

Streamplay Expands Footprint into Africa Following Launch of Jabaa Games for Orange Money Customers in Senegal

HIGHLIGHTS

- Streamplay enters the African market with launch of ArcadeX under the “Jabaa Games” brand in Senegal.
- The product has been successfully integrated with Orange SONATEL's mobile wallet service, Orange Money.
- Customers can subscribe for 100 XAF (~\$0.25 AUD) p/day, 500 XAF (~\$1.25 AUD) p/week and 1500 XAF (~\$3.76 AUD) p/month.
- Comprehensive go-to-market strategy implemented to penetrate the African market effectively via Facebook, TikTok, TV, and Radio.
- Streamplay to share 50% of revenue with BAATINE Agency, who cover all marketing costs.
- Orange Money boasts 6.2 million users in Senegal alone, offering a strong launchpad for Jabaa Games.
- Orange Money user base extends beyond Senegal offering opportunity to tap into their ~90 million strong customer base across 17 countries.

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 the launch of “**Jabaa Games**” for Orange Money customers in Senegal.

The Company continues to actively pursue significant opportunities in new territories as part of our core growth strategy and has successfully established several strategic business development partnerships that hold immense potential in India, the Middle East, North Africa and Europe.

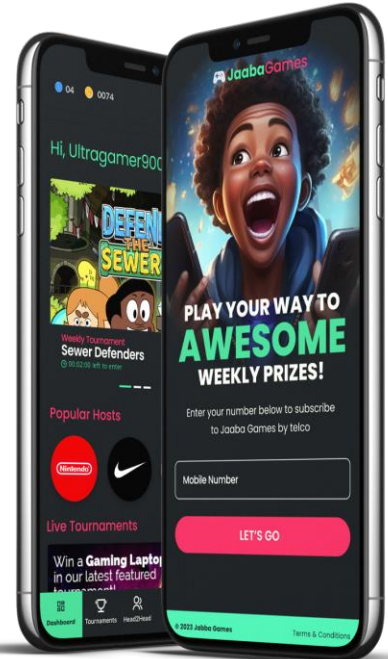
As part of these efforts, Streamplay executed a White Labelled Partnership & Distribution Agreement with BAATINE Agency Surl (“**BAATINE Agency**”) in Senegal to design, integrate and deploy a version of the new ArcadeX portal which, similar to mGames, is intended to serve as a central casual tournament and esports hub for the broader African market (ASX: 30 October 2023).



BAATINE Agency has a dominant position in the African market with established media subsidiaries in both TV and Radio as well as its CEO's background as an award winning hip-hop artist, influential celebrity and president of the Senegalese Federation of Electronic Games and Immersive Sports ("**CONAPES**") in Senegal. Under the agreement, Streamplay will share 50% of the net revenue after MNO deductions with BAATINE Agency who are covering 100% of all marketing contributions. This collaboration provides Streamplay with an opportunity to begin tapping into a large new market of ~18.1 million population with minimal outlay.

Lordalajiman, CEO of BAATINE Agency, commented:

"Our collaboration with Streamplay to launch Jabaa Games, with its wide library of social games, competitive tournaments and exciting prizes, represents an exciting and unprecedented move towards redefining the online competitive gaming space in Senegal and West Africa as a whole."



Following completion of the ArcadeX portal setup and customisation, the Company set out to conclude its first key Mobile Network Operator ("**MNO**") payment gateway integration (ASX: 30 January 2024) in order to formally launch Jabaa Games in Senegal. Streamplay is proud to announce that it successfully integrated with Orange SONATEL's mobile wallet service, "**Orange Money**", on 22 March 2024, in preparation for the official platform launch in April 2024.

The ArcadeX portal, branded Jabaa Games, will operate as a subscription service offered to Orange Money customers at 100 XAF (~\$0.25 AUD) per day, 500 XAF (~\$1.25 AUD) per week and 1500 XAF (~\$3.76 AUD) per month.

Go-To-Market Strategy

To effectively penetrate the African market with this casual gaming product, the go-to-market three-phase plan is set to commence on 10 April 2024 with the first week being a soft launch which shall encompass various channels, including Facebook, TikTok, TV, and radio.

Utilising ArcadeX platform's localisation features, the platform will be launched in French and English where the initial phase will focus on building awareness, encouraging users to sign up early and offering rewards. This will enable Jabaa Games to collect user information and establish a marketing database.

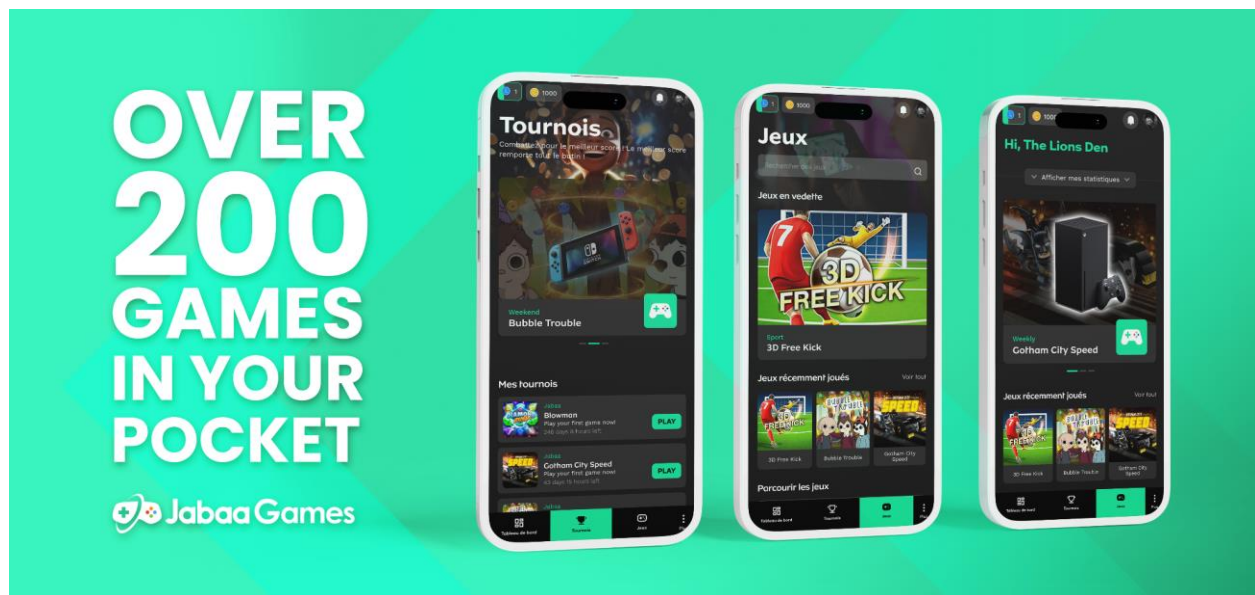
Phase two set for 15 April 2024 will focus on targeted digital marketing efforts aimed at achieving high conversion rates. Weekly tournaments with valuable prizes will serve as effective marketing incentives. This will also include a referral program where users will be incentivized for referring friends.

The final phase of the 12-week launch plan will concentrate on retargeting users acquired during the initial nine weeks to maintain healthy engagement levels and foster customer loyalty.

About ArcadeX

ArcadeX is Streamplay's tried and tested proprietary social, casual and competitive esports gaming technology which has already successfully served millions of subscribers across more than 160 countries.

Having recently been overhauled and packed with exciting new features, subscribers to the platform can expect to enjoy access to a library boasting over 200 high-quality casual games where users have access to a diverse selection of free-to-play gaming experiences. Robust social features such as chat functionality and social sharing options foster community interaction and collaboration among users while a fully integrated Progressive Web App (PWA) experience is complemented by automated push notifications for real-time tournament updates.



Additionally, the new ArcadeX platform will debut a refined and responsive interface design providing an intuitive and visually captivating full screen gaming experience. Advanced player activity tracking capabilities, including platform achievements, badges, and rewards, aim to enhance user engagement and retention while the platform will also introduce specialised head-to-head tournament functionality enabling competitive gaming experiences and thrilling matchups between players.

About Orange Money

More than 90 million customers across 17 countries already have an Orange Money account, the flagship mobile-based money transfer and financial services offered by leading MNO, Orange.



In Senegal alone, Orange Money boasts a substantial 6.2 million user base (~34% market share of the ~18.1m population) making it an ideal launchpad for Jabaa Games. Furthermore, the 16 additional countries in which Orange Money operates form part of the broader expansion plans for Jabaa Games throughout the African market.

About Lordalajiman

Lordalajiman, whose real name is El Hadji Mansour Jacques SAGNA, is a Senegalese entrepreneur active in the fields of digital technology, events, eSports, and culture. He is the founder of Jabaa Games and leads the company BAATINE Agency, along with its subsidiaries Urban Media Group, which created the platforms “Urban Africa TV” and “Urban Africa Radio”.

With over 25 years of artistic experience and a reputation as a hip-hop pioneer in Africa, Lordalajiman turned to entrepreneurship in Senegal early on to create a dynamic ecosystem that promotes an inclusive digital economy.

As the President of the CONAPES, he plays a crucial role in the development of this rapidly growing sector. As a consultant for the World Intellectual Property Organization (WIPO), he has significantly contributed to highlighting his expertise through various studies and reports on digital cultural goods consumption in West Africa. On a continental scale, he serves as the Deputy Vice President within the Confederation of African eSports (CASE) and has recently joined the Marketing and Communication Commission of the Global Esport Federation (GEF).

Outlook

The collaboration with BAATINE Agency demonstrates the Company's commitment to pursuing significant opportunities in new territories as part of our core growth strategy and expanding its presence throughout the African market.

While the revenue generated by Jabaa Games will be subject to customer adoption, and is therefore unknown at this time, it marks another significant step forward in rolling out the Company's ArcadeX technology to more markets craving competitive, social gaming products and services.

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 telco value-added services. 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

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

