



BIG SHOT

ePlay Announces Presentation of Big Shot Basketball Esports App at VRTL Media Summit

Big Shot to be featured at Augmented Reality Entertainment Conference

(Los Angeles, California Nov. 1, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) confirms that the company will present the Big Shot™ Basketball iPhone app at the *VRTL Media Summit* in Los Angeles at Paramount Studios next month. VRTL is the leading network for investors and executives building the future of entertainment, games and media content and experiences. VRTL Media Summit is a 250 person one-day event whose attendees consist of a curated group of entrepreneurs, investors, content studio execs, and entertainment press.

ePlay's CEO, Trevor Doerksen is one of the 2018 speakers at the VRTL Media Summit. Other speakers include media, technology, and esports leaders from Overwatch, Warner Bros., Paramount Pictures, Google, Facebook, UTA, Mannat Digital and Digital Media Wire.

“Big Shot is a mobile game and championship youth basketball team that calls Los Angeles home,” says Trevor Doerksen, CEO of ePlay Digital. “We are barely scratching the surface of what augmented reality will accomplish in sports, esports, and entertainment and VRTL at Paramount Studios brings together the creators that will produce the future of AR.”

VRTL MEDIA SUMMIT 11.15.18

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- Google: NEIL PARRIS, A.I. VR, HEAD OF ENTERTAINMENT PARTNERSHIP, GOOGLE
- TREVOR DOERKSEN, PRESIDENT & CEO, EPLAY DIGITAL
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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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