

Internal use only



STREAMPLAY
STUDIO

Company Presentation

December 2024

ASX:SP8 / About Us

Streamplay Studio Limited (ASX:SP8) is a leading eSports, Gaming, and Technology company, soon to be strengthened by the proposed acquisition of Noodlecake. Leveraging telco relationships, we continue to expand into Music, Video, and other Gaming opportunities across global markets.

1st

Cloud Gaming
Service Launch
in Africa

9+

Global
Telco Partner
Integrations

>60

Titles Across all
Major Gaming
Storefronts

>270m

Installs of Direct
to Consumer
Games



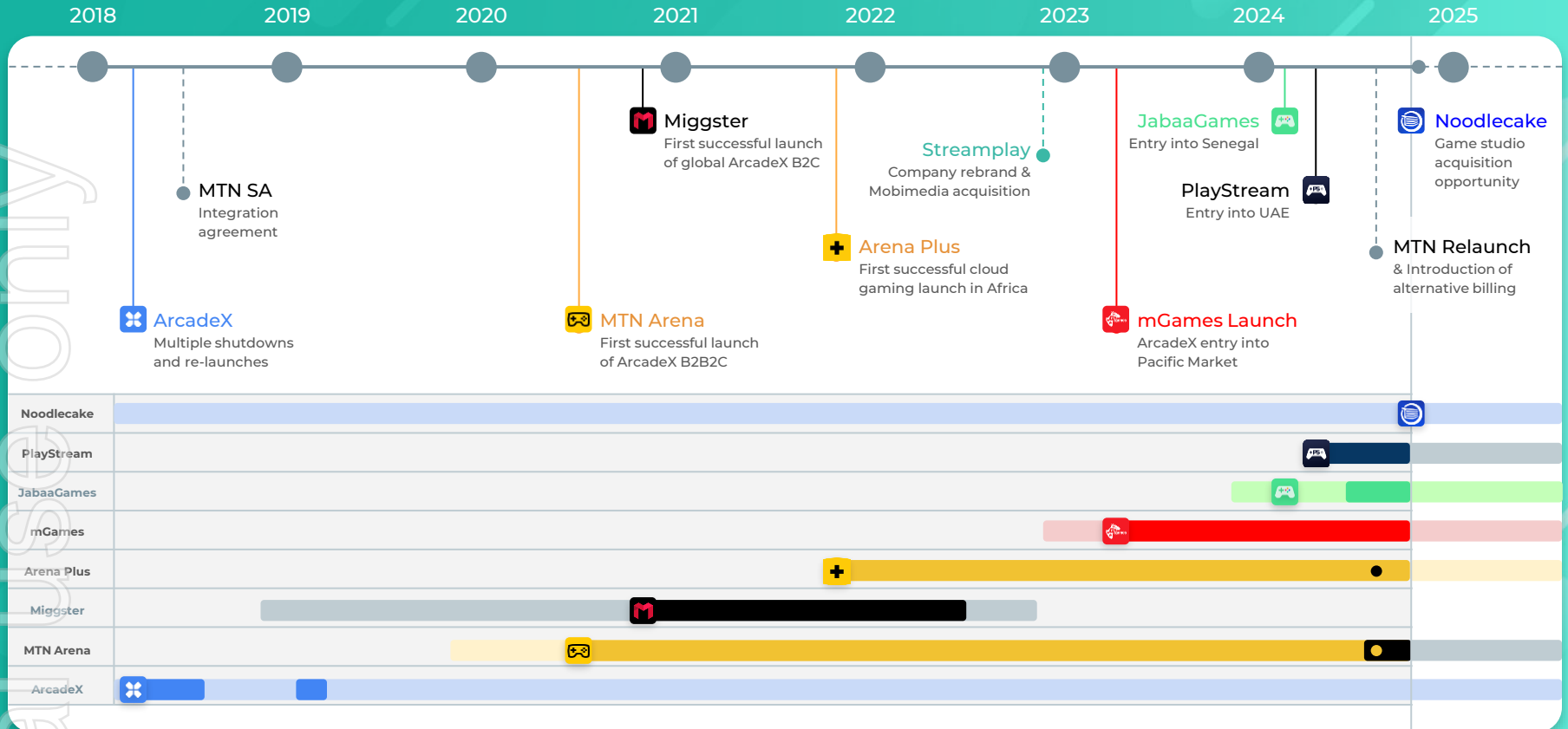
PNCC



bluesky



ASX:SP8 / About Us / Our Gaming History



ASX:SP8 / About Us / Our Global Footprint

GLOBAL PRESENCE

- 1) **South Africa:** Global Head Office
- 2) **Australia:** Corporate Head Office
- 3) **Fiji:** Pacific Offices
- 4) **USA:** San Francisco Office
- 5) **Canada:** Proposed Acquisition

GLOBAL PARTNERSHIPS

- 6) **Senegal:** JabaaGames, Orange
- 7) **Mauritius:** Airvantage
- 8) **UAE:** Digital Tech, Mobibox
- 9) **China:** Zplay



ASX:SP8 / About Us / Why Gaming

Global Trends: The gaming industry has evolved into a dynamic and multifaceted ecosystem, encompassing a wide range of genres and diverse distribution channels for Streamplay to capitalise on.

GAME SEARCHES



Gaming-related keywords consistently top the most-searched app store categories.

Terms like 'games,' 'no wifi games,' and 'puzzle games' are among the top 3, reflecting strong demand for accessible, casual gaming.

Our casual gaming library aligns with high-ranking keywords, ensuring both high and repeat engagement.

IN-APP PURCHASES



In-app purchases continue to drive gaming industry revenue.

Projected to reach US\$106.6bn* in 2024, these remain the leading revenue model in free-to-play games.

We focus on integrating with leading telcos, popular storefronts, and trusted payment gateway providers.

INDIE GAME STUDIOS



Indie games dominate nearly half of the total industry revenue in 2024.

Indie game studios nearly double their market share since 2018, and rival AAA and AA studios in profitability.

Noodlecake can provide opportunity to access the \$4.5bn indie gaming market, doubling Streamplay's platform potential.**

* <https://www.statista.com/outlook/amo/app/games/worldwide>

** <https://80.lv/articles/indie-games-market-...-success-in-2024>

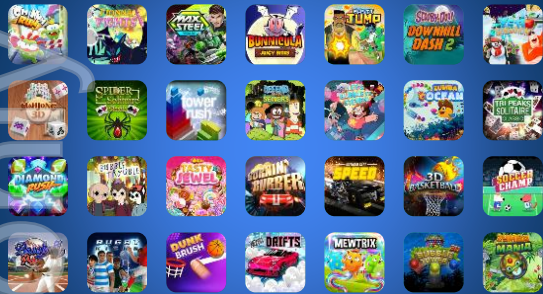
ASX:SP8 / About Us / Our Gaming Verticals

SMS

AI

ArcadeX

200+ Titles



Our ArcadeX platforms are supported by over 200 popular, free to play titles.



Each title has been curated based on its quality, marketability, playability, and suitability for use in skills-based tournaments and social competitive play. Our proprietary SDK facilitates gameplay and scoring capture.

Cloud Games

7 Titles



Our Cloud Gaming platforms are supported by 7 console quality titles across 5 genres.



Each title is developed in Unity or Unreal and designed specifically to showcase the potential of competitive cloud gaming, including multiplayer features and native support for Xbox + Playstation controllers.

Published

60+ Titles



The proposed acquisition of Noodlecake expands our reach to all major storefronts.



Noodlecake has a well-established reputation as a content creator and publisher of highly engaging games, with over 270 million total installs and retention rates and ratings that surpass industry standards.

ASX:SP8 / About Us / Our Business Models

1) Gaming B2B2C



Example:	MTN 40/60 SP8 Rev Share
Model:	MGI & Rev share from Direct Carrier Billing on telco networks.
Approach:	Leverage telco brand equity and large subscriber bases to drive subscriptions and ad-hoc billing.

2) Gaming B2B



Example:	MTN 30/70 SP8 Rev Share
Model:	Fixed fee advertising campaigns for large brands.
Approach:	Branded games/surveys run as ads on MTN no-fund pages (4m users per day).

3) Gaming B2C



Example:	Non-telco users - No Rev Share
Model:	Earn 100% revenue from direct-to-consumer payments.
Approach:	Target broader audiences by opening platforms up with alternatives to telco billing.

4) Music B2B 2 C2C



Example:	Telco 50/50 SP8 - 30% Royalties
Model:	Revenue generated from Direct Carrier Billing on telco networks. 30% allocated as Artist Royalties.
Approach:	Partner with telcos to distribute, & leverage artists to promote.

5) Multi-Channel Publishing



Example:	Apple / Google / Xbox / etc
Model:	Diversified revenue streams including in-app purchases, ads, pay-to-play, and commissions.
Approach:	1st and 3rd Party titles published across multiple storefronts.













6) Exclusive Partnerships



Example:	Apple Arcade / Xbox Exclusives
Model:	Secure funded projects for exclusive content & IP rights.
Approach:	Develop bespoke exclusives for subscription services like Apple Arcade / Xbox / Netflix / etc.

ASX:SP8 / About Us / Telco Opportunities



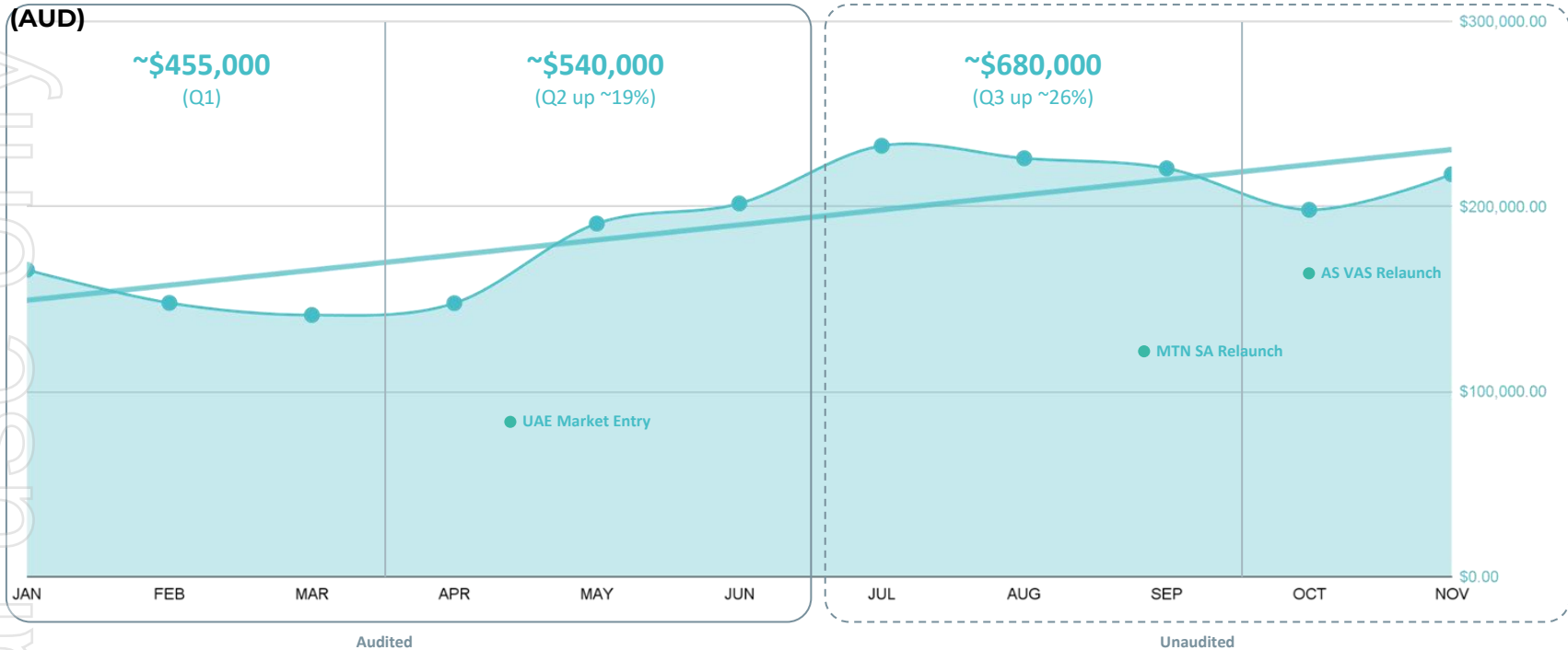
	South Africa 	Senegal 	Pacific Islands 	UAE 
Average Population	~61m	~18.2m	12.4m <i>Fiji, PNG, Solomon Islands, American Samoa & Tonga</i>	9.6m
Mobile Phone Adoption	91%	79%	30-84%	91%
Smartphone Penetration	51%	34%	22%-70%	51%
			   	 

~101.2m

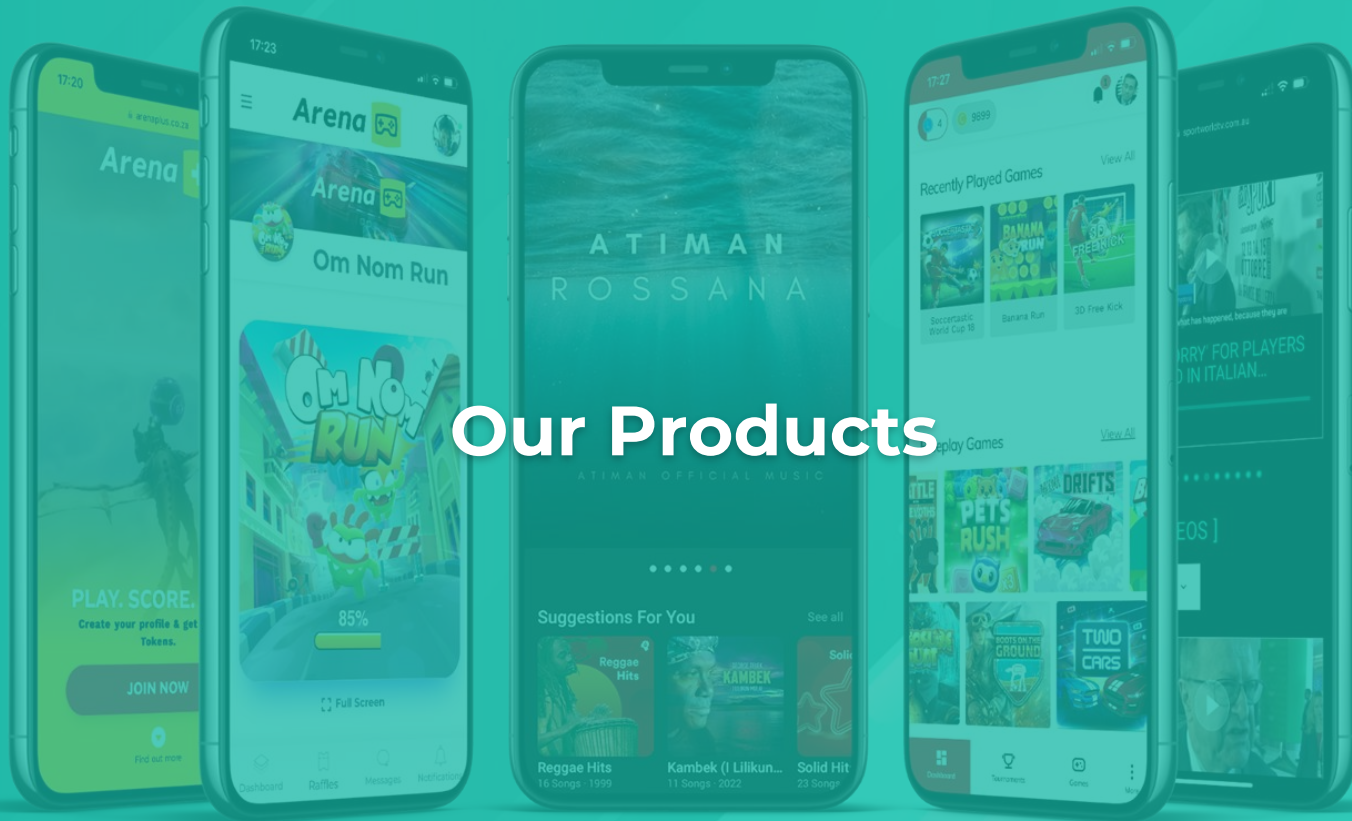
~\$2.09m YTD
Unaudited

2024 Consolidated Group Product Revenue

~31% Revenue Growth YTD



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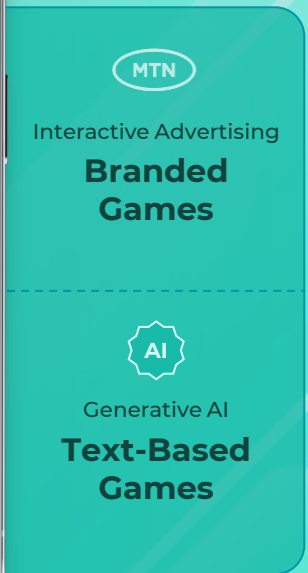
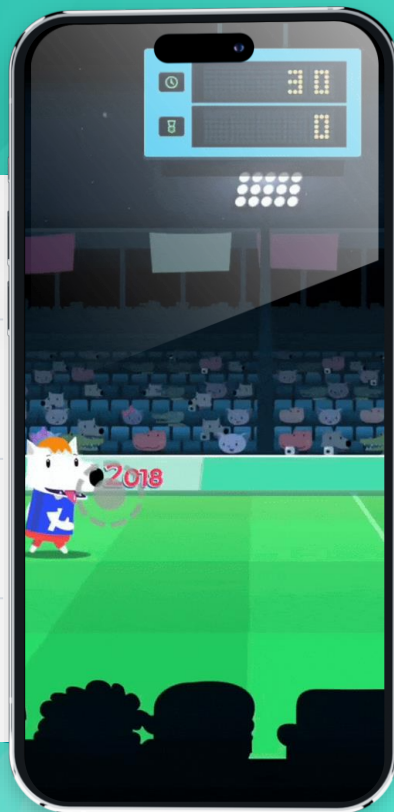
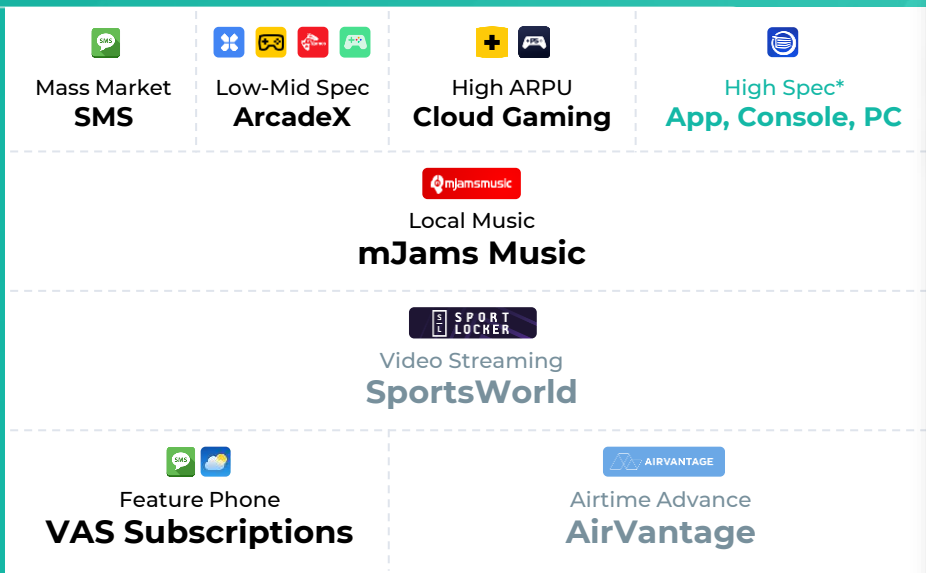


Our Products

ASX:SP8 / Products

We strategically bring complementary services into our portfolio to target emerging and mature markets, catering to both feature phone and smartphone users. With the potential Noodlecake* acquisition set to expand us into App, PC and Console markets.

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ASX:SP8 / Products / VAS & SMS Games

VAS and SMS subscription services thrive in the Pacific, where even small but highly engaged markets demonstrate exceptional revenue potential.

With a population of just ~43,500, American Samoa consistently achieves a high ARPU due to widespread participation in SMS-based games and services.



American Samoa Highlights

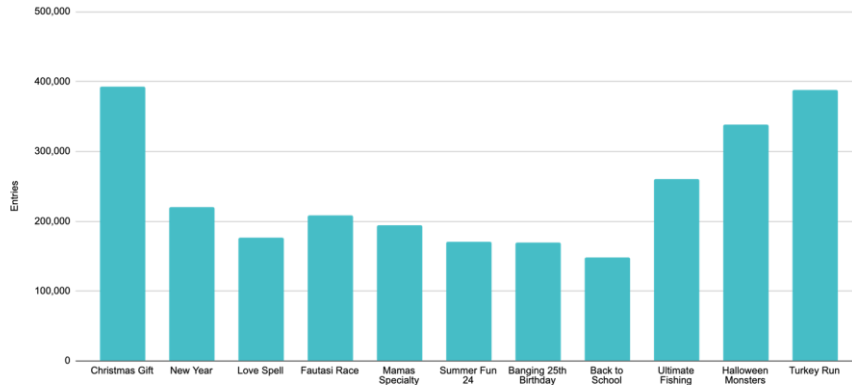
Our text-based gaming products achieve high volumes of SMSs, highlighting the strong consumer appetite for interactive content, which is scalable across the Pacific.

Population: ~43,500*

Highest Engagement: >390k entries.

High ARPU Market: ~\$40k revenue generated in October 2024 alone.

No. of Entries per Game



*<https://www.macrotrends.net/global-metrics/countries/ASM/american-samoa/population>

ASX:SP8 / Products / ArcadeX / Whitelabel

V1.0 / 2018

ArcadeX v1.0

Introduced in 2018, first B2B2C launch mid 2020, followed by global B2C launch in Nov 2020.

>2.2m

~130k

Subs Acquired To Date *

Peak New Monthly Subs

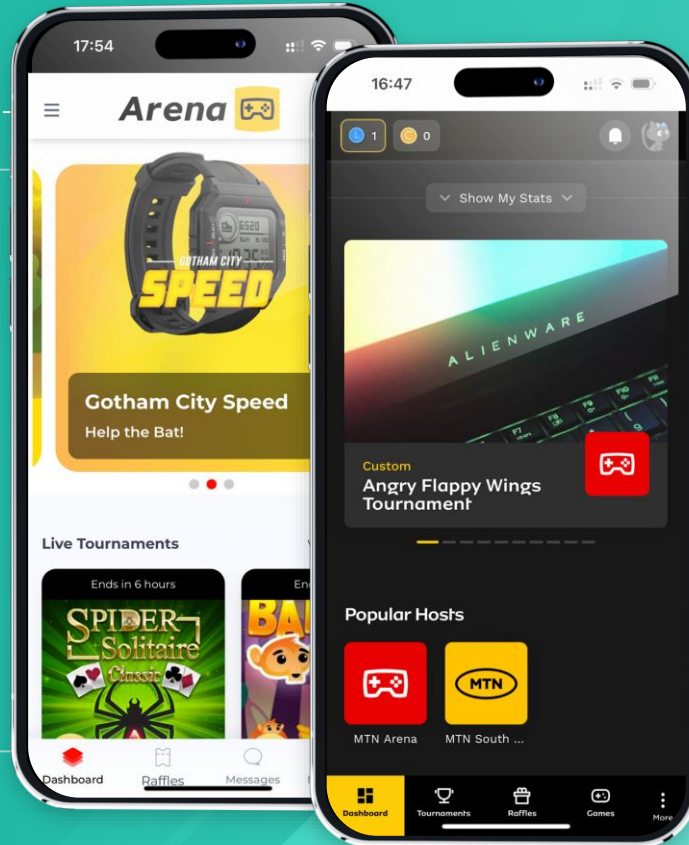
~350k

~\$100k

Peak Monthly Active Subs

Peak Monthly Revenue

* Additional ~3m global subscribers acquired through Miggster by 2022.



V2.0 / 2023

ArcadeX v2.0 trialed in Pacific as multi-region portal late 2023, followed in Senegal with mobile wallet integrations mid 2024.



~11m

High ARPU Market



~12m

Mobile Wallet Users



~35m

Debit Card Holders

MTN Arena 2.0 launched end Q3 2024 introducing alternative billing.

ASX:SP8 / Products / ArcadeX / Features

Fully White Labelled -
Mobile Responsive PWA -
Catalogue of Over 200 Games -
Hosts, Tournaments, and Raffles -

PAYMENT OPTIONS

Pay via Instant EFT **OZOW**
Safe, secure, lightning fast bank to bank EFTs with Ozow.

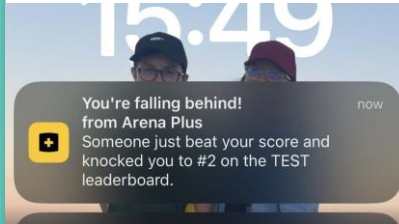
Pay with MTN Airtime **MTN**
Exclusive to MTN customers, use your Airtime or switch to daily or weekly packages.

The platform is designed for seamless payment integrations, supporting Instant EFT/Card Payments, Direct Carrier Billing (Airtime), Mobile Wallets and much more.

Users have the option of choosing between daily, weekly and monthly subscription packages as needed.

Ad hoc packages are also available.

RE-ENGAGEMENT

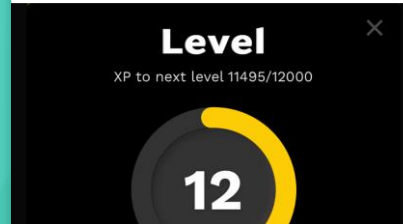


Users are guided through a Progressive Web App (PWA) installation, enabling quick access to the platform directly from their home screens.

Push notifications are used to keep users updated on important events and updates.

Each notification is directly linked to the relevant event, with a one-click redirect to the platform for easy access.

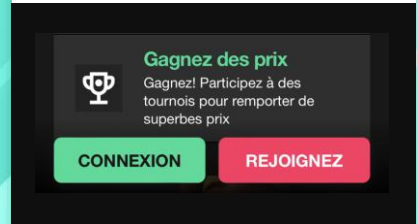
GAMIFICATION



Daily, weekly, and unique challenges have been introduced to engage users, rewarding their efforts and boosting platform interaction.

Additionally, users can earn credits to participate in raffles, adding an exciting layer of rewards to the experience and also fair distribution of prizes to users that do not rank high on the leaderboard.

LOCALISATION



Simple language selection available to adapt to specific regions.



Branding and exclusive tournaments available for partnership opportunities.

ASX:SP8 / Products / Cloud Gaming



V1.0 / 2022

ARENA PLUS:
Pay-to-Play model.

Pioneered the development and launch of **the First Cloud Gaming Service in Africa**, October 2022.

65k+

Subscribers

~\$24

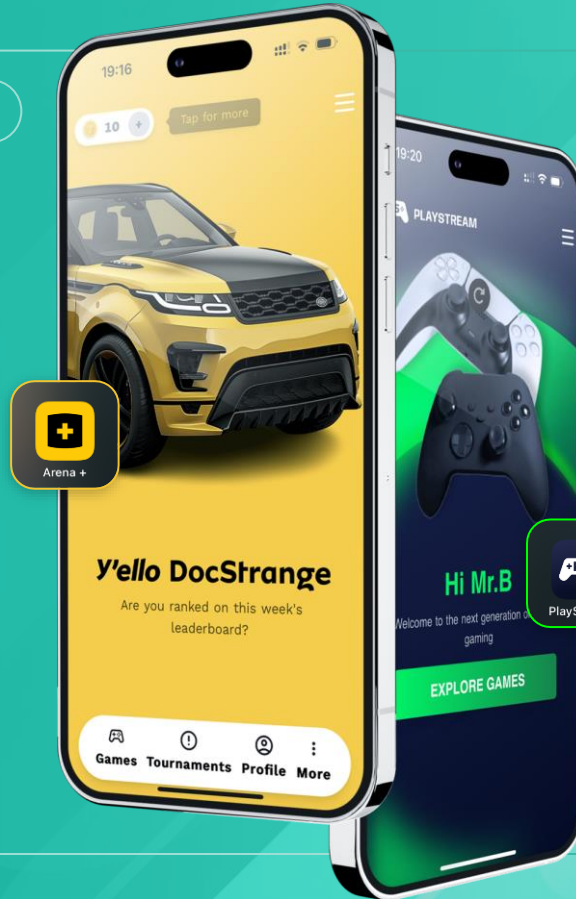
Avg. Monthly Spend (HVC)

>4,480

Most Gameplays (By Single User)

>207k

Total Competitive Gameplay Hours



V2.0 / 2024

PLAYSTREAM:
All-you-can-eat subscription.

Launched service in the UAE with Etisalat in April 2024 and shown consistent month on month growth.

31k+

Subscribers*

\$521k+

Platform Revenue*

* Between 11 April and 31 October 2024.

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ASX:SP8 / Products / Cloud Gaming / South Africa

The Arena Plus platform continues to gain strong momentum through the introduction of alternative payment methods and engaging audience-focused strategies.

With a refreshed interface, improved notifications, and enhanced gameplay mechanics, the platform has seen growth in subscribers, but particularly in engagement.

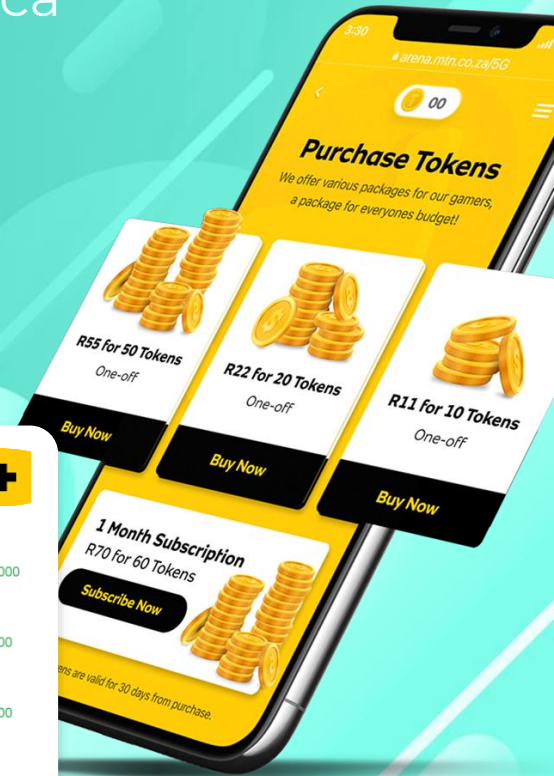
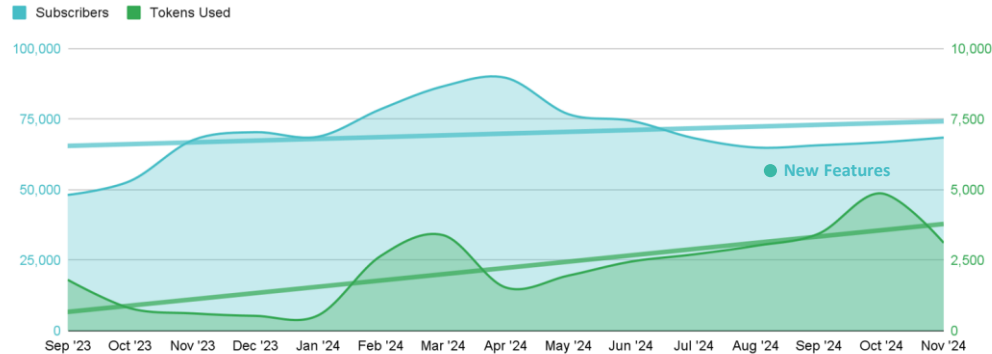
Highlights

Subscriber Growth up +42% from Sep '23 to Nov '24.

Engagement Surge in gameplays with Token spend up +72%.

Updated interface and PWA support, with alternative billing add to increase accessibility and solve for common airtime billing errors.

MTN Arena Plus Subscriber Growth



ASX:SP8 / Products / Cloud Gaming / UAE

Streamplay's Cloud Gaming service launched in UAE on 11 April 2024 and executed with very little overhead. Strong subscriber uptake, reflecting both market and partner interest. Billing integrated with Etisalat on launch, followed shortly by du.

Brief dip in subscriber uptake is related to regulatory changes requiring a pause in marketing in, resumed again in November.



Highlights

Etisalat and du billing achieving 100% UAE mobile market coverage.

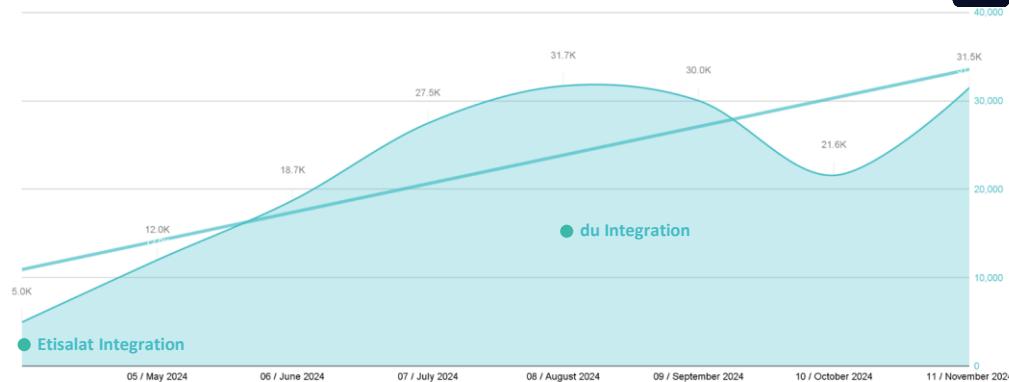
Generated ~A\$291k revenue in Q3, total of ~A\$520k since launch.

Marketing paused in Oct, resumed in Nov.

du consistently contributes ~8-10% of monthly revenue.

Playstream Subscriber Growth

Subscribers: +534%



ASX:SP8 / Games / Noodlecake Opportunity

A leading indie game studio and publisher with **270M+ downloads** and **60+ titles** across major platforms, including **Apple App Store, Google Play, Xbox, PlayStation, and Nintendo Switch.**

Their robust monetisation strategies — *in-app purchases, ads, and premium sales* — have generated over ~A\$42M in revenue, averaging ~A\$7.3M annual revenue with ~A\$1.8M EBITDA over the past three years.

Notable hits like **Golf Blitz** and **Alto's Odyssey** showcase their success, while upcoming titles like **Winter Burrow** expand into premium platforms.

Noodlecake's partnerships with **Apple, Google, Xbox Game Pass**, amongst others, position Streamplay to access new markets, diversify revenue streams, and drive global expansion.



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ASX:SP8 / Roadmap / Music

>1,500
Artists

~50k
Streams p/m

~4,400
Tracks

mJams Music

2025 Relaunch

Highlights

The mJams Music platform offers the Pacific Islands unparalleled access to their favourite local artists and tracks. Through an optimised and cost-efficient tech stack, Streamplay has achieved **an 87% reduction in operating costs**, ensuring a scalable service for both subscribers and artists alike.

Opportunities

* Expanding through partnerships with FIPRA and Digicel to launch in Fiji and other Pacific territories.

Challenges

* Build trust amongst artists as the preferred music platform.



mjamsmusic

Na Gauna
Jay Teuleka

Music for any mood.

Make your day with local music.

GET IT ON
Google Play

Download on the
App Store

46: Text 'Join' to 200
mjams.com.au

3:37 3:21

Branded Games

Gamified Marketing Packages

Highlights

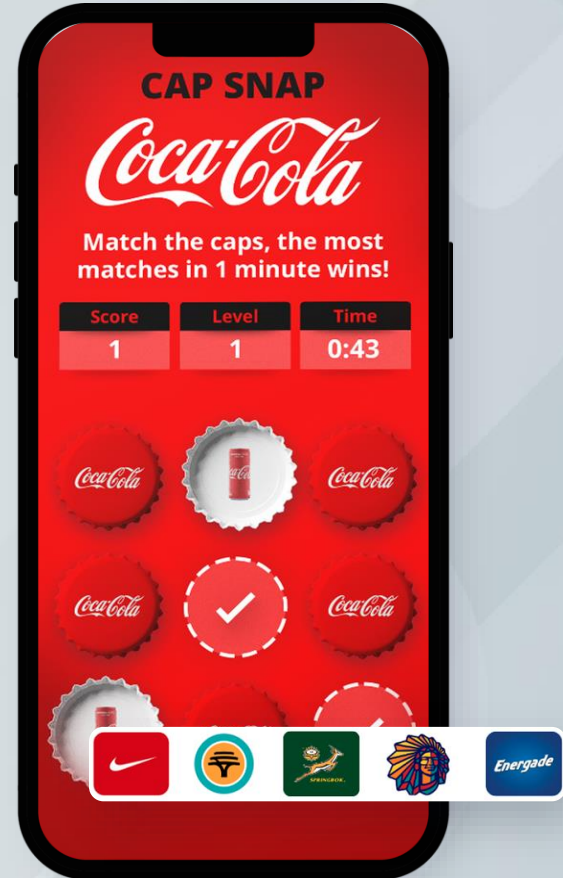
The Branded Games initiative introduces a new revenue opportunity for Streamplay (retaining 70%), leveraging MTN's zero-rated platform to engage millions of daily users while enabling brands to connect meaningfully through gamified experiences.

Opportunities

- * MTN Mobile Ads team engaged to scale sales of branded game packages.
- * Over 4 million daily visits to MTN's No Funds site offer a vast reach.
- * Interest from major South African brands already confirmed.
- * Revenue potential of A\$8,000 – A\$40,000 per campaign package.

Challenges

- * Limited in-house capacity for custom game development.



bCREDIT

Advanced Airtime Lending

Highlights

The bCREDIT platform empowers customers to stay connected by offering airtime advances when they need it most. By enabling subscribers to maintain access to digital services, it drives consistent engagement while generating dual revenue streams:

- 1) **Lending Income:** Through service fees on airtime advances.
- 2) **Subscription Continuity:** Ensuring uninterrupted access to services.

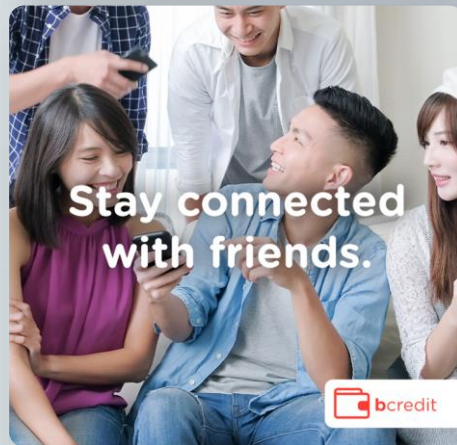
Opportunities

* Solomon Islands launch to serve as learning hub, with PNG to follow.

Challenges

* Infrastructure overhauls in Solomon Islands have delayed integrations.

Data now.
Pay Later.



Impact Padel

Sports-themed Cloud Game

Highlights

- * Building on Padel's popularity as fastest growing sport, with over 25 million active players across 110 countries.
- * Will make use of free-to-use advanced motion capture technology.

Opportunities

- * Adding Sports game to complement recent First Person Shooter launch of Slime Crisis.
- * Cross-audience marketing to sports communities & brands.
- * Easy to integrate existing multiplayer SDK functionality.

Challenges

- * Lengthy development timeline for small dev team.



ASX:SP8 / Capital Structure

STREAMPLAY STUDIO LIMITED -

0.009^D AUD +0.001 +12.50% Past year



Share Price: **0.009c** as at 2 Dec 2024

Shares on Issue: **1,141,214,134**

Market Capitalisation: **~\$10.3M**

Cash on Hand: **\$13.94M** as at 30 Sep 2024

Debt: **Nil**

Enterprise Value: **~(\$3.6M)**

Board Members:



Bert Mondello
Exec. Director
Chairman



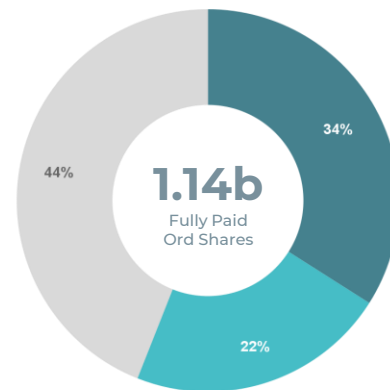
Phil Re
Non-Exec
Director



Paolo Privitera
Non-Exec
Director

Capital Structure:

- Top 20
- Board & Management
- Other



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