

# **PLAYSIDE STUDIOS & CLICK MANAGEMENT SIGN DEVELOPMENT AGREEMENT FOR JOINT MAJOR GAMING TITLE WITH LEADING INFLUENCERS LAZARBEAM AND FRESH**

## **Summary**

PlaySide Studios Limited (ASX: PLY) ("PlaySide") is pleased to announce that it has signed an agreement to develop a new PC title with Click Management Pty Ltd ("Click"), "LazarBeam" and "Fresh".

Click is a multi-faceted gaming entertainment company, representing some of the world's largest gaming influencers. Their current roster of talent exceeds 700 million views per month.

LazarBeam and Fresh are leading global gaming influencers with large followings across multiple social platforms that entertain their audiences through gameplay-based videos, streams and posts.

PlaySide, Click, and leading gaming influencers LazarBeam and Fresh will bring innovative design concepts together to jointly develop a new PC title that PlaySide will globally publish with an anticipated release date to occur in late 2021.

## **Influencer Background**

LazarBeam (Lannan Eacott) is one of the world's largest gaming personalities with a YouTube channel ranked in the top 20 globally for gaming channels. He has over 18 million YouTube subscribers and 2.4 million Instagram followers who have been captivated by his coverage of titles such as Fortnite, Minecraft and Madden. He is regularly featured on the global YouTube Trending (gaming) page with many of his videos reaching between 5-15+ million views.

Fresh (Harley Fresh) is the largest Twitch streamer in the Oceanic region. His career accelerated after he



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transitioned from being one of the top professional Fortnite competitors to focusing on content creation. He was recently awarded Twitch Streamer of the Year, and averages 60 million YouTube views per month. Fresh has 7.1m YouTube subscribers and 2m Instagram followers.

### Agreement Structure

The terms of the agreement provide for PlaySide to fund development and publish the title as a web browser based or PC game. Specifically, PlaySide will be responsible for all game development from programming to creation of art, sound and design for the new game.

Click Management, along with LazarBeam & Fresh will promote and market the game on their social platforms during its life cycle. This includes announcements on each of the Influencers YouTube, Twitter & Instagram platforms prior to launch, as well as dedicated launch streams, YouTube mentions and gameplay streams on launch date. LazarBeam & Fresh will continue to regularly promote and market the game post launch.

PlaySide and Click will retain ownership to their pre-existing IP that is introduced to the game and will grant a royalty free irrevocable license for its use in the game. Furthermore, PlaySide will own the new game source code, front end and user interface designs of the game. Any other new IP that is created for the game will be jointly owned by PlaySide and Click.

The parties will receive a share of net earnings to be determined by achieving specific milestones during global commercialisation.

### Additional Information

This is PlaySide's first new agreement to be signed in its Partnerships division since the Company's IPO and demonstrates a continued commitment to this unique business model within the global video games industry.

PlaySide's CEO Gerry Sakkas noted "PlaySide Studios is a company that at its core was created for Gamers by Gamers. It is a company filled with individuals whose love for video games fuels their work. This is more than a marketing partnership, it is an opportunity to develop a game alongside LazarBeam and Fresh especially for their audience. It is also an opportunity to further advance PlaySide as the leading gaming studio in the country and further progress our global credentials. It's a momentous occasion for everyone involved."

Click Managements CEO Grace Watkins noted "I'm thrilled to be forming a strategic partnership with PlaySide Studios alongside LazarBeam and Fresh to develop our first PC title. PlaySide and Click have a shared vision in the growth and potential of gaming as an industry, and the role creators have to play within that. I'm excited for us to be able to create an incredible game in Australia and take it to the world."

LazarBeam noted "I'm very excited to be partnering with PlaySide to create my first ever game. One of the things I love most about what I do is that I'm able to live in Australia but reach a global audience every day. To be able to partner with a best-in-class Australian studio and create a game people are going to love all around the world is awesome".

Fresh noted "Video games have been a pillar of my experience growing up. I'm excited to take the learnings I've gained from my professional gaming career, and direct them into what we are building with PlaySide".

Further details are planned to be released later in 2021 relating to the anticipated launch date of the PC title.

**Release approved by the Chairman on behalf of the board.**

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To receive business updates and investor information from PlaySide register your details here: <https://playside.investorportal.com.au>

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### About PlaySide Studios

PlaySide Studios Limited

ACN 154 789 554

PlaySide Studios Limited develops mobile video games in Australia. It provides titles in a range of categories, including self-published games based on original intellectual property and games developed in collaboration with studios, such as Disney, Pixar, Warner Bros, and Nickelodeon. The company's portfolio consists of 52 titles that are delivered across 4 platforms, which include mobile, virtual reality, augmented reality, and PC. The company was incorporated in 2011 and is headquartered in Port Melbourne, Australia.

### About Click Management

Click Management Pty Limited

ACN 618 447 206

Click Management is a multi-faceted gaming entertainment company servicing a global audience. Click offers management services to the world's largest gaming and technology influencers, alongside tailor-made offerings for esports professionals. Our mission is to develop the careers of our talent both on and off digital platforms to build their brands and expand their influence.

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