

Streamplay continues expansion into Pacific markets with Telstra-owned Digicel Pacific in Vanuatu

HIGHLIGHTS

- **Streamplay's integration with, Telstra-owned, Digicel Pacific is near complete in Fiji with imminent launch of services in coming weeks.**
- **Streamplay extends partnership with Digicel Pacific, marking a strategic expansion into the Vanuatu market.**
- **The partnership enhances Streamplay's competitive position in digital entertainment across the Pacific Islands.**
- **With a local talent focus, Streamplay (in particular the mJams product) is helping to foster cultural enrichment and content diversity.**

Streamplay Studio Limited ("Streamplay" or the "Company") (ASX: SP8), a leading provider of competitive casual gaming and eSports technology, music streaming services, and telco value-added services, is pleased to announce an expansion of its strategic partnership with Digicel Pacific.

Building upon the Company's existing collaboration with Digicel Pacific in Fiji (ASX:18 May 2023), Streamplay is well positioned to further expand its reach within the Pacific Islands and introduce its premium services; mJams Music and mGames, to the Vanuatu market.



Vanuatu has a population of ~335,000. This population has an estimated 103% mobile penetration and ~33% internet penetration¹. This partnership with Digicel provides Streamplay with a valuable opportunity to introduce its Music Streaming, Competitive Gaming and Value-Added Services (VAS) products to a highly engaged customer base in Vanuatu.

Marketing and roll out plan

This exciting partnership will see Streamplay invest in a comprehensive marketing campaign aimed at promoting mJams Music and mGames to the Digicel Pacific subscriber base in Vanuatu. The strategic approach includes a phased rollout plan, (following on from the imminent launch in Fiji which will commence in the coming weeks), with the introduction of mJams Music followed by mGames a month later.

As part of this partnership, Streamplay will actively seek collaborations with local musicians and artists by offering them a dedicated space on the mJams Music platform which will enable them to share their music with a broader audience, both within Vanuatu and across the entire Pacific region. The Company will also provide support for these local artists through various marketing initiatives to help boost their visibility and reach.

¹ <https://datareportal.com/reports/digital-2021-vanuatu>



To ensure the success of this initiative, the Company will be calling for local content creators to come forward and join Streamplay on this exciting journey. By partnering with Streamplay and Digicel Pacific in Vanuatu, local artists will gain access to a powerful distribution channel, promotional support, and the opportunity to showcase their unique talents on a wider regional stage.

Outlook

Streamplay and Digicel Pacific are excited to embark on this journey together, bringing not only top-tier digital entertainment but also the promise of nurturing local talent and promoting Vanuatu's rich cultural heritage. The Company will continue on its strategic path of distributing its products throughout the broader Digicel Pacific subscriber base in the Pacific region with discussions already underway with a number of the Digicel regions.

While the revenue generated by the agreement with Digicel Pacific is subject to take up by subscribers in Vanuatu, and is therefore unknown at this time, the agreement is material to Streamplay due to the size and potential of the partnership with Digicel Pacific generally.

Bert Mondello Chairman of Streamplay Studio commented:

This marks another significant milestone in our partnership with Digicel Pacific as we tap into the vibrant and growing digital entertainment market in Vanuatu. We are thrilled to announce the introduction of competitive esports gaming, music streaming, and VAS as part of our offerings, enhancing the digital entertainment experience for our Pacific market customers. We eagerly anticipate our ongoing collaboration with Digicel and our expansion into the broader Pacific region.

About Digicel Pacific

Digicel Vanuatu is a core business within Digicel Pacific, the leading telecommunications provider in the Pacific region, which has established itself as a prominent player in the industry. Operating in Papua New Guinea, Nauru, Samoa, Tonga, Vanuatu, and Fiji, Digicel Pacific serves as a vital connectivity provider in these markets. In 2021, the company achieved impressive financial performance, recording an EBITDA of \$233 (US) million. With a dedicated workforce of approximately 1,700 employees and a customer base of around 2.5 million subscribers, Digicel Pacific has solidified its position as a trusted telecommunications provider in the region.

In 2022, Digicel Pacific was acquired by Telstra, Australia's largest mobile network and telecommunications company. This strategic acquisition marked Telstra's expansion into the Pacific market and enhanced its presence in the region. Telstra's extensive experience in providing international connectivity and operating mobile networks complements Digicel Pacific's established track record in supporting economic development across the Pacific.

Digicel Pacific's commitment to innovation and enhancing customer experiences is further exemplified through its collaboration with Streamplay. This partnership enables Digicel Pacific to enhance its service offerings and deliver innovative digital entertainment experiences to its customers whilst also showcasing the rich culture of the region.



Through its impressive performance, successful acquisition, and strategic partnerships, Digicel Pacific continues to shape the telecommunications landscape in the Pacific region, catering to the diverse needs of its customer base.

More information: www.digicelpacific.com

For further information

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About Streamplay Studio

Streamplay Studio Limited (ASX:SP8) is a leading provider of competitive casual gaming and eSports technology, music and sports streaming services, and VAS. The company offers a diverse range of entertainment solutions for its users, including the ability to stream and play games, music, sports, and access various telco services all in one place. Streamplay continues to innovate and expand its offerings to meet the ever-changing needs of its partners and customers.

More information: www.Streamplay.studio

Forward-looking Statements

This Announcement may contain forward-looking statements. Any forward-looking statements contained in this document are not guarantees of future performance. Such statements involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company. Readers should not place undue reliance upon any forward-looking statements and the Company disclaims any responsibility for any reader who does so. All numbers presented in this Announcement are unaudited.

ASX release authorised by the Board of Directors of Streamplay Studio Limited

