

June 10, 2019



# Super League Gaming Acquires Framerate, One of the Fastest Growing Independent Social Video Networks in Esports

**With 25 million video views in 2019 from gamers around the world, Framerate accelerates Super League's position as a leading amateur esports community, content and gameplay platform**

SANTA MONICA, Calif., June 10, 2019 (GLOBE NEWSWIRE) -- **Super League Gaming** ("Super League" or the "Company") (NasdaqCM: SLGG), a leading content and community platform providing competitive and social gameplay experiences across game titles, skill levels and venues, announced today it has acquired Framerate, one of the largest and fastest growing independent social video networks in esports and gaming.

"Framerate will be a major part of Super League's drive to bring value to gamers through multiple forms of engagement," said Ann Hand, CEO of Super League Gaming. "The company will be fully integrated into Super League, instantly expanding our audience reach, creating more awareness for our live and digital experiences, and becoming a foundational component of our content distribution network."

Framerate has experienced significant growth since its launch in 2018, boasting more than 100,000 followers and generating millions of video views and engagements per month across Instagram, InstagramTV, Facebook and Facebook Watch. With more than 700 million engagement actions occurring in gaming on Facebook, Twitter and Instagram in 2018 according to social media data platform Shareablee, social video has become a significant source of content consumption for gamers. Framerate has become the leading independent gaming media channel on Instagram over the last six months<sup>1</sup>.

"You don't need to be a top influencer or esports pro to make a great play," said Marco Mereu, founder and CEO of Framerate. "We created Framerate to showcase exciting content from everyday gamers all around the world. Combining with Super League supercharges our ability to do so at scale. We can access a higher volume of engaging content and deliver multi-dimensional solutions to game publishers and consumer brands seeking authentic ways to connect with such a valuable demographic."

"Content, whether digital or experiential, whether user-generated or professionally produced, lives at the heart of every vibrant community," added Matt Edelman, chief commercial officer of Super League. "Adding Framerate's impressive viewership to Super League's live event and digital programming footprint makes us an always-on content provider for a broader

base of enthusiastic players.”

According to video performance data from Tubular Labs, a leading video measurement and analytics platform, in 2019 Framerate is the largest independent gaming media channel on Instagram and a top five such channel overall, driving more video views across Instagram video than traditional gaming outlets Gamespot, Kotaku and Polygon combined, and major esports leagues such as ESL, MLG and E-League.

<sup>1</sup> Tubular Labs, a leading video measurement and analytics platform.

### **About Framerate**

Framerate is a cross-platform esports social video network delivering the best in gameplay highlights, news and entertainment to today’s generation of video gamers. The company’s focus on user generated content and social distribution changes the way traditional esports video content is produced, distributed and shared by millions of esports fans worldwide. For more information, visit [www.framerate.gg](http://www.framerate.gg).

### **About Super League Gaming**

[Super League Gaming, Inc.](http://www.superleaguegaming.com) (NasdaqCM: SLGG) is a leading esports community and content platform for amateur esports players, fans and friends of all ages and skill levels. With a focus on positive and inclusive gameplay, Super League enables players to experience their sport like the pros while also developing sportsmanship, communication and team-building skills. Powered by a proprietary technology platform, Super League operates physical and digital experiences in partnership with publishers of top-tier games. Local movie theatres, PC cafes, restaurant and entertainment venues are transformed into esports arenas where gamers compete, socialize, spectate and celebrate the amateur esports lifestyle. Super League’s platform offers unique amateur esports experiences that not only ratchet up the competition for avid gamers, but also attract audiences with elite amateur broadcasts that transform physical venues as well as fuel SuperLeagueTV’s Twitch and YouTube channels.

### **Forward-Looking Statements**

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995.

Statements in this press release that are not strictly historical are “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. These statements, which include looking information related to the Company, Framerate and our acquisition of Framerate, involve substantial risks, uncertainties and assumptions that could cause actual results to differ materially from those expressed or implied by such statements. Forward-looking statements in this communication include, among other things, statements about the potential benefits of the proposed transaction, our possible or assumed business strategies, potential growth opportunities, new products and potential market opportunities. Risks and uncertainties include, among other things, risks related to our ability to successfully integrate Framerate’s operations; our ability to implement its plans, forecasts and other expectations with respect to Framerate’s business after the completion of the transaction; our ability to realize the anticipated benefits of the proposed transaction, including the possibility that the expected benefits from the proposed transaction will not be realized or will not be realized within the expected time period; disruption from the transaction making it more difficult to maintain business and operational relationships; the outcome of any legal proceedings related to the transaction or otherwise; the negative effects of the announcement or the

consummation of the proposed transaction on the market price of our Common Stock or on our operating results; significant transaction costs; unknown liabilities; attracting new customers and maintaining and expanding our existing customer base, our ability to scale and update our platform to respond to customers' needs and rapid technological change, increased competition on our market and our ability to compete effectively, and expansion of our operations and increased adoption of our platform internationally. Additional risks and uncertainties that could affect our financial results are included in the section titled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our prospectus dated February 25, 2019, our quarterly report on Form 10-Q for the quarter ended March 31, 2019 and other filings that we make from time to time with the Securities and Exchange Commission which are available on the SEC's website at [www.sec.gov](http://www.sec.gov). In addition, any forward-looking statements contained in this communication are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.

**Investor Relations:**

Sean McGowan and Cody Slach  
Gateway Investor Relations  
(949) 574-3860  
[SLG@gatewayir.com](mailto:SLG@gatewayir.com)

**Media Contact:**

Ann Kaiser  
(212) 918-2029  
[ann@high10media.com](mailto:ann@high10media.com)



Source: Super League Gaming