

Swarmio Media Launches Ember - A Hub for the Global Gaming Community

- **Ember platform strategically important as Swarmio transitions from providing white-labeled solutions to deploying a branded platform**
- **Allows major telco clients to capture and retain gaming subscribers and share in new gaming revenue streams**
- **Swarmio able to build global brand equity and aggregate player data across international gaming communities**

VANCOUVER, BC, Jan. 24, 2022 /CNW/ - Swarmio Media Holdings Inc. (CSE: SWRM) ('Swarmio' or 'the Company'), a vertically integrated, end-to-end gaming and esports platform that helps telecom operators ("telcos") and game publishers engage with and monetize gamers, today announces the launch of its proprietary gamer engagement platform 'Ember'.

Ember is Swarmio's proprietary digital hub for the global gaming community, providing gamers with access to competitive challenges and tournaments, exclusive gaming content, managed communities, a gamification and points system, an online store, gamer e-wallet, and customized digital content. Swarmio will partner with telcos to deliver Ember to their large customer bases.

Ember is strategically important as Swarmio transitions from predominantly providing white-labeled solutions to deploying a branded platform that builds global brand equity. Ember also aggregates player data across international gaming communities, data that historically has been difficult to glean in MENA, SEA and European gaming markets, allowing Swarmio the ability to optimize Ember's features.

"Ember gives telco subscribers access to a global gaming hub where they can create communities, a detail crucial for any brands targeting gamers," said Aseef Khan, VP Gaming & Esports at Swarmio. "In an environment where Over-The-Top services leverage telco infrastructure without compensating the telcos, Ember allows our telco clients to capture and retain gaming subscribers, who could be telco customers for decades to come, by consolidating a suite of services into one platform. Telcos can then meaningfully share in key new gaming revenue streams while Swarmio can build - and access insights on - global gaming communities in order to optimize gamer experiences. This, in turn, allows Swarmio to create unique, mutually beneficial relationships with telcos. There has already been significant interest in Ember from partners across multiple territories as they seek to engage and grow gamer subscribers."

About Swarmio Media

Swarmio is a technology company focused on providing an end-to-end gaming and esports platform for telcos to monetize their subscribers. Using its patented edge computing technology, Swarmio has engaged with several telcos that have launched its solution allowing their subscribers to access tournaments, engage in a localized gaming community, challenge friends and influencers and earn points that can be used to purchase gaming content.

For more information please visit:

[Swarmio Investor Website](https://swarmio.media/investors) (<https://swarmio.media/investors>)

[Swarmio on LinkedIn](https://www.linkedin.com/company/swarmiomeia) (<https://www.linkedin.com/company/swarmiomeia>)

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Information set forth in this news release may involve forward-looking statements under applicable securities laws. Forward-looking statements are statements that relate to future, not past, events. In this context, forward-looking statements often address expected future business and financial performance, and often contain words such as "anticipate", "believe", "plan", "estimate", "expect", and "intend", statements that an action or event "may", "might", "could", "should", or "will" be taken or occur, or other similar expressions. All statements, other than statements of historical fact, included herein including, without limitation: statements about the Company's growth, the Company's ability to capitalize on the major global opportunity in the gaming and esports market, anticipated benefits to the Company's partners and their customers from using the Company's products, ongoing discussions with potential new customers or partners and the possibility that such discussions may result in additional contracts or revenue for the Company, the Company's future plans, its goals and expectations, including but not limited to, the Company's continuing ability to enter into agreements to deploy its products with international telecommunications companies and game publishers and its ability to monetize these agreements through generating SaaS-based revenues are forward-looking statements. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the risks identified in the Companies long-form prospectus dated November 10, 2021 (which can be accessed through the Company's profile on www.sedar.com). Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that statements are made and the respective companies undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as required by applicable securities laws. Investors are cautioned against attributing undue certainty to forward-looking statements.



Ember by Swarmio Media (CNW Group/Swarmio Media Holdings Inc.)

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