



FOR IMMEDIATE RELEASE

Los Angeles and Shanghai April 24, 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.eplaydigital.com) (CSE:EPY) 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.”¹

“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.”

Follow ePlay on [Twitter](#), [Facebook](#), and [Instagram](#)
Follow BigShot on [Twitter](#), [Facebook](#), and [Instagram](#)

¹ <http://www.businessofapps.com/news/take-a-glance-the-burgeoning-mobile-game-market-in-china/>



BIG SHOT

Media Kit: <http://bit.ly/2DaN4BV>

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:

Trevor Doerksen, CEO

ePlay Digital Inc.

(310) 684-3857

E-mail: info@eplaydigital.com

Website: www.eplaydigital.com

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

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

Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating to third-party research and analysis, and the Company's corporate strategy. Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements



BIG SHOT

and information since no assurance can be given that they will prove to be correct, and management can neither agree or disagree on specific conclusions contained in the research report.

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.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.