



FOR IMMEDIATE RELEASE

Los Angeles and Shanghai April 18, 2019

ePlay Partners with Major Sports, eSports and Egaming Leader in China

NextJoy Partnership brings ePlay technology and games to China’s massive esports and mobile gaming market.

[ePlay Digital Inc.](http://www.eplay.com)

([CSE:EPY](http://www.cse.com)) today announced a new Chinese distribution and marketing partnership with Next Joy (www.nextjoy.com). Next Joy is a major leader in esports, gaming, and augmented reality in China.

“ePlay and Next Joy have started working together to create a great platform for mobile gaming and

esports,” says Andrew Wang, CEO of Next Joy. “We look forward to the first results of our teams’ collaboration with upcoming Big Shot launches in North American and China.”



Next Joy builds mobile games, is an esports broadcasting and news service reaching over 100 million viewers, and hosts some of the biggest esports events in the world. Next Joy and ePlay have begun working towards launching and marketing mobile games in China together.

“ePlay’s partnership with Next Joy is the first step of the company’s strategic execution in China”, says Philip Chen, Advisor for ePlay Digital. “China represents 38.7% global mobile esports game revenues on iOS and 30% for Android.”

“Working with Next Joy gives ePlay access to the Chinese gaming market,” says Trevor Doerksen, CEO of ePlay Digital. “Next Joy is a great partner to help ePlay introduce and grow massive audiences for our products and joint initiatives.”

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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.

About Next Joy

NextJoy is a leading esports platform endeavors to develop internet based ecosystem providing all-round service including game, content creation and distribution.

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

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

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