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ePlay Digital to Rebrand Subsidiary to Mobovivo ESPORTS™ to Drive Mobile Esports

Mobovivo to focus streaming app and gaming platform on mobile esports

(Calgary, Canada Oct. 30, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#), the creator of Big Shot™ mobile esports games is leveraging its award-winning subsidiary Mobovivo, developer for Fortune 500 clients such as CBS, ESPN, Cineplex, Time Warner Cable, Sony Pictures

Entertainment, Intel and others, to deliver a best-in-class mobile-first approach to esports. [Mobovivo ESPORTS™](#) will take advantage of the companies existing [game engine](#), [augmented reality](#), and [streaming](#) intellectual property to drive mobile esports streaming and engagement for Big Shot™ and other mobile esports games.



According to Goldman Sachs, “The immense popularity of survival-based games like Fortnite, growing prize pools for esports tournaments, the rise of live-streaming, and improving infrastructure for professional leagues have all paved the way for esports to reach nearly 300mn viewers by 2022, on par with NFL viewership today.”

“The popularity of mobile gaming is growing rapidly. ePlay is publishing a series of sports, esports, and

entertainment titles under the Big Shot™ franchise. Other mobile esports titles are emerging in North America, China, and around the world,” says Trevor Doerksen, CEO of ePlay Digital. “Mobovivo ESPORTS game and streaming platform is a destination to engage mobile esports viewers, streamers, developers, networks, and advertisers.”

In the report from Goldman Sachs, esports is said to continue to grow in Western markets where console gaming is most popular at the same time as expanding to include mobile platforms where growth in popularity and the interest of more mainstream audiences is explosive. The [Mobovivo ESPORTS™](#) platform will vertically integrate new and existing technology, [Big Shot™](#), influencers, and live streaming. The company already has a rich history



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of working with, and creating mobile solutions for, global brands such as FIFA World Cup, AXS TV, NFL, NBA, AXN, Time Warner Cable, Los Angeles Lakers, Sportsnet, Fiat, Ford, Samsung, Grolsch, Sony Pictures, CBS, The Hollywood Reporter, CPAC, Alliance Films, Globo TV, ESPN, and Intel in six languages and 18 countries.

Users of all ages continue to increase mobile game usage and Mobovivo ESPORTS™ aims to give users what they want - more mobile esports, from more sources, and with more mobile games.

Big Shot™ is ePlays's augmented reality esports mobile game described as Pokémon Go meets sports, esports, and entertainment. Nintendo's augmented reality game, Pokémon Go, earned USD \$84.8 million in September, according to a recently released report from Sensor Tower. In-app purchases in games like Big Shot™ and Pokémon Go drive significant new revenue. Pokémon Go is estimated to have a global gross revenue of USD \$2.01 billion since 2016. The mobile game was downloaded 8.86 million times last month representing a 100 percent increase year-over-year compared to September 2017, according to Sensor Tower.

China Daily recently reported the esports market in China alone will reach USD \$18 billion with over 430 million players and viewers. ePlay, like other game developers and publishers, owns the game. ePlay is providing esports leadership in a vertically integrated manner - from game to league and from augmented reality to distribution - in multiple esports markets.

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.

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/

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Canadian Securities Exchange ([CSE](#)): [Symbol EPY](#)

Deutsche Boerse Xetra - Frankfurt Stock Exchange: [Symbol 2NY2](#); [WKN: A2AN4D](#); [ISIN CA26885W1041](#)

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