

13 October 2020

Emerge Commences Pre-registration for MIGGSTER Mobile

Highlights:

- **Emerge set to launch the MIGGSTER Mobile Gaming and eSports Platform mid-November 2020**
- **MIGGSTER Mobile is being marketed to a rapidly growing network of over 12 million affiliates in 150 countries**
- **Pre-registration for MIGGSTER has commenced taking registrations of interest across their affiliate member network**
- **Public pre-registration to commence 15 October 2020**
- **Pre-registration subscribers update will be communicated leading into the November launch**
- **Pre-registration numbers are to be published as a live tracker on miggster.com**

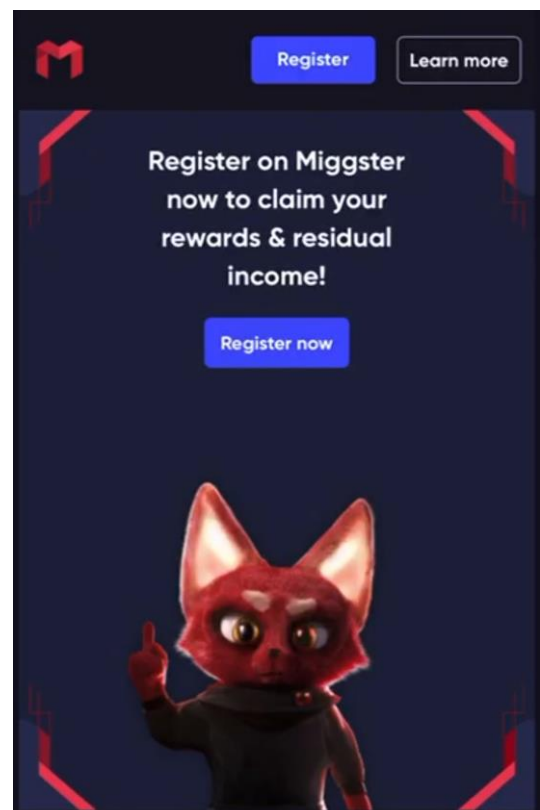
Emerge Gaming Limited (ASX: EM1) (“Emerge” or the “Company”), the operator of eSports and gaming technology, is pleased to advise that it has commenced pre-registration for MIGGSTER Mobile.

Pre-launch promotion of MIGGSTER Mobile

On Saturday 10 October 2020, a worldwide affiliate member event was held where MIGGSTER Mobile was promoted, creating awareness and interest for the much-anticipated launch in November 2020.

MIGGSTER Mobile is being actively promoted in a pre-launch campaign through the 12 million strong affiliate network. The promotion is set to generate large-scale product awareness with the objective of pre-registering subscriber interest. The first 5 days will exclusively offer network member affiliates the opportunity to unlock exciting members rewards by registering interest.

Pre-registration will be offered to the public from 15 October 2020 with the network member affiliates being incentivised and rewarded for attracting platform subscribers by promoting MIGGSTER Mobile through their own social networks using social media platforms such as Facebook, Instagram, YouTube, Twitter and WhatsApp, creating substantial reach and awareness. This will expand the global reach attracting platform subscribers beyond the 12 million network member affiliates.



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Public subscribers will be able to pre-register on the miggster.com website by providing their details.

Digital promotional content in the form of videos, images and links have been developed to support network member affiliates and the public in promoting the MIGGSTER community and the MIGGSTER Mobile product through their personal social networks.

Pre-launch promotional videos are available on the “Emerge Gaming Limited” YouTube Channel.



A digital avatar MIGGSTER mascot “Max the Fox” has been developed to deliver key promotional benefits, community messages and product education.

Emerge will announce the pre-registration numbers to the market leading into the November launch. The registrations of subscriber interest will be published as a live tracker on the miggster.com website.

Launch of MIGGSTER Mobile - First MIGGSTER community product

MIGGSTER Mobile is a mobile casual eSports platform that uses Emerge’s proprietary eSports tournament platform technology with new and enhanced platform features and exciting games. This platform will be the first product launched into the MIGGSTER community.

The platform will offer avid mobile gamers the opportunity to turn their hours of entertaining mobile gaming into prizes and rewards, whilst competing against the community and sharing their success with gaming friends. Targeting at a high value demographic at a premium monthly fee, MIGGSTER Mobile will offer its subscribers high value experiential prizes and rewards pools of over USD\$500,000 (~AUD\$700,000). Experiential prizes and rewards combined with the global and regional tournament structures offers captivating premium competitive eSports content.

MIGGSTER Mobile will be made available to a rapidly growing network of 12 million affiliates across 150 countries and the global public, subject to all jurisdictional legal and compliance requirements.

Monetisation and Value Proposition

MIGGSTER Mobile subscription fee is USD\$8.50 (~AUD\$12.00) per month. The value proposition is that subscribers can enter into tournaments involving their favourite mobile social games, using their skills to earn rewards, and win prizes, and participate in a minimum aggregate prize pool of USD\$500,000 (~AUD\$700,00).

The planned launch will offer subscribers the opportunity to sign up to the MIGGSTER Mobile platform on tiered subscription packages, including bi-annual packages of USD\$51.00 (~AUD\$71.00) and discounted annual packages.

MIGGSTER – Cloud Game Streaming

The partnership between Emerge and TIM will take a phased approach, with the first phase MIGGSTER Mobile launch being the precursor to a planned second phase collaboration. Emerge's Cloud Game Streaming product is expected to launch in Q1 next year under the MIGGSTER brand. Further information on the second phase to follow in the coming weeks.

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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 TIM ("MIGGSTER")

Tecnología de Impacto Múltiple SL (TIM) is part of the Impact Crowd Technology Group (ICT). It is a Spanish company group with its headquarters in Madrid. The ICT Group's vision is to create the world's largest sales force, disrupting the traditional value chain and distribution of apps, software, products and services. By using its network, the ICT Group sells products directly to the end customer. Similar to Uber and Airbnb, who own neither cars nor beds, the ICT Group does not sell any products of its own. The ICT Group markets other companies' products and services.

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.

Emerge and TIM have entered into an agreement under which TIM will market Emerge's tournament platform technology platform under the MIGGSTER Mobile brand. TIM have guaranteed that MIGGSTER Mobile will acquire a minimum of 100,000 platform subscribers from its marketing efforts (ASX: 10 September 2020)

More information: view www.impactct.com and miggster.com