

Nazara Technologies Limited

(Formerly known as Nazara Technologies Private Limited)



June 17, 2021

To,

**Head, Listing Compliance Department
BSE Limited**

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001.

Scrip Code: 543280

**Head Listing Compliance Department
National Stock Exchange of India Limited**

Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.

Scrip Symbol: NAZARA

Dear Sir/Madam,

Sub: Disclosure in terms of Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

With reference to the captioned subject, we wish to inform you that the Company has signed binding term sheet on June 16, 2021 with Arrakis Tanitim Organizasyon Pazarlama San.Tic. Ltd. Sti. (Publishme) and founders and shareholders of Publishme, for the proposed investment of approx. Rs 20.00 Crore by the Company through its subsidiary for acquiring 69.82% stake in Publishme by way of primary and secondary transaction.

Publishme is a full-service games marketing and publishing agency which works extensively with gaming publishers in Turkey and MENA (Middle East & North African) region.

The aforesaid transaction is subject to (i) the completion of due diligence, (ii) negotiation and agreement on the definitive documentation (iii) fulfillment of the certain conditions and (iv) the receipt of corporate and regulatory approvals required, if any.

The brief details of the proposed acquisition have been set out as **Annexure A** to this letter.

Further, enclosed please find a copy of the communication being released by the Company to the press in this regard.

You are requested to please take the above intimation on record.

Thanking you.

Yours faithfully,

For Nazara Technologies Limited

**Pratibha Mishra
Company Secretary & Compliance Officer
Encl: As above**



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Nazara™

Annexure A

Sr. No	Particulars	Details
1	Name of the Target Entity	Arrakis Tanitim Organizasyon Pazarlama San. Tic. Ltd. Sti. (Publishme)
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length"	The proposed acquisition does not fall under the purview of a related party transaction and the Promoter/Promoter Group of the Company is not interested in the entity being acquired.
3	Industry to which the entity being acquired belongs	Free to Play Games (Fremium), E-Sports and Brand Marketing.
4	Objects and effects of acquisition	To lead the Company's foray in the MENA region in the gaming industry. This acquisition will help the company in establishing ourselves as a key player in the region.
5	Brief details of any governmental or regulatory approvals required for the acquisition;	The Company may obtain the necessary approval as may be required, if any during the transaction.
6	Indicative time period for completion of acquisition	3 months
7	nature of consideration - whether cash consideration or share swap and details of the same;	Cash Consideration of an amount of approx.... INR 20.00 crores.
8	percentage of shareholding / control acquired and / or number of shares acquired;	Acquisition of 69.82% stake through a combination of primary investment and secondary purchase from the founders and existing shareholders.
9	brief background about the entity proposed to be acquired	Publishme was incorporated on 23 rd February 2018 bearing a trade registry no: 126381-5. Publishme is a full-service games marketing and publishing agency which works extensively with gaming publishers in Turkey and MENA region. The Company led by Özgür Özalp, the former publishing head for emerging markets with EPIC Games, the company has a strong clientele including Garena, My.Games, Lokum Games and also works with several brands in Turkey and MENA region including Turkcell, RedBull, Hepsiburada.com, KFC, ASUS, Yemeksepeti.



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For Immediate Publication

Nazara to acquire Middle Eastern Game publisher Publishme

June 17, 2021, India: Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA) an India based, diversified gaming, gamified learning and sports media company today announced that it has signed a binding term sheet to acquire a majority stake in Arrakis Tanitim Organizasyon Pazarlama San. Tic. Ltd. Sti. (Publishme) the largest mobile game publishing agency in the Middle East and Turkey. Nazara will invest an approx. amount of Rs. 20 Cr for acquiring 69.82% stake by way of primary and secondary transaction through its subsidiary.

Publishme is a full-service games marketing and publishing agency which works extensively with gaming publishers in Turkey and the MENA region. Nazara's offerings are already present in India and across emerging and developed global markets such as Africa and North America. With this acquisition, Nazara expands its international footprint in the freemium segment. Nazara will aim to build local execution capabilities cutting across key growth segments namely, freemium, gamified learning and esports.

Publishme CEO Özgür Özalp says, "We are delighted to join Nazara and lead the company's foray in the MENA region. MENA is one of the fastest growing gaming markets, with an estimated market size of \$4.8bn and has over 160mn gamers in the region (of which 100mn are mobile gamers). Our alliance with Nazara offers a unique blend of network, global reach and local capabilities to further the growth of the gaming industry in the region. With this, Publishme, will become a full-fledged publisher in the MENA region."

Says Nazara Founder & Jt MD, Nitish Mittersain "MENA is a key geography for us and this acquisition will help us in establishing ourselves as a key player in the region. We are excited to have someone with deep regional knowledge and capabilities like Özgür and his team join the 'Friends of Nazara' network"

The 'Friends of Nazara' network comprises of established gaming companies in which Nazara holds majority stakes and works actively with existing founders and management teams to rapidly achieve scale. These companies include Nodwin Gaming and SportsKeeda in esports. Next Wave Multimedia, developer of World Cricket Championship (WCC), the largest mobile-based cricket simulation game and Paper Boat Apps, developers of the popular gamified learning app Kiddopia.



About Nazara Technologies Ltd.

Nazara is an India based diversified gaming and sports media platform with a presence in India and across emerging and developed global markets such as Africa and North America, with offerings across the interactive gaming, esports and gamified learning ecosystems. The company owns some of the most recognizable IP's including WCC and CarromClash in mobile games, Kiddopia in gamified learning, NODWIN and Sportskeeda in esports and esports media, and Halaplay and Qunami in skill-based, fantasy and trivia games.

About Publishme

Publishme is Turkey's leading games marketing agency that offers value-oriented services in many areas from business development to marketing, from localization to production for the aim of meeting the needs of game companies, publishers and brands. Publishme is a supporter of the world's largest game publishers in Turkey and the MENA region Garena, Lokum Games and MY.GAMES are some of them. In addition to its services to publishers, Publishme develops creative projects to bring brands together with their target audience.

Disclaimer

The aforesaid transaction is subject to (i) the completion of due diligence, (ii) negotiation and agreement on the definitive documentation (iii) fulfillment of the certain conditions and (iv) the receipt of corporate and regulatory approvals required, if any.

Contact Details:

Company: Corporate Communication	Investor Relations Advisors:
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