

23 April 2018

EMERGE GAMING LAUNCHES ITS CUTTING EDGE COMPETITION PLATFORM – ARCADE X

- Emerge Gaming launches the latest iteration of its cutting-edge platform - Arcade X
- Arcade X platform has two broad interface offerings “Arcade X Mobi” and “Arcade X eSports”
- Arcade X Mobi is focused on tournament services for integrated casual games
- Arcade X eSports is an upgrade and rebranding of the Emerge’s PC & Console interface which provides tournaments management for Global AAA eSports titles and corporate advertising and sponsorship services to brands (previously Gaming Battle Ground)
- The platform feature set provides agnostic integration designed for ease of implementation and facilitation of partnerships with Global Corporates and International Telecommunications Companies (Telcos)
- Development completed ahead of the launch of Emerge’s first global revenue generative partnership with MTN Group.

Emerge Gaming Limited (ASX: EM1) (“Emerge” or the “Company”) is pleased to announce it has completed the development of its new online eSports and casual game competition platform **Arcade X**. The platform has been developed with an enterprise focus to facilitate ease of implementation and integration with Global Corporates and International Telcos.

What is Arcade X

Arcade X is an online eSports and casual gaming tournament facilitation platform which has been designed to deliver a unique experience for gamers across a multitude of game titles and differing skills. The platform will connect gamers to corporate advertisers and sponsors, while providing Emerge with immediate commercial revenue earning functionality and international reach and scale. **Arcade X** consists of **Arcade X Mobi** and **Arcade X eSports**.



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Arcade X offers a hybrid environment that gives access to both eSports and casual game titles using proprietary coding and technological integrations.

The **Arcade X** unique point of difference is its ability to have fully integrated over 300 casual games which allow the gamer to launch and play games embedded in the platform providing automated results providing direct access to the 1.9 Billion casual and social gamers globally.

The casual game integration allows mobile casual and social gamers the opportunity to play integrated games on their smart phones and tablets in an effort to win prizes. Integrated casual games are available on the mobile devices in full screen view, allowing gamers to engage in a seamless competitive mobile gaming experience.



Mobile Gaming Focus and Integration

Arcade X sees the introduction of “**Arcade X Mobi**” which focuses on tournaments services for platform integrated casual mobile games, facilitation of commercial partnerships and direct integration with International Telcos. Casual and social gamers have the ability to play over 300 casual games from their mobile devices and win sponsored prizes.

In 2017, mobile gaming revenues grew 19% to \$46.1 billion, representing 42% of the total gaming market. It is predicted that the mobile gaming will exceed 50% of the global gaming revenue by 2020.¹

Social and Casual Gamers represent approximately 90% of the 2.1 billion global gamers. In 2017, 844 million gamers engaged in mobile gaming. Emerge is pleased to be one of the first movers in the eSports industry globally to focusing on the mobile gaming market with complete embedded game functionality.

Arcade X eSports

The launch of **Arcade X** supersedes Emerge’s current platform Gaming Battle Ground and offers significant improvements and additional feature sets. The new platform “**Arcade X eSports**”, will host AAA eSports game titles and include additional functionality to more effectively facilitate Emerge’s commercial model of corporate advertising and commercial sponsorship, additionally upgrading analytics, improving the user interface (UI) and user experience (UX).

The **Arcade X** platform will target casual, social and hardcore gamers who can play major eSports game titles and casual games on a single platform via their mobile, console or PC, in designated countries. The **Arcade X** platform will only be made available in certain jurisdictions with a full global launch including Australia, to follow.

Gamers will compete and have the opportunity to win prizes sponsored by corporate advertisers, local and international sponsors.

¹ Newzoo Global Games Report 2017

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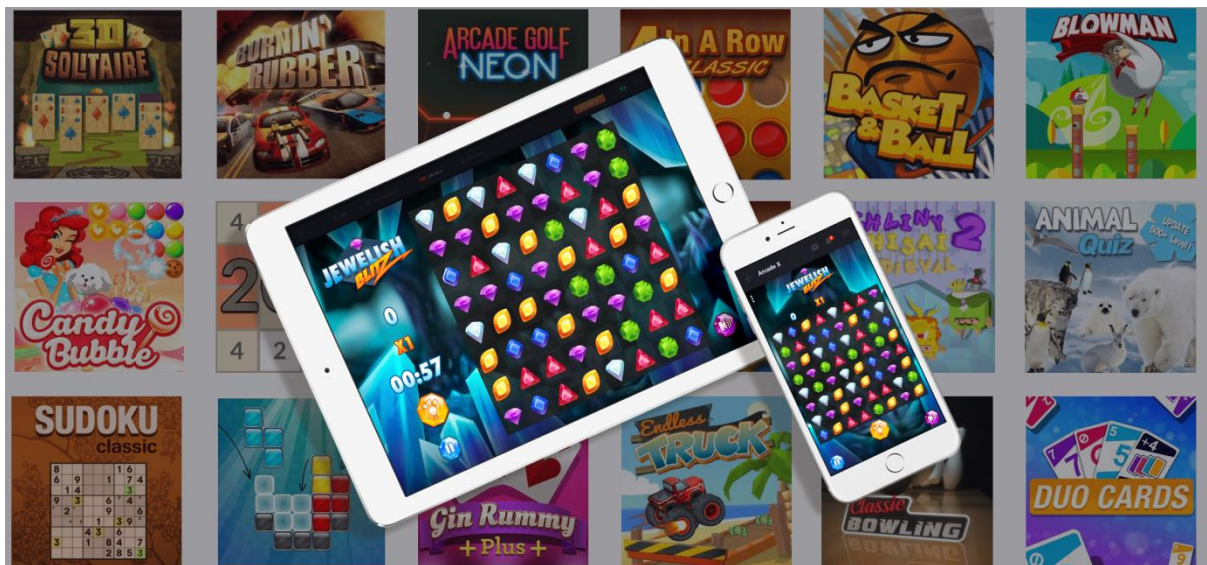


The Arcade X feature-set

Game and Third Party Platform Integration

Arcade X is built around the ability to integrate with third party platforms. The capability to add and adapt games on the platform is based on the foundation of having third party integrations. Using an Application Programming Interface (API) or Systems Took Kit (STK) allows developers to create the platform that gives users the ultimate gaming experience - no more being redirected or having to download a game to play it.

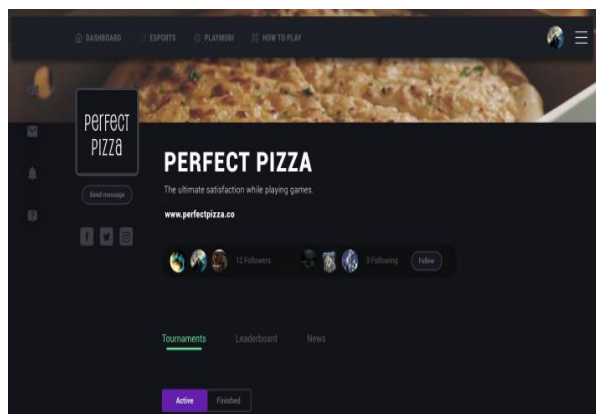
Integration of AAA game titles, casual games, marketing and social analytics, Google Analytics and live streaming capabilities contributes to creating the best experience for the gamers as well as the most reliable and integrated results for Corporates.



Corporate Branding and Advertising

When it comes to Corporate brands and Telco Partnerships, it is important to take into consideration the branding capabilities not only outside of the platform but within the platform also.

On the **Arcade X** platform, there is digital real estate for brands to promote not only their own products but the tournament or challenge they are hosting. There is a brand specific page, which links to any external social platforms, shows any old or new tournaments or challenges being run by the brand. All tournaments / challenges run by the brand are branded with their logo and link to the brand page. There are branded banners on each game as well as on the dashboard for promotional use.



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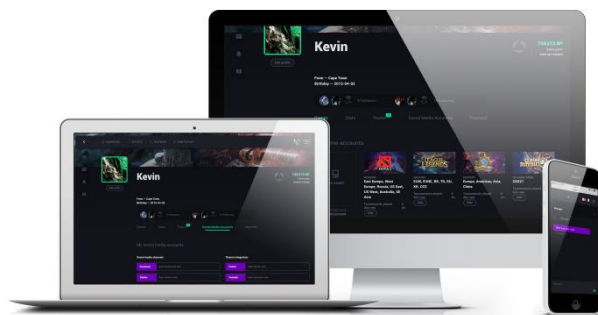
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Social Engagement

The platform is specifically designed for social engagement between not only Gamers on the **Arcade X** platform, but the community as a whole.

With social media integrations, gaming profile integration, and the capability to send and receive messages with other players, this is just the beginning.



Gamers are able to stream while gaming, can create teams as well as join teams to play in tournaments and connect with their AAA gaming profiles as well.

Arcade X is about more than just social engagement, it is about building an eSports and casual gaming community.

Other Features

Multiple Billing Platforms – **Arcade X** has fully integrated multiple billing platforms. There is capability to integrate all payment gateways, such as integrated airtime billing, PayPal and other alternative payment methods (APMs).

Automated brackets and Leaderboards – Automated real time results deliver branded Leaderboards driven by advanced ranking systems.

Player Profiles – Profiles are integrated into social media, storing individual and team statistics and enables payments linked to subscription games and tournaments.

Battle Points – An in-platform points earning system that can be used to enter into raffles to win non cash prizes.

Raffles – A gamer engagement tool which can be set up by tournament managers or by brands using their brand profile.

Notifications – The **Arcade X** notification system provides players with automated messages. These notifications can range from prize notifications, gamer score, or inform the players when a tournament is about to begin or end. Notifications are a key platform engagement tool.

Brand Widgets – **Arcade X** provides space for branded widgets across the platform.

Advergaming and Lead Generation – Based on the corporate needs Emerge can add logos, exchange assets and sounds, implement new backgrounds and more to **Arcade X** integrated mobile games.

Geo-fencing – Allows for the adaptability of the platform features and functions when launching is key to meet all legal and compliance requirements within a specific country.

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Outlook, strategy and scalability

Emerge Gaming plans expand internationally by further developing and formalising in country telecommunications partnerships to drive low cost user acquisition through access to millions of gaming mobile subscribers. The architecture and cloud based infrastructure of the Arcade X platform facilitates rapid scalability through country roll out and telco integration.

Greg Stevens, CEO and Executive Director noted:

*“The release of the **Arcade X** platform is the foundation of the international commercial roll out of EmERGE Gaming driving access to the 2.1 billion gamers globally. The Platform was built to focus on high engagement, scalability and revenue generation. Arcade X is ready for launch with MTN, ready for international roll out and ready to drive shareholder value”*

-ENDS-

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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 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 and www.arcadex.co

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