with strong support from domestic and international institutional and retail investors**
- **Funds will be used for market development and expansion into emerging markets where 74% of the world's 2.1 billion casual gamers reside**

Emerge Gaming Limited (ASX: EM1, "Emerge" or the "Company") owner of an eSports platform that has hosted over 10,000 online tournaments, today commenced trading on the Australian Securities Exchange under the ticker "EM1", following a heavily oversubscribed capital raise of $5 million completed by Hunter Capital Advisors, together with Regency Corporate.

Emerge operates the online, eSports tournament platform and lifestyle hub "Gaming Battleground". Within the platform casual, social and hardcore gamers can play 9 AAA major eSports titles and more than 300 additional games 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.

The potential of the platform has already been recognised by MTN Group Ltd. With 232 million subscribers, it is Africa's biggest mobile-network operator by sales. The Company has executed a profit sharing agreement with MTN Group under which MTN South Africa (part of MTN Group) will provide the Company with access to marketing support and its 31 million subscribers in that country.

The partnership with MTN Group and the capital fund raising places Emerge Gaming in a strong position to grow its user base quickly and further expand into emerging gaming markets like Africa, the Asian sub-continent and Latin America where 74% of the world's 2.1 billion casual gamers reside. First revenues from this agreement are anticipated in the current June 2018 quarter.

Greg Stevens, CEO and Executive Director said:

"Emerge Gaming targets the 99.9% of eSports gamers who aren't professional – but who play against their friends and create their own leagues to win prizes. We are excited to be offering Australian investors the chance to be part of the growing eSports online gaming sector with a company offering revenue opportunities that provide users and sponsor companies with a more engaging experience for everyone.

Emerge Gaming is an eSports platform with all the advanced features that provide an optimal tournament gaming experience for both users and companies alike – such as integrated mobile games, optical character recognition, brand activations and automisation. This is possible due to our unique IP that powers our direct publisher integration, internal analytics tracking, automated result reporting, and live match making through our proprietary algorithms. Our ASX listing is a crucial step towards us harnessing these competitive advantages to grow in several emerging markets."

Bert Mondello, Chairman said:

"We have received significant interest from institutional and retail investors both domestically and internationally, with a heavily oversubscribed capital raising. This is not surprising as the global eSports market is growing at 6.6% CAGR [Compound Annual Growth Rate] - faster than both the music and film industries. It is expected to reach US$122 billion in global revenue in 2019. Innovative companies like Emerge Gaming find that through the ASX they have access to an educated local investment community that understands the way companies like this operate through their expansion phases."

Heavily oversubscribed capital raising

As part of the Company's listing, it undertook a $5 million capital raise that was heavily oversubscribed with strong support from domestic and international institutional and retail investors. The funds raised will be used to fund Emerge's international growth plans.

The Company issued the maximum number of shares outlined in the Prospectus: 250,000,000 shares at $0.02 each. Several new shareholders have been introduced to the share register, including some cornerstone institutional investors.

Innovative revenue model

Emerge offers a different revenue model to its competitors with three main streams:

1) Subscription fees that can be linked to the gamers' telecommunications provider bill
2) Revenue from companies from management of corporate online tournament services, and sponsorships and advertising powered by advanced data analytics and targeting capability
3) Advertising revenue from companies engaging users of the lifestyle portal.

Management

Emerge's multi-disciplinary management team are leaders in providing successful eSports tournament experiences that provide value to both users and sponsor companies. They have experience in emerging markets such as Africa, Latin America and the Asian sub-continent.

Chief Executive Officer, Executive Director and founder of Emerge Gaming, Greg Stevens, has 10 years' successful management experience in gaming start-ups. He is a former director of a world-class eSports development agency collaborating with brands like Ubisoft, Blizzard and Activision.

Mr Stevens leads a team of world-class technology developers and marketer leaders, with proven records building business value in online gaming, technology-driven start-ups and related industries.

Non-Executive Chairman, Bert Mondello is an experienced company executive with substantial equity market experience. Mr Mondello has provided strategic corporate advice to a number of organisations across multiple industries, with a specialisation in technology.

Non-Executive Director, Jonathan Hart is a practising lawyer with a broad range of experience in the capital markets, offering corporate and strategic advice, corporate governance and ASX compliance.

The new board appointments join Non-Executive Director Philip Re. Managing Director of Regency Corporate, Mr Re is a finance and accounting senior executive who sits on several ASX company boards. His capital markets experience will prove invaluable in growth and successes of the new management team.

Near term milestones

Funds raised will be used to: target the 31 million MTN Group subscribers in South Africa; roll out to the other 201 million subscribers in 21 countries throughout Africa that MTN Group services; engage marketing agencies to develop and execute digital marketing strategies for brands; increase sales and marketing; corporate partnership development; working capital; and public offer expenses.

-ENDS-

For further information:
Bert Mondello
Chairman
E: bmondello@regencycorporate.com.au
P: +61 8 6380 2555

Media enquiries:
Tristan Everett
Market Eye
E: tristan.everett@marketeye.com.au
P: +61 403 789 096

ABOUT Emerge Gaming

Emerge Gaming Limited (ASX:EM1) is a leading eSports tournament company. Emerge Gaming operates the online, eSports tournament platform and lifestyle hub "Gaming Battleground". Via this platform, casual, social and hardcore gamers can play more than 300 gaming titles against each other via their mobile, console or PC.

The platform, which has to date hosted over 10,000 online tournaments, 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