



**FOR IMMEDIATE RELEASE**

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### **ePlay Digital Announces Franchise Revenue Model for Klocked World**

*Klocked World launches capability to list, purchase and place franchise retail and services*

[ePlay Digital Inc.](#) ([CSE:EPY](#) | [OTC:EPYFF](#) | [FSE:2NY2](#)) (the “Company”) today announced that the sports metaverse Klocked World has created *Klocked World Franchises* to add to its monetization and partnerships model. *Klocked World Franchises* directly drives new sources of users, revenue, and intellectual property. Retail and services franchise stores will be available in the sports metaverse ePlay Digital has created and to all Klocked App and Klocked World users. *Klocked World Franchises* will be available for leading brands leveraging existing and new ePlay partnerships.



New and existing brands targeting the 60 million runners in North America can [learn more](#) and contact Klocked to add their products and services to Klocked World. Potential franchise owners can choose retail franchise locations in Klocked World and [earn revenue](#) from the sports metaverse ePlay Digital has created.

The company recently announced the addition of advertising revenue to ePlay’s virtual worlds such as Klocked as part of the transition of the company from start-up to full commercialization. Adding new brands and the metaverse franchising model is an integral piece of ePlay’s transition to full commercialization and intellectual property development.

With the addition of *Klocked World Franchises* and the already announced Klocked Affiliate Program, ePlay can now announce the revenue streams for Klocked include: 1. in-app registration fees and digital goods, 2. advertising, 3. subscription, 4. NFTs, and 5. franchise fees. Klocked already offers in-app fees and digital goods. The recently announced Trivver



partnership unlocks brand new advertising revenues. Development of subscriptions and NFT's is underway and the first available *Klocked World Franchises* are [coming soon](#). Full commercialization also requires release on multiple platforms including Android, smartwatch, smart TV, iPad, etc.

### **Advertising Revenue**

The company recently announced metaverse ad activation with [Trivver](#) to bring dynamic virtual reality (VR) and augmented reality (AR) advertising and NFT's directly into the Klocked app and Klocked World. The award-winning Klocked mobile app, the upcoming Klocked Sports Network, and Klocked World are now monetized with VR and AR ads, in addition to in-app purchases. Advertisers can now place NFT's and 3D advertisements (buildings, signage, stadiums, objects, etc.) dynamically with ePlay and those advertisements can display across ePlay's inventory. ePlay's Klocked Platform is the first to enable XR advertising, [Howie's Games](#), [Fan Freak](#), and [Big Shot](#) games will be enabled later this Spring.

Existing Trivver advertisers in categories such as electronics, apparel, beverages, auto, restaurants, sports and more can place ads in Klocked starting today.

### **In-App Purchases Revenue**

The company also recently announced that in the first quarter of 2022, Klocked and Fan Freak, ePlay's newest apps featuring significantly higher in-app average transaction fees generated modest new revenue for the company based on carefully managed marketing campaigns. Those campaigns show that after 3 months, the average transaction value for Fan Freak and Klocked was significantly higher than the global mobile app average at over \$20. In addition, for every \$1.00 spent acquiring new users, Fan Freak earned \$2.50 and Klocked earned \$1.32 with in-app purchases.

These figures, plus potential from new celebrity-driven campaigns and new revenue streams, such as advertising, subscription, and NFTs create a technical and marketing road map for full commercialization.

The Klocked Platform is an immersive, multiplayer sports world featuring phenomenal maps, fully customizable avatars, inspiring workouts, and phenomenal experiences. The Klocked metaverse experience is exceptional and the advertising approach requires seamless integration matching the sports metaverse ePlay created.

### **About ePlay**

[ePlay Digital](#) Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including the, award-winning, augmented reality running app, [Klocked.run](#), sports gaming app [Fan Freak](#), flagship title [Big Shot Basketball](#) and Howie Mandel mobile game collaboration - [HowiesGames.fun](#). 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](#) specializes in augmented reality, mobile game, Web3, and metaverse development.

#### **ePlay Released Games**

Howie Go Viral - [iOS](#) / [Android](#)

Outbreak ES - [iOS](#)

Outbreak Unlimited - [iOS](#) / [Android](#)

SwishAR ES - [iOS](#)

SwishAR - [iOS](#) / [Android](#)

Big Shot Basketball - [iOS](#) / [Android](#)

Big Swish - [iOS](#)

Big Shot Swish ES - [iOS](#)

Klocked Augmented Reality Fitness App - [Klocked.me](#)

[Fan Freak](#) Sports App

#### **Further Information**

Further details are available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com) and the Company's profile on the CSE's website at [www.thecse.com/](http://www.thecse.com/)

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