

Award winning creator and publisher of mobile games puts the 'e' on Play

There is an emerging trend of using Augmented Reality (AR) or Virtual Reality (VR) to enhance the user experience, either in gaming or in entertainment. AR is an enhanced experience in the real world whereas VR is a virtual (digital) world experience.

According to Fortune Business Insights, the global Augmented Reality market size was US\$ 2.82 billion in 2019 and is projected to reach US\$ 65.22 billion by 2027, exhibiting a **CAGR of 48.3%**. That's a very impressive **23x increase** over the 8 year forecast period.

Today's company is an award winning creator and publisher of games (including AR games) that can be used on your mobile phone.

ePlay Digital Inc. (CSE: EPY) ("ePlay") is a sports, eSports, and AR entertainment mobile games developer and publisher. ePlay has 10+ mobile sports, eSports, and entertainment games already released and several others readying for commercial release. They also have an AR fitness app called Klocked.

Some of ePlay's game titles include: Howie Go Viral, Outbreak ES, Outbreak Unlimited, Big Swish, SwishAR ES, SwishAR, Big Shot Basketball, Big Shot Swish, Klocked Fitness app and Fan Freak.

ePlay creates and publishes mobile games for sports, eSports & AR entertainment



AUGMENTED REALITY GAMES FOR SPORTS, ESPORTS & ENTERTAINMENT



Source: ePlay investor deck 2021

Market opportunity

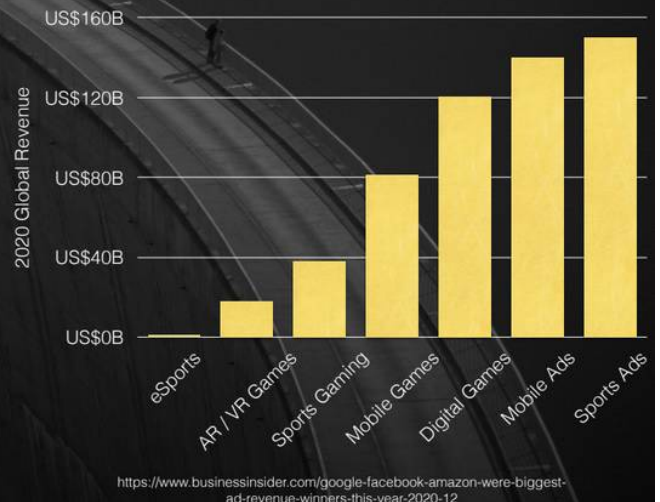
The market opportunity for ePlay is enormous. For example, ePlay operates in several markets including: eSports (US\$1.1 billion), mobile games (US\$120 billion), mobile advertising (US\$107 billion), sports advertising (US\$150 billion) and the US\$37.9 billion sports gaming markets.

ePlay's global market opportunity

Market

ePlay operates in US\$1.1B eSports, US\$107B mobile games, US\$107B mobile advertising, US\$150B Sports Advertising and US\$37.9B Sports Gaming Market

- Mobile advertising is a USD \$140 billion global market growing to over a ½ trillion dollars in 2024.
- Digital games and interactive media grew 13 percent to \$119.6 billion in 2018.
- Mobile games led the way in 2020 with \$81 billion in revenues.
- Augmented and mixed reality (AR/MR) revenue grew to \$17b from \$6.7b in last 2 years
- AR and VR are expected to grow to \$340 billion in 2028
- In 2020, 55% of total global advertising revenue was digital.



Source: ePlay investor deck 2021

Distribution and commercialization of ePlay's AR mobile games

The key method of distribution used by ePlay is having its games available on the Apple app store and the Android play store. ePlay also has a marketing and distribution deal with one of China's largest media conglomerates, with an audience of over 100 million viewers.

Partners and investors include comedian, and America's Got Talent's, Howie Mandel, social media star and 7-time NBA champ, Robert Horry, and TV host and Sports broadcaster, Lindsay McCormick.

In September ePlay announced the launch of their Klocked Fitness app. By using AR the app makes exercise fun and engaging.

In some recent good news for ePlay, the Company announced that a major update of their Outbreak mobile game featuring Howie Mandel was approved for both the Apple and the Google Stores. Trevor Doerksen, CEO of ePlay Digital, stated: "We are seeking millions of players for the games we created with Howie Mandel

and are well on our way with top rated titles like Outbreak.”

ePlay stated in the news release:

“Outbreak is a part of a series of games developed by ePlay and created in partnership with Howie Mandel. Howie’s Games highlights just one of many successful partnerships between ePlay, athletes, celebrities and great brands. Others include Robert Horry, 7-time NBA champion with his mobile game Big Shot Basketball co-created and developed by ePlay. The Klocked partnership was announced earlier this summer with Spartan Racing and more announcements to follow.”

In further good news, ePlay announced on September 30 that Apple has approved ePlay’s Fan Freak app and ePlay wallet. Fan Freak is 3 games-in-one, all of which allow users to earn prizes and points. The three games included in the initial release include Fantasy, Pick-Sheet, and Streak. Games covered by Fan Freak include NHL, NFL, MLB, NBA, and NCAA football.

Closing remarks

ePlay is at a great stage now for investors to consider. This is because the hard work of game development and distribution has been done. Now comes the potential for large revenues if the games achieve popularity and monetization success.

Trading on a market cap of just C\$17.75 million leaves ePlay Digital with plenty of potential upside ahead if ePlay’s revenues take off as commercialization of its games progresses in 2021 and beyond.

Leaf Mobile's Darcy Taylor on bringing The Office to the Mobile Game Space

In a recent InvestorIntel Interview, Tracy Weslosky speaks with Darcy Taylor, CEO of Leaf Mobile Inc. (TSX: LEAF | OTCQB: LEMLF) about their collaboration with Universal Games and Digital Platforms to bring the five-time Emmy award-winning TV comedy series, **The Office**, to the mobile game space.

In this InvestorIntel video, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Darcy went on to highlight Leaf's growth trajectory with Leaf now owning three studios and a portfolio of ten games which is expected to double by the end of 2021. He said that Leaf's revenue continues to grow which will be boosted by the launch of their free-to-play mobile game titled, **The Office: Somehow We Manage** and RuPaul's **Drag Race Superstar** which will serve an underserved LGBTQ-plus market. Darcy also provided an update on Leaf Mobile's IdleKit technology framework that can de-risk mobile game launches by allowing game developers to develop games faster and with reduced costs.

To watch the full video, click here

About Leaf Mobile Inc.

LEAF Mobile Inc. is a leading free-to-play mobile game group, creating engaging games that produce enduring player loyalty. Our studio groups entrepreneurial culture is anchored in creativity, execution, and growth through a diverse portfolio of original and licensed IP mobile games that include: *Archer: Danger Phone*, *Bud Farm Idle Tycoon*, *Cheech & Chong Bud Farm*, *The Goldbergs: Back to the 80s*, *It's Always Sunny: The Gang Goes Mobile*, *Trailer Park Boys Greasy Money* and the soon to be

released, *RuPaul's Drag Race Superstar*.

To know more about Leaf Mobile Inc., [click here](#)

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If you have any questions surrounding the content of this interview, please email info@investorintel.com.

Trevor Doerksen on ePlay Digital's partnerships with Howie Mandel and 7-time NBA champ Robert Horry

In a recent InvestorIntel interview, Tracy Weslosky speaks with Trevor Doerksen, CEO of ePlay Digital Inc. (CSE: EPY) about ePlay Digital's recent announcement on the submission of the sports app Fan Freak to App Store.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Trevor went on to say that Fan Freak is a three-in-one sports app which allows users to play daily fantasy, pick sheet, and streak games with the NFL, NHL, MLB, NBA and more. Highlighting ePlay Digital's competitive advantages. Trevor touches on the benefits of IP ownership and building partnerships with well-known comedian Howie Mandel and 7-time NBA champ Robert Horry.

To watch the full interview, click here

About ePlay Digital Inc.

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new augmented reality running app, Klocked.me, flagship title Big Shot Basketball and Howie Mandel mobile game collaboration – HowiesGames.com. ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have

brought dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

ePlay's wholly-owned subsidiary Mobovivo eSports specializes in augmented reality, mobile game development and mobile eSports streaming.

To learn more about ePlay Digital Inc., [click here](#)

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Pokemon Go meets NBA at ePlay Digital

I remember back when Pokemon Go first came out in 2016. It was quite unique at the time, had massive appeal (downloaded more than 500 million times worldwide within 6 months) and was mortally addictive. What do I mean by mortally addictive? People became so engrossed with the game they were literally walking into harm's way following the screen on their mobile device as opposed to the actual environment they were in. One unintended consequence (or maybe it was intended) was that it got video gamers off their butts and out into the real world and actually walking around, meeting people and getting a little exercise. For better or for worse, augmented reality (AR) had come of age.

Today AR and VR (virtual reality) are starting to become an almost normal part of everyday. With the pandemic afflicting the world for the last 18+ months, who didn't want to go for a run on a treadmill that had a screen showing you in a cheery meadow or perhaps a bike ride through some exotic foreign location. Granted those aren't quite as interactive as things like Pokemon Go but it is a form of AR. That's where ePlay Digital Inc. (CSE: EPY) and their Klocked offering, which is an augmented reality fitness app and network for races and

everyday training, takes things to another level.

The Klocked website proclaims you are “Racing on the Holodeck”, which is a Star Trek reference to a fictional device that uses holograms to create a realistic 3D simulation of a real or imaginary settings, in which participants can freely interact with the environment. The App, using the Augmented Reality Sports Network, tracks your fitness activity using GPS and in real-time visualizes everyday training and racing utilizing advanced 3D augmented reality technology. Artificial Intelligence (AI) provides real-time feedback regarding race placement, personal best progress, and fitness enhancements. Klocked allows spectators and fans to live stream or view on-demand the world’s biggest marathons and races from thousands of Klocked virtual cameras. In other words, you can be running around your neighbourhood but your family can watch you competing in the NYC Marathon (or whatever event you want to be in). In your earbuds, you are hearing the cheering fans and the occasional motivational encouragement as well as progress updates. Runners can customize their avatars, share their runs, upload to Strava, and run under the Eiffel Tower or by the London Eye.

Klocked is one of the latest ePlay contributions to the Apple App store and the Google Play Store. The Company has been gaining traction with its suite of offerings from Howie’s games, game titles featuring Howie Mandel, to their flagship title Robert Horry’s Big Shot Basketball where Pokemon Go meets NBA. In fact, for the week ending July 12th ePlay announced that it took 100 days to reach 100,000 downloads and 107 days to reach 125,000 downloads. This acceleration in downloads was being led by their new (at the time) Android title Big Swish, a mini basketball game with a twist but we’ll get to that in a moment.

At present, the Company, as a mobile game creator and publisher specializing in sports, Esports and entertainment

augmented reality titles, has the following games available:

- Howie Go Viral – iOS / Android
- Outbreak ES – iOS
- Outbreak Unlimited – iOS / Android
- Big Swish – iOS
- SwishAR ES – iOS
- SwishAR – iOS / Android
- Big Shot Basketball – iOS / Android
- Big Shot Swish ES – iOS
- Klocked – iOS / Android

However, the value proposition is how best to monetize these games. You can find dozens of publicly traded gaming companies, some of whom get millions or even billions of views. But the trick is converting views or downloads into ARPU or ARPDAU (industry jargon for Average Revenue per User or Daily Active User). ePlay has a slightly different approach to the mobile gaming business with their evolution towards the betting and gambling angle. Big Swish allows you to show off your basketball shooting Skillz and play for real cash with Swish Real Money Gaming. You can challenge people around the world to a shoot-out, with a competition platform complete with leaderboards, trophies, cash or virtual currency prizes.

This evolution continues with the next progression in this strategy, the Fan Freak App. The passing of Bill C-218 by the Canadian Senate grants the legalization of betting on individual sports events in Canada. The Fan Freak App allows users to play daily fantasy, pick sheet, and streak games with NFL, NHL, MLB, NBA, and more. But the next level comes from Fan Freak also being interoperable within ePlay's sports metaverse. In other words, you can potentially start betting on different players within ePlay's suite of game offerings. Could this be the opening of Pandora's box? Maybe. But it also could be a huge, and unique, revenue generator.

In the meantime, it will be interesting to see the Q3

quarterly results (albeit Q2 isn't even out yet) to find out if the Company is able to convert the rapidly growing downloads of its various games into revenue, or ARPU. With roughly 96.5 million shares outstanding after the recently completed acquisition of Holo3D Technologies Inc. for 12 million shares, ePlay Digital has a market cap of just under \$15 million based on yesterday's close of \$0.155/share. It shouldn't take a whole lot of revenue to attract investors into such a small-cap opportunity.

With an acquisition, a \$23M raise and the signing of 4 gaming studios, Leaf Mobile prepares to unfold.

It's been a busy start to 2021 for the team at Leaf Mobile Inc. (TSX: LEAF). In the first two weeks of February, the company closed a transformative \$159M acquisition of East Side Games, a leading Canadian publisher and developer of mobile games, raised \$23M to finance the acquisition and graduated from the Venture exchange to the TSX. Since then the company has signed partnerships with 4 additional gaming studios (Kano Applications, World of Wonder Productions, Night Garden Studio and Bigfoot Gaming) to develop and publish up to 6 new mobile games for global release on iOS and Android and a LOI for another acquisition – Truly Social Games, an innovative developer and publisher of mobile games.

I guess "busy" might be considered an understatement when you add that they also appointed a pedigreed CFO in Jim MacCallum

who was most recently SVP, Finance and Treasurer at Westport Fuel Systems Inc. (NASDAQ: WPRT | TSX: WPRT) and prior to Westport, Vice President, Finance at Absolute Software Corporation (TSX: ABST). And if you didn't think that was enough for the first four months of 2021, Leaf has also gotten into the non-fungible token (NFT) craze with the company planning to release the first offering of NFTs as prizes, within select games, this week.

But let's take a step back and have a closer look at what Leaf Mobile is all about. Leaf Mobile is a leading free-to-play mobile game group, creating engaging games that produce enduring player loyalty. Their culture is anchored in creativity, execution, and growth through a diverse portfolio of original and licensed IP mobile games. In other words, they have an App for that. Initial success for Leaf came from a variety of cannabis based mobile games such as Bud Farm Idle Tycoon and Cheech & Chong Bud Farm, hence the name Leaf. However, the acquisition of East Side Games (ESG) was critical to the company's development. The reason for that is ESG's core software technology – IdleKit. This internally developed proprietary game framework for building narrative driven idle games allows for a material decrease in the typical build to launch timeline for mobile games developed on the platform. This platform is not only utilized by ESG/Leaf, but is also open to third party developers on a partnership basis.

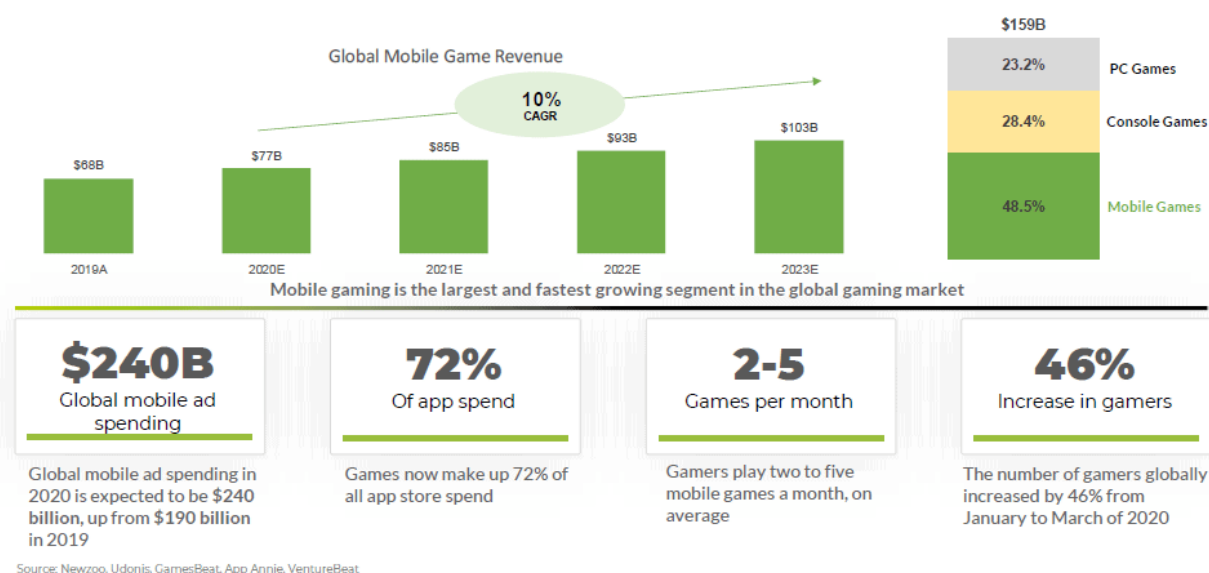
The bulk of the above mentioned partnerships are a function of the IdleKit technology. This tool is bringing creative development teams from all over the world to Leaf's doorstep for collaborations. In the case of World of Wonder, it provides Leaf exclusive mobile game rights to Emmy Award-winning competition series, RuPaul's Drag Race, to develop and publish a new mobile game for global release. This reusable game engine results in reduced costs and faster payback, enhancing return for everyone involved.

As an investor, you may be asking yourself why this is a big

deal. Mobile gaming is the largest and fastest growing segment in the global gaming market. Not surprisingly, the onset of the pandemic led to the number of gamers globally increasing by 46% from January to March of 2020. With mobile global game revenue estimated to be \$85B in 2021 and global mobile ad spending in 2020 expected to be \$240B, a company doesn't need a large piece of the pie to generate material revenue. And don't be confused by the "free-to-play" moniker, that simply means it's free to start playing but there are plenty of opportunities to spend your hard earned dollars once you get hooked.

Massive Mobile Game Market

Unprecedented Growth - 2020 Key Takeaways



Unfortunately, investors will have to wait a little longer to see how things are evolving at Leaf Mobile. With all the big changes that have occurred over the last few months, there is very little relevant financial information to assess the current situation. Nevertheless, the catalysts are there with several new mobile games in the pipeline and a proven platform to monetize returns in a very large global gaming market. It will be interesting to see what the next quarterly results look like with full integration of the ESG acquisition.

Disclosure: The author is long Leaf Mobile (TSX: LEAF).

Here comes the 2nd wave of Esports IPOs

While most of the country braces for what could perhaps be an even stronger 2nd wave of COVID-19 cases in Canada, the esports industry in Canada has seen a second wave of new companies this year and a growing pipeline of companies poised to list in 2021.

The overall gaming industry has seen a huge spike in revenues with the industry expected to grow 20% in 2020 to reach \$175 billion and soar to \$218 billion by 2023. Game console sales and media rights are both soaring as more and more people are staying home to game.

Esports and the broader video game industry have been very well represented in 2019 and 2020 saw a new class of entrants vying for market share from the high growth industry. Let's take a look at 3 new esports companies that came to the markets and several more that are planning their public listing.

1: TGS Esports Inc. (TSXV: TGS) – Market Cap \$10.85M

Based in Vancouver, formerly known as The Gaming Stadium, TGS has been one of the most active esports companies so far this year. With a flagship esports arena in Vancouver, they have built a steady community of casual and competitive fans who compete in person or online. The recent acquisition of Pepper Esports, a tournament management platform, helps them bridge the gap between in-person (LAN events) and online. Another

acquisition of Volcanic Media sets them up to make major inroads in the high school gaming scene.



2: YDX Innovation Corp. (TSXV: YDX) – Market Cap \$3.039M

Another Vancouver based company with offices in Brazil and the UK, YDX Innovation is not new to the public markets, but turned the page in 2020 with a sprint into the esports industry. Their core business is creating immersive digital experiences for global brands and has rolled-out a very successful free-roam VR entertainment product which has been sold all over the world. Recent acquisitions include Render.GG, Purple Mage Advisors, Amuka Esports and Shattered Dreams. This will give YDX the ability to monetize on content creation, data/analytics, venues/tournaments and competitive esports teams.



3: ESE Entertainment Inc. (TSXV: ESE) – Market Cap \$0.92M

ESE Entertainment, is also based in Vancouver but it's best assets are in Europe, a much more mature esports industry. It fields teams in popular games like League of Legends, APEX Legends, FIFA and Rocket League. It also runs the Rocketmania tournament series across several European countries and is starting to build up its influencer roster.

Coming soon...

The pipeline for new listings is also really strong with companies such as Luckbox, Tiidal Gaming, Monkey Knife Fight and Reciprocity potentially joining the markets in 2021.

Themes to watch for 2021 are going to be VR gaming, mobile gaming, and online tournaments which are verticals that should see TGS, YDX and ESE thrive and succeed. As more and more regions get shut down or face increased restrictions, gaming is going to get it's time to shine, again.

InvestorIntel Announces Partnership with InvestorChannel for Daily Distribution of Data Driven Market Watchlists

Leading investor source, market sector leaders and market experts unite to provide investors with daily market updates via social media outlets

Toronto, August 13, 2020 – **InvestorIntel.com**, a leading online source of investor information, is pleased to announce its partnership with **InvestorChannel.com**, a daily data-driven market sector update system that is all video.

“Every time the headlines discuss Chinese-US tensions, investors call me and ask me to send them a list of rare earths’ companies trading in the public markets,” said Tracy Weslosky, founder of **InvestorIntel.com** and co-founder of **InvestorChannel.com**. “For example, **gold breaks \$2,000**, or a new Esports CEO does a riveting interview on the increasing audience and revenue for online gaming, and my email inbox fills with the same questions from investors. So, I called Moovly Media Inc. (TSXV: MVY) CEO and co-Founder Brendon Grunewald in Brussels and said – *help me*. Help me figure out a way to tweet out a compliant-friendly update on the sectors that are fun to watch and helps me share the list of the sector-leading public companies we at InvestorIntel follow and get an idea of how they are really doing.”

InvestorChannel.com provides both novice and professional

investors with timely information to shape their decision-making. “After all,” she continued, “the conventional investor media told me every single day that I couldn’t lose if I bought cannabis or crypto stocks last year, but if I had a tool that actually compared how 20 or so companies were actually faring – I could get a real handle on what’s really happening, instead of having to rely on what people are telling me is going on.”

Moovly Media CEO Brendon Grunewald has a vision for **InvestorChannel.com**: “I thought we would take things up a notch by using the market leading video automation technology of Moovly Media and combining it with intelligently designed software to grab data from a range of both proprietary and publicly available data sources. We can use that to produce interesting market updates, such as the top gainers on an exchange for the day or best performing companies in a specific sector. **The result is a platform that is designed to produce an ever-growing amount of insightful content in the most effective online communication medium, Video.**”

In addition to a US, CDN, UK and Hong Kong Markets update watchlist, there are also a dozen sponsored watchlists that run daily on InvestorChannel:

- Cancer Surgery Technologies Watchlist – sponsor, Perimeter Medical Imaging AI, Inc. (TSXV: PINK)
- Cobalt Watchlist – sponsor, CBLT Inc. (TSXV: CBLT)
- Disinfection Watchlist – sponsor, NuProtection Ltd.
- Esports Watchlist – sponsor, Versus Systems Inc. (CSE: VSE | OTCQB: VRSSF)
- Gold Watchlist – sponsor, Quebec Precious Metals Corp. (TSXV: CJC | OTCBB: CJCGG)
- Media Watchlist – sponsor, Moovly Media Inc. (TSXV: MVY)
- Palladium Watchlist – sponsor, Canadian Palladium Resources Inc. (CSE: BULL | OTCQB: DCNNF)
- Psychedelics Watchlist – sponsor, Red Light Holland

Corp. (CSE: TRIP)

- Rare Earths Watchlist – sponsor, Energy Fuels Inc. (NYSE American: UUUU | TSX: EFR)
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