

# **Rapidly Growing LEAF Mobile is now East Side Games Group as it expands its partnership with Mighty Kingdom and prepares to list on the LSE**

written by InvestorNews | January 17, 2022

Did you know that LEAF Mobile Inc. is now [East Side Games Group Inc.](#) (TSX: EAGR | OTCQB: EAGRF)? The Company is Canada's leading free-to-play mobile game group. Actually LEAF Mobile Inc. acquired East Side Games Inc. in early 2021 for [C\\$159M](#), but has clearly decided that rather than keeping the name as a subsidiary it is a better name for the whole company.

The name change was [announced](#) in December 2021. CEO Darcy Taylor [commented](#) about the name change saying: "We've been working on this change for some time, and it represents a change in our trade name; not our purpose, our vision, our structure, or how we operate and it comes at an exciting time in the Company's growth as we ramp our launch slate of new games and further scale our Game Kit partners."

**Some of East Side Games (formerly LEAF Mobile Inc.) popular free to play mobile games**



Source: [East Side Games Group website](#)

**East Side Games Group expands the Mighty Kingdom partnership**

East Side Games Group recently [announced](#) an expansion of its

publishing and Game Kit partnership with Mighty Kingdom Games Pty Ltd for the world wide release of three additional free-to-play mobile games on iOS and Android. The games are expected to launch during 2022 and 2023 and will be published by East Side Games. The company's CEO, Darcy Taylor [stated](#):

"This expanded partnership with Mighty Kingdom is a testament to the quality and performance of our Game Kit technology that allows for a material decrease in the typical build to launch timeline for mobile games developed on the platform. Having Australia's largest independent game developer join us for an additional three games speaks volumes about our platform."

As you can imagine, in the mobile games development world, speed to market is important, as is the publisher's brand name, portfolio of games, and distribution. In the case of East Side Games Group, they rate well in all areas.

### **East Side Games Group to list on the LSE**

Perhaps more exciting for investors is that East Side Games Group will soon be listed on the London Stock Exchange ("LSE"). The Company [stated](#) in November 2021: "This secondary London listing is part of LEAF's growth strategy and brings Canada's largest free-to-play mobile game group to the LSE. The net proceeds of the capital raising will be used to further scale the business."

### **East Side Games Group revenue is forecast to more than double in the next two years**

East Side Games Group's revenue in 2021 is forecast to be [C\\$90M](#) and rise to C\$201M in 2023. If achieved, it would be a more than doubling of revenue in just 2 years. This is up enormously on 2020 revenue of C\$31M, making East Side Games one of the fastest growing mobile games publishers/developers. Clearly East Side

Games Group is very serious in accelerating their growth to capture as much as possible from the booming mobile gaming market.

### **Facts about Mobile gaming**

- Newzoo – Mobile games are expected to reach 2.6 billion players and generate revenues of USD 90 billion in 2021, representing more than half of the global games market in terms of revenue.
- Games are also the most dominant category within the mobile applications ecosystem with gaming accounting for more revenue on iOS than every other category combined.
- Sensor Tower – Games accounted for 66% of all [App Store] revenue in 2020, approximately USD 47.6 billion was spent on iOS games in 2020, up 25% from 2019.

### [Source](#)

### **Closing remarks**

Investors may be familiar with the name LEAF Mobile Inc. from some of our [past articles here](#) on InvestorIntel. The latest changes are really a new company name, which I think better matches the company's core business of being a games developer and publisher.

East Side Games Group continues to grow its portfolio of game development studios, publisher partnerships, and mobile games which is now translating into rapidly growing revenues for the Company.

New exposure on the global stage via the LSE listing can only benefit the Company further. Stay tuned in 2022.

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# Trevor Doerksen on ePlay's Metaverse, and its Boston Common 5k Hybrid Real-Time Race and Virtual Run

written by InvestorNews | January 17, 2022

In a recent InvestorIntel interview, Chris Thompson spoke with Trevor Doerksen, CEO of [ePlay Digital Inc.](#) (CSE: EPY), about ePlay's three-in-one Fan Freak sports app, and about its [Boston Common 5k](#) Hybrid, Real-Time Race Experience and Virtual Run which will be held on November 27, 2021.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Trevor Doerksen introduced ePlay's sports Metaverse comprised of their augmented reality running app Klocked, sports gaming apps, Fan Freak and Big Shot Basketball, and, Howie Mandel's mobile game collaboration, Howie's Games. In addition to having developed games for companies like ESPN, Sony Pictures, Intel, and Time Warner Cable, as well as the FIFA World Cup and others, Trevor told InvestorIntel that ePlay has also developed games' series in collaboration with 7-time NBA Champion Robert Horry and Olympian Michael Smith in addition to those with comedian and America's Got Talent's Howie Mandel.

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.run, sports gaming app Fan Freak, flagship title, Big Shot Basketball, and their 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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If you have any questions surrounding the content of this interview, please email [info@investorintel.com](mailto:info@investorintel.com).

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

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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](https://www.fortunebusinessinsights.com), 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**



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**



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.

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

written by InvestorNews | January 17, 2022

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.

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# Pokemon Go meets NBA at ePlay Digital

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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 12<sup>th</sup> 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.