

Date: November 29, 2024

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 November 29, 2024, titled “**NODWIN Gaming Expands Portfolio with acquisition of Trinity Gaming**”.

This is for your information and records.

Thanking You.

Yours Faithfully,

For Nazara Technologies Limited

Rakesh Shah
Chief Financial Officer

Encl: As above

NODWIN Gaming Expands Portfolio with acquisition of Trinity Gaming

This acquisition adds the Agency business, Youtube MCN and Meta CSP of Trinity Gaming to the NODWIN Gaming ecosystem. Trinity will maintain its identity and founders will continue

New Delhi, India, December 29, 2024 — 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 Trinity Gaming, a leading gaming agency and platform MCN/ CSP in a deal valued at INR 24 Crore. This acquisition will see Trinity Gaming become a fully owned subsidiary of NODWIN Gaming, marking a significant step in expanding its reach and capabilities within the Indian gaming and content ecosystem.

The acquisition of 100% of the share capital of Trinity will be a combination of secondary sale and stock swap of NODWIN Gaming shares for a total consideration of upto INR 24 Crores. The consideration would be payable partly by way of Cash consideration upto INR 4.8 Crores and balance INR 19.2 Crores by way of swap of equity shares of Nodwin Gaming. As part of this transaction, the founders would become shareholders of NODWIN Gaming and continue to lead the business going forward.

Founded in 2019 by entrepreneurial duo Abhishek Aggarwal and Shivam Rao, Trinity Gaming has quickly established itself as a cornerstone in India's gaming influencer ecosystem. Trinity Gaming is a Creator Service Provider (CSP) for Meta and the only Gaming MCN (Multi-channel Network) for YouTube in Gaming in India, managing over 1,000 creators from across the country, with prominent partnerships with global brands such as Samsung, Realme, iQOO, and Krafton.

Trinity's expertise in content creation, digital marketing, and agency activations makes it a valuable addition to NODWIN Gaming's portfolio, enhancing its ability to forge impactful partnerships with gaming creators and brands.

NODWIN Gaming will expand the portfolio of Trinity to other emerging markets such as Africa, SE Asia, Central Asia and Middle East across existing businesses and verticals of NODWIN Gaming. NODWIN Gaming will also merge its Unpaused Talent business with Trinity and have the founders of Trinity lead it

Akshat Rathee, Co-Founder of NODWIN Gaming, commented: *“Trinity Gaming has been a long-time partner and ally in the gaming ecosystem, and we've shared a strong relationship with Abhishek, Shivam, and their incredible team over the years. We are thrilled to welcome Trinity Gaming into the NODWIN Gaming family. Trinity's deep understanding of India's gaming creator ecosystem, coupled with their expertise in brand partnerships, agency activations, content creation, and community engagement, will be pivotal in further strengthening our footprint in the region. This acquisition allows us to offer more holistic solutions to our partners, from content creation to marketing services, while continuing to build a thriving gaming ecosystem in India.”*



Abhishek Aggarwal, Co-Founder of Trinity Gaming, stated: *“Joining forces with NODWIN Gaming is a momentous step for us. The synergy between our teams will accelerate our vision of creating unmatched opportunities for content creators in India, expanding the gaming ecosystem while helping brands connect more deeply with this highly engaged audience. We are excited about the future and the immense growth that lies ahead.”*

Shivam Rao, Co-Founder of Trinity Gaming, added: *“With NODWIN Gaming’s unparalleled expertise in esports and global reach, coupled with our focus on creators and brand partnerships, we are poised to deliver innovative and compelling solutions for the gaming community in India. This acquisition marks the beginning of a new era of opportunities for creators, and brands alike.”*

This acquisition aligns with NODWIN Gaming's vision of delivering immersive and holistic youth entertainment experiences. By bringing Trinity Gaming into their fold, NODWIN Gaming adds another critical touchpoint to engage with the youth demographic more effectively. As pioneers in this space, NODWIN Gaming continues to push boundaries, creating diverse offerings that resonate with the interests and aspirations of young audiences.

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, German esports and gaming marketing agency Freaks 4U Gaming, West Asia and Turkey-focused marketing agency Publishme, Singapore-based live events firm Branded, and Turkish esports and gaming company Ninja Global.

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. NODWIN Gaming is valued at \$349 million as of 2023. Since its inception in 2014 by Akshat Rathee and Gautam Virk, NODWIN has established a global presence in regions such as South Asia, Singapore, the Middle East, and Turkey. The company’s business centres around building and monetising gaming and esports IPs such as Leagues, Tournaments, Reality shows. It engages with professional esports athletes, teams and content creators. 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 global gaming esports Arena.

For more information, visit www.nodwingaming.com



About Trinity Gaming:

Founded in 2019, Trinity Gaming, a leading gaming content & marketing company, managing over 1,000 creators across platforms like YouTube and Facebook. Trinity works with major brands including Samsung, Realme, and Krafton, offering content creation, digital marketing, and event management services that empower creators and brands to thrive in India's dynamic gaming landscape. The main objective of Trinity Gaming is to assist aspiring gaming content creators in monetizing their content through mentorship and brand integrations, while it caters to platforms and publishers by providing them with the right means to reach and retain their target audience.

For more information, visit www.trinitygaming.in

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