



# LALIGA Season Kicks Off With GameOn

VANCOUVER, BC — August 23, 2024 — [GameOn](#) (CSE: GET) (OTCQB: GMETF), a mobile-first, next-gen sports gaming company, today announces its launch for the new LALIGA season. LALIGA is the world's [most-followed](#) soccer league and features superstars including Kylian Mbappé, Robert Lewandowski, and Jude Bellingham and world-renowned teams including FC Barcelona and Real Madrid.

GameOn Live (available on the [Apple App Store](#) and [Google Play](#)) allows fans globally to compete, engage, and win rewards based on live sports results. GameOn is setting new standards in the evolution of sports gaming, offering unprecedented ways for fans to connect with the sports they love. GameOn sets itself apart with an unmatched live experience, allowing fans to tactically activate boosts to impact their scoring in real time.

Player avatars are at the heart of the GameOn experience. Shying away from the oversaturated player card market, avatars focus on a circular design around a pog-like design. Available to be bought in packs using Apple or Google Pay in-app, avatars are not a prerequisite but provide a valuable points multiplier in-game. Avatars also earn XP and level up the more they are utilized, encouraging players to collect and play consistently to gain the most out of their collection.

While added boosts and in-game CREDITS act as entry level prizes for fans, GameOn rewards the most active superfans with unparalleled prizing. As fans progress through weekly divisions, they will earn increasingly exciting prizes such as free player avatars, signed merchandise, VIP tickets, player meet-and-greets, and cash rewards. GameOn gets fans closer to their favorite players, teams, and leagues than ever before.

“GameOn changes the way we play, headlined by true asset ownership, unified rewards, and interoperability between sports, leagues, and games,” said Matt Bailey, CEO at GameOn. “Officially partnered with the world’s best sports leagues, GameOn brings game-changing innovation to the sports gaming experience.”

The Company also announces that it intends on closing a private placement of an unsecured convertible debenture (the “**Debenture**”) in the principal amount of US\$100,000. The Debenture will mature 12 months from the date of issuance (the “**Maturity Date**”), and bear interest at a rate of 10% per annum, payable on maturity. At any time prior to the Maturity Date, the Debentures and unpaid interest will be convertible into common shares of the Company at a conversion price of \$0.07 per share at the option of the Debenture Holder. The closing of the Debenture is scheduled on or before August 30, 2024, subject to regulatory approval. Net proceeds from the Debenture will be used towards working capital. The Company also plans to enter into an Advisory Agreement (the “**Agreement**”) with the Debenture Holder (the “**Advisor**”) to be dated as of the date of closing of the Debenture, for a period of 12 months. In consideration for the Advisor’s services, the Company will issue 1,942,857 common shares at a deemed price of \$0.07 per share and 2,000,000 warrants exercisable at \$0.09 per share for a period of 12 months from the date of



issuance. The foregoing Debenture, common shares and warrants will be subject to a hold period expiring four months and one day following the date of issuance in accordance with applicable Canadian securities laws. The Private Placement is subject to the approval of the Canadian Securities Exchange. The securities offered have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "**U.S. Securities Act**") or any U.S. state securities laws, and may not be offered or sold in the United States or to, or for the account or benefit of, United States persons absent registration or an applicable exemption from the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. This news release does not constitute an offer to sell or the solicitation of an offer to buy securities in the United States, nor in any other jurisdiction.

**On Behalf of the Board of Directors:**

Matt Bailey, Director & Chief Executive Officer  
GameOn Entertainment Technologies Inc.  
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**About GameOn**

Founded in 2018, [GameOn](#) (CSE: GET) (OTCQB: GMETF) is a mobile-first, next-gen sports gaming company, integrating Web3 technology to enhance player engagement and asset ownership. Through partnerships with premier sports leagues such as LALIGA, PFL, and Karate Combat, and leveraging blockchain solutions from Arbitrum, GameOn is delivering a rich, interactive fantasy sports gaming experience. The \$GAME token, crafted in partnership with Sportsology, allows fans globally to compete, engage, and win rewards based on actual sports results. GameOn is setting new standards in the evolution of fantasy gaming, offering unprecedented ways for fans to connect with the sports they love.

**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. All statements other than statements of historical facts contained in this news release are forward looking statements. Forward-looking information in this news release includes, without limitation, statements regarding the future plans and objectives of the Company, execution of business strategy, future performance and future growth, business prospects, synergies and opportunities of the Company and its related subsidiaries, and other factors beyond the Company's control.

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, including, but not limited to the Company being able to capitalize on the acquired assets, the ability of acquired assets to maintain its value as presently contemplated, the synergies of the acquired assets with the Company's operations, and such other assumptions presented in the Company's disclosure record. 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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