

GameOn Entertainment Technologies CEO Matt Bailey Provides Corporate Update

GameOn CEO shares insights on milestones and what to expect next

Vancouver, British Columbia--(Newsfile Corp. - July 20, 2021) - GameOn Entertainment Technologies (CSE: GET) (FSE: 9E7) ("GameOn" or the "Company") In Q1, GameOn [closed a \\$5.8 million private placement](#), and then in Q2, successfully commenced trading on the Canadian Securities Exchange under the ticker symbol 'GET.' The company also [started trading on the Frankfurt Stock Exchange](#) under the ticker symbol '9E7.'

"The listing and unlocking of resources was a watershed milestone for the company," said GameOn CEO Matt Bailey. "This capitalization has cemented our future and given us the tools required to build, grow and most importantly, drive value for shareholders."

In the months since listing, and after successfully validating its B2B platform with globally-recognized broadcasters, leagues and governing bodies, GameOn has focused on scaling its internal process, starting with sales. The company [onboarded SeventySix Capital Sports Advisory](#) (Manchester City, Rocket Mortgage, Van Wagner, Minnesota Vikings, LA Rams, ESPN, Golden State Warriors, San Francisco 49ers), as well as [hired VP of Partnerships](#), Ryan Nowack (Madison Square Garden, New York Knicks, New York Rangers).

"Team is everything," said Bailey. "Our people are our differentiator and unfair advantage, right across the board from our Directors to our full-time employees. We acquire world class talent who are incentivized and invested in the future success of the business. The appointments of Ryan and SeventySix are an example of this strategy in action. Our sales team couldn't have better leaders paving the way to revenue growth."

Just weeks after making the sales appointments, GameOn [rolled out its rebrand](#) and announced its first international white label partnership [with Indian OTT powerhouse, MX Player](#). The white label partnership will offer GameOn's predictive gaming platform for cricket to [280 million monthly viewers](#). The company is expected to announce similar deals in the coming weeks and months. GameOn also [announced a first-of-its-kind NFT Predictor product](#), positioning itself at the forefront of B2B fan engagement technology. The innovative product allows GameOn's partners to turn their digital collectibles into assets that are used by fans in prediction games for their favorite sports, TV and live events.

GameOn's rapid growth is further amplified by the short time they've been listed - less than two months. Their team, led by industry veterans, is showing no signs of slowing down.

"Over the past six months, GameOn has laid the foundation to capitalize on the opportunities ahead of us," said Bailey. "As we obsessively focus on driving value for our shareholders, we've very intentionally placed strategic blocks to set our company up for success. This starts with the team, hiring phenomenal leaders at every stage of our operation (sales, product, technology). We're now seeing the fruits of this strategy come to life. Over the coming weeks and months, expect us to further execute. Expect more world class leaders to join our mission. Expect more partners like MX Player with the world's most-renowned leagues, tournaments and TV networks. Expect record revenues in Q4 and beyond. We're excited to be at bat on the biggest stage, and we're ready to hit it out of the park."

GameOn has a dynamic and experienced management team led by its CEO, Matt Bailey (Brooklyn Nets, Barclays Center), Chief Product Officer, Santi Jaramillo (Dapper Labs, NBA Top Shot, EA Sports) and VP of Partnerships, Ryan Nowack (Madison Square Garden, New York Knicks, New York Rangers), as well as its Directors, J Moses (Take-Two Interactive), Shafin Tejani (Victory Square Technologies), Liz Schimel (Apple News) and Carey Dillen (YYoga). The Company began trading on the Canadian Securities Exchange (CSE) under the symbol 'GET' on June 1, 2021.

On behalf of the Board of Directors:

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ABOUT GAMEON ENTERTAINMENT TECHNOLOGIES INC.

GameOn Entertainment Technologies Inc. (CSE: GET) (FSE: 9E7) powers the most-watched content in the world with the most innovative fan engagement technologies. GameOn provides broadcasters, TV networks, OTT platforms, leagues, tournaments and sportsbooks with interactive, social experiences around sports, television and live events. Since completing the Comcast NBCUniversal LIFT Labs Accelerator powered by Techstars in 2018, GameOn has secured white label projects with several partners in sports and entertainment. Through our innovative predictive gaming technologies and meta-layers, including fully NFT capabilities, we bring fans closer to their favorite sports and entertainment brands, and increase engagement through community, competition and rewards.

FORWARD-LOOKING INFORMATION

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking information") within the meaning of applicable securities laws. Forward-looking information is generally identifiable by use of the words "believes," "may," "plans," "will," "anticipates," "intends," "could," "estimates," "expects," "forecasts," "projects" and similar expressions, and the negative of such expressions. Forward-looking information in this news release include statements about GameOn's listing and commencement of trading on the CSE.

Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and perception of trends, current conditions and expected developments, and other factors that management believes are relevant and reasonable in the circumstances at the date such statements are made. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information. All forward-looking information herein is qualified in its entirety by this cautionary statement, and GameOn disclaims any obligation to revise or update any such forward-looking information or to publicly announce the result of any revisions to any of the forward-looking information contained herein to reflect future results, events or developments, except as required by law.

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