



BIG SHOT

ePlay Announces New Mobile Game and Esports Features to Big Shot Basketball App

Big Shot Basketball Beta iPhone app updated with new features and available in Apple App Store.

(Calgary, Canada Oct. 23, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) announced the release of new features for Big Shot™ Basketball iPhone app and the availability of those features in the Apple App Store. The update includes expanded maps, new filters for taking augmented reality selfies, tips to help players draft NBA players to their roster, and more. Based on popular SnapChat filters the new filters allow users to add weather, location, and NBA team information to personalized augmented reality selfies. The new filters are free to use for all users at all Big Shot™ game levels.

Other recent updates include the ability to purchase swaps and other digital items including t-shirts, and compatibility with the most recent version of iOS and ARKit. Swaps allow users to exchange NBA athletes discovered in augmented reality with different athletes from different teams. There are two types of swaps - free and paid. One free swap is granted every 4 hours. Users are able to purchase 4 swaps through in-app purchases to be used at any time in the game.

“We continue to regularly update Big Shot Basketball with great new features and functionality,” says Trevor Doerksen, CEO of ePlay Digital. “Big Shot is leading the way in mobile esports and augmented reality offering unique experiences, advertising, and revenue opportunities.”

ePlay also announced the second, and final, tranche in a new and limited, strategic, non-brokered, non-material private placement of equity units at a price of seven cents per unit. Each equity unit comprises one common share and one common share purchase warrant. Each warrant will entitle the holder to acquire one common share of ePlay Digital for a period of 12 months from the date of issuance of the warrant at an exercise price of 10.5 cents per share.





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The financing will help turbocharge ePlay's momentum as the company markets the launch of its first mobile esports game in the Big Shot™ augmented reality game series. 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 reports. (<https://sensortower.com/blog/pokemon-go-revenue-september-2018>)

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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Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete suitable acquisitions to further the Company's growth as well as risks associated with the Company's ability to commercialize the digital sports sectors in general such as operational risks in development, research and regulatory delays or changes in plans with respect to research projects or capital expenditures; the uncertainty of the market; the uncertainty of estimates and projections relating to costs and expenses; marketing and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws, and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

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