



FOR IMMEDIATE RELEASE
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ePlay Acquires Game Assets for New and Existing Big Shot Mobile Games
New game assets to provide 10X increase in downloads for Big Shot and new mobile apps

[ePlay Digital Inc. \(CSE:EPY\)](#) today announced the acquisition of game assets including over 10 million Instagram followers from approximately 30 Instagram influencers to be utilized in new and existing Big Shot mobile games for Apple App Store and Google Play. The game assets will be included in ePlay’s Augmented Reality (AR) sports, esports, and entertainment mobile games. The assets will be



released by ePlay as part of a series of sports, esports, and entertainment mobile game titles and as new features, products, and in-app purchases in existing mobile games such as Big Shot Basketball. Updates to Big Shot and the first new app utilizing the new assets are currently in private Alpha, Apple review, and nearing deployment.

Initial Big Shot celebrity and social media influencer mentions show a 5.6% impression to download conversion rate. This data has been collected on Instagram and TikTok accounts with approximately 100,000 followers. ePlay has previously announced a 300,000 download and \$2.9M revenue yearly run rate based on 5 weeks of actual data since October 22, 2019. The new assets announced today include over 10 million followers which will decrease Cost Acquisition Customer (CAC) and increase downloads by approximately 10 times.

Metric	103K IG Followers (Actuals)	10M IG Followers (Projected)
Downloads (5.6%)	5,680	560,000
Engagement (2.5%)	2,575	250,000



BIG SHOT

“As we release various titles on our augmented reality mobile game platform, ePlay’s product-placement, marketing, celebrity, and technology partners play a role in driving downloads and revenue,” says Trevor Doerksen, CEO of ePlay. “Amortizing the costs of marketing and customer acquisition with unfair marketing advantages such as the celebrities ePlay continues to build directly into Big Shot is vastly expanded through this new acquisition.”

The newly acquired game assets are being leveraged in new and existing mobile games. Further details will be made available alongside the launch date for new mobile game titles and new features for Big Shot. Related news to follow.

About ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new flagship title Big Shot Basketball. 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.

NBA is a registered trademark of NBA in the United States and other countries. Apple, App Store, and iPhone are registered trademarks of Apple Inc. in the United States and other countries.

Further Information

Further details are available under the Company’s profile on SEDAR at www.sedar.com, and the Company’s profile on the CSE’s website at www.thecse.com/

For further media information, or to set up an interview, please contact:

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