

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

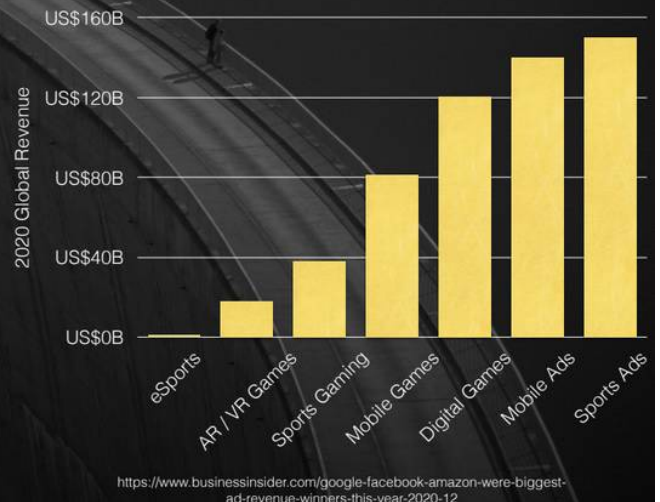
The market opportunity for ePlay is enormous. For example, ePlay operates in several markets including: eSports (US\$1.1 billion), mobile games (US\$120 billion), mobile advertising (US\$107 billion), sports advertising (US\$150 billion) and the US\$37.9 billion sports gaming markets.

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.

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

Mobile Game Developer LEAF Delivers Record Q1 2021 Financial Results

The mobile gaming business is booming and this means that the quality games developers are also booming. One Canadian game developer has a proven game portfolio with recurring revenue streams and a deep product pipeline. The company has been growing organically as well as with several recent acquisitions.

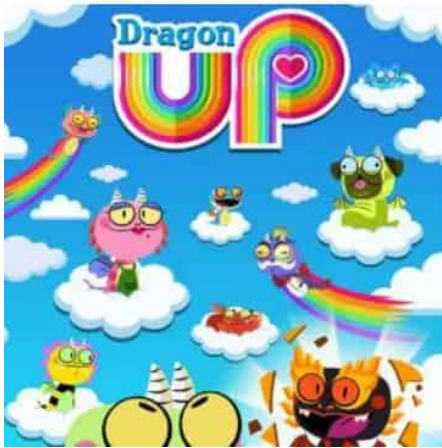
The company is Leaf Mobile Inc. (TSX: LEAF | OTCQB: LEMLF) ("LEAF"). LEAF is a leading free-to-play mobile game group. Their business is very scalable and operates on a Software as a Service (SaaS) revenue model.

The Company has just announced record Q1 pro-forma revenue of C\$25 million (up 95% YoY) and became profitable reporting a net profit C\$1.26 million in Q1. The reason for the sudden rush in revenue is because LEAF has had a series of acquisitions in recent times that should continue to boost revenues in 2021 and beyond.

The February acquisition of East Side Games ("ESG") for \$159 million will be the main catalyst for LEAF in 2021. This is because ESG's core software technology (IdleKit) significantly decreases the build to launch timeline for mobile games developed on the platform. This platform is not only utilized by ESG and LEAF, but it is also open to third party developers

on a partnership basis.

East Side Games Titles



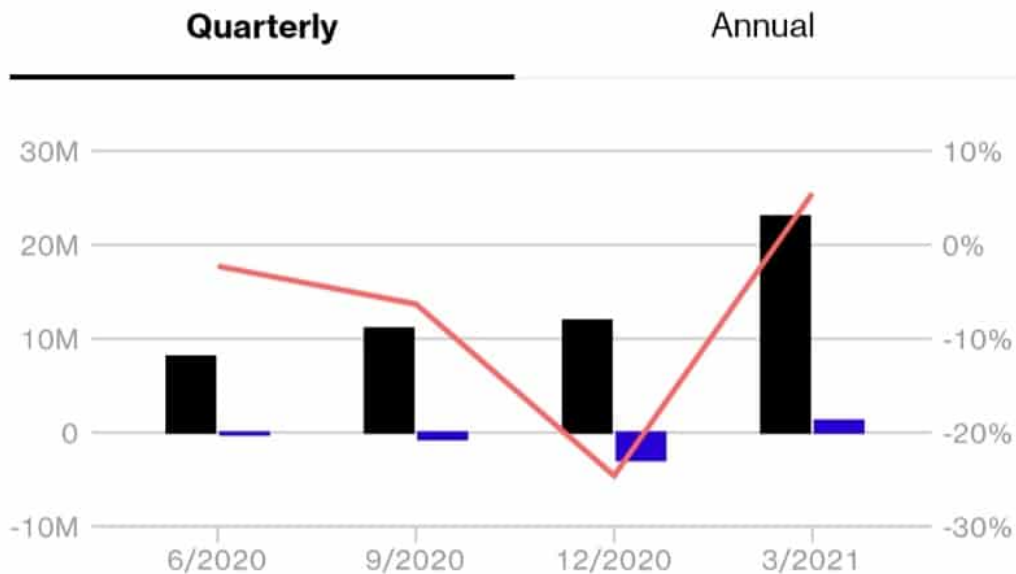
Source: Leaf Mobile Media Gallery

LEAF delivers record Q1 2021 financial results

The record Q1 2021 results already began to highlight the boost to LEAF from their ESG acquisition. Q1, 2021 financial results highlights are shown below:

- Record Q1 2021 revenue of C\$23 million, or C\$25.3 million pro-forma, a 95% increase over C\$13.0 million in Q1 2020
- Q1 2021 revenue increased by C\$2.3 million over Q4 2020 revenue of C\$23.0 million, a 10% sequential increase
- Adjusted EBITDA was C\$3.0 million in Q1 2021 compared to a loss of C\$1.4 million in Q1 2020.
- Q1 2021 net profit was C\$1.26 million.

Leaf Mobile became profitable in Q1 2021



3/2021 (MILLIONS CAD)

● REVENUE	23.01
● NET INCOME	1.26
● PROFIT MARGIN	5.48%

Source: Bloomberg App

LEAF CEO, Darcy Taylor, commented:

“We completed our transformational acquisition of East Side Games and made significant progress executing on our three-pillar growth strategy in the first quarter of the year. **By the end of this year, we expect our game portfolio to have almost doubled**, from both in-house and Idlekit partner game launches including the highly anticipated title from the *RuPaul’s Drag Race* franchise.”

Recent achievements for LEAF include:

- On May 25, 2021 LEAF commenced trading its common shares on the OTC Markets Group’s OTCQB marketplace in the

United States under the symbol “LEMLF”.

- Announced IdleKit and publishing partnerships with Bigfoot Gaming, Mighty Kingdom Games, TinyRex Games and Game Masons.
- Launched the newly developed NFTKit and a partnership with WAX Blockchain to support ESG’s new NFT game, Bud Farm Nifty Stash.
- Entered into a non-binding letter of intent to acquire Truly Social Games, a developer and publisher of mobile games headquartered in Vancouver, Canada.
- Announced multi-year partnership with World of Wonder for the exclusive mobile game rights to Emmy Award-winning competition series, RuPaul’s Drag Race.
- Announced an IdleKit partnership with Kano Applications and announced IdleKit and publishing partnerships with Night Garden Studios.

Closing remarks

Leaf Mobile Inc. (“LEAF”) continues to impress with the rate of rapid acquisition and organic growth. The ESG acquisition and impending Truly Social Games acquisition are certainly big moves in the right direction. The numbers speak for themselves highlighted by the 95% YoY pro-forma revenue growth and net profit result. This should continue to potentially get even better later in 2021.

Trading on a market cap of C\$305 million, Leaf Mobile Inc. has plenty of potential upside from here. Stay tuned and keep playing LEAF mobile games.

Darcy Taylor on the plan to double Leaf Mobile's robust portfolio of games

In a recent InvestorIntel Interview, Tracy Weslosky spoke with Darcy Taylor, CEO of Leaf Mobile Inc. (TSX: LEAF) about the Leaf's busy start to 2021 with \$159M acquisition of East Side Games, a leading Canadian publisher and developer of mobile games, and signing partnerships with 4 additional gaming studios.

In this InvestorIntel video, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Darcy went on to say that Leaf has a robust portfolio of games which the company expects to double in the next 12 months. Speaking on the "incredible upside market potential" of mobile games, Darcy provided an update on Leaf's IdleKit platform that helps professional developers to develop games faster and with reduced costs. He explained how the platform de-risks the full lifecycle of a game.

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. Their 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 Mobile Game*.

To know more about Leaf Mobile Inc., click here

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