

Date: January 31, 2025

To
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

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

Subject: Intimation of Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Press Release dated January 31, 2025, titled “**NODWIN Gaming Acquires StarLadder & Expands AAA IP & execution Portfolio**”.

This is for your information and records.

Thanking you.

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary & Compliance Officer

Encl: As above

NODWIN Gaming Acquires StarLadder & Expands AAA IP & execution Portfolio

This acquisition will bring in the AAA capability of producing Majors, Iconic IPs such as Star Series. StarLadder will maintain its identity and the founder will continue to run the business while becoming a shareholder of NODWIN Gaming

New Delhi, India, January 31, 2025 — NODWIN Gaming, a leader in new-age youth entertainment, gaming, and esports and a material subsidiary of Nazara Technologies Limited (BSE: NAZARA), today announced the acquisition of Starladder, a leading esports IP and services Company in a deal valued at an initial consideration of USD 5.5 million (INR 46.75 crores). Additional consideration is payable on meeting the earn-out targets. This acquisition will see StarLadder become a fully owned subsidiary of NODWIN Gaming Pte (Singapore), marking a significant step in expanding its AAA IP and event production portfolio worldwide.

The acquisition of 100% of the share capital of StarLadder will be a combination of secondary sale and stock swap of NODWIN Gaming Pte shares for an initial consideration of upto USD 5.5 million (INR 46.75 crores). The initial consideration would be payable partly by way of Cash consideration upto USD 2 million (INR 17 crores) and balance USD3.5 million (INR 29.75 crores) by way of swap of equity shares of NODWIN Gaming Pte. As part of this transaction, the founder Roman Romanstov would become a shareholder of NODWIN Gaming Pte and continue to lead the business going forward.

Founded in 2018 by entrepreneur Roman Romanstov, The Starladder team has over 20 years of experience in organizing esports events and a wide portfolio of iconic events. StarLadder has established itself as a superstar team of creative event producers who have put together a Valve CSGO Major, Valve Dota2 Major and Minors, 18 seasons of legendary StarSeries CS 1,6 and CSGO. 17 seasons of Starseries in DOTA2. Starladder organized many white-label events and has experience working with the largest game developers such as Valve, Tencent, Krafton, Blizzard, Riot Games, Supercell, Com2us, Moonton, Smilegate, etc.

Akshat Rathee, Co-Founder of NODWIN Gaming, commented: *“StarLadder and Roman has been and remains the superstars behind the Creme de la Creme events that esports fans have loved to see. Roman is considered one of the pioneers of esports event production with his deep insight in stage design, creative broadcast solutions and entrepreneurial energy. I have been a fan of his work for the longest time and cherish the opportunity to work and build NODWIN with one of my heroes. With this NODWIN will level up our capability invision bigger and better IPs and events for our fans and partners to love”*

Roman Romanstov, Founder of Star Ladder, stated: *“We live in an era of globalization, where the synergy of resources, expertise, and potential drives success and paves the way for future growth. We are thrilled to have found partners and like-minded individuals who share our vision and ambition. Together with NODWIN Gaming, Starladder is committed to creating extraordinary experiences for fans, delivering unforgettable events across multiple games and regions. Stay tuned for what’s to come!”*

This acquisition aligns with NODWIN Gaming's vision of delivering immersive and holistic youth entertainment experiences worldwide. By bringing StarLadder into their fold, NODWIN Gaming adds the X factor in esports event and IP production to offer a bigger timeshare of mindshare for the Publisher and Brand ecosystem. As pioneers in the mobile esports space, NODWIN Gaming continues to push boundaries, creating diverse offerings that resonate with the interests and aspirations of young audiences while giving them the highest quality of experiences.

The acquisition comes at a time when NODWIN Gaming continues to grow in India and emerging markets worldwide. This deal complements NODWIN Gaming's recent strategic moves, including the acquisition of Comic Con in India, Agency, Influencer and MCN business Trinity Gaming, Agency business of AFK Gaming, German esports and gaming marketing agency Freaks 4U Gaming, West Asia and Turkey-focused marketing and esports agency Ninja Global and Singapore-based live events firm Branded.

About NODWIN Gaming:

NODWIN Gaming, a material and independent subsidiary of Nazara Technologies Ltd. (BSE: NAZARA), holds a significant position in the global gaming and esports industry as a leader in emerging markets. Since its inception in 2014 by Akshat Rathee and Gautam Virk, NODWIN Gaming has grown rapidly and was last valued at \$410 million as of November 2024 and has established a global presence in regions such as South Asia, Germany, Central Asia, Singapore, the Middle East and Turkey. The company's business centres around building and monetising #Timeshare Of Mindshare across the youth of the emerging world. It has in its arsenal, gaming and esports IPs such as Leagues, Tournaments, Reality shows, festivals, conferences, content, influencers and merchandise. Notable investors include Nazara, KRAFTON Inc, Sony Group Corporation and JetSynthesys.

A key focus for NODWIN Gaming is the expertise in the mobile gaming and esports sector, where it has established a dominant position worldwide. By catering to the youth demographic, NODWIN is expanding its Total Addressable Market (TAM) by becoming increasingly relevant in the rapidly evolving digital entertainment landscape. Their diverse range of intellectual properties that engages the youth spans esports, gaming, pop culture, music, and comedy. This strategic expansion and cultivation of new intellectual properties are crucial to NODWIN's aim of maintaining a significant role in the new age media economy of the global youth.

For more information, visit www.nodwingaming.com

About Star Ladder:

Starladder has been a driving force in the global esports industry since hosting its first CS 1.6 tournaments in 2000. Over the years, the company has earned a reputation as one of the most trusted and innovative organizers of esports events. With an extensive AAA portfolio that includes Major tournaments for iconic titles like CSGO and Dota 2, Europe PUBG League, as well as 38 seasons of its proprietary StarSeries, Starladder plays a substantial role in competitive gaming.

The company's mission has always been to develop impressive esports events, with a constant search for innovations to set new industry standards and continually improve the viewing experience for the global esports community.

A creative approach and the presence of all esports competencies in-house allow Starladder to collaborate with the largest game developers to create competitive ecosystems and white-label events around the world.

For further information, please contact: Arjun B | PR@nodwin.com | +91 9633231437.