

October 04, 2023

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

Dear Sirs/Madam,

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated October 04, 2023 titled NODWIN Gaming's Singapore arm acquires 100% stake in game marketing agency PublishMe

The same will also be available on the website of the Company i.e www.Nazara.com

This is for your information and records.

Thanking You,

Yours Faithfully

For **Nazara Technologies Limited**

Varsha Vyas
Company Secretary and Compliance Officer
Membership No.: 57238

NODWIN Gaming's Singapore arm acquires 100% stake in game marketing agency PublishMe

Gurugram: October 3, 2023 - The Singapore subsidiary of NODWIN Gaming — South Asia's leading gaming and esports media companies, a material subsidiary of Nazara Technologies Ltd (BSE: NAZARA), has acquired a 100% stake in game marketing agency PublishME for a sum of USD 2 mn from its existing shareholders Nazara Technologies Limited and Ozgur Ozalp.

The integration and acquisition of PublishME into NODWIN Gaming's global emerging market network are poised to enhance NODWIN Gaming's existing solutions capabilities for publishers and brands alike. This acquisition will provide the essential tailwinds for NODWIN Gaming to drive its mission of leading the emerging market sports media landscape.

Commenting on the acquisition, Akshat Rathee, Co-Founder and Managing Director, NODWIN Gaming said, ***"We are delighted to extend a warm welcome to PublishME as a valued addition to the NODWIN Gaming family. This strategic acquisition not only brings in a host of new opportunities but also paves the way for a multitude of fresh possibilities for us as a leading gaming and esports media company. As NODWIN Gaming continues to expand its presence across the globe, with particular emphasis on pivotal emerging markets the new BRICS global network. The inclusion of PublishME stands as a natural and integral progression to allow us to help Publishers and Brands understand and access this emerging market."***

Nazara CEO Nitish Mittersain commented on the transaction ***"We see significant synergies between Nodwin Gaming and PublishME and this transaction will enable Nodwin to get a stronger foothold into the Middle East esports market"***

PublishME is a gaming marketing agency with offices in Turkey and UAE. It excels in crafting engaging and effective communications to connect brands with gamers. It offers Game Launch plans, social media management, sponsorship, and activations to its partners. The agency's expertise in navigating the Middle East and Turkish markets, combined with NODWIN Gaming's robust relationships with publishers and brands, as well as their ability to create world-class esports events and secure media rights opportunities, forges a remarkable synergy creating exceptional value for the entire ecosystem.

PublishME will also rename itself to NODWIN Gaming in the Middle East but retain the PublishME name in its original market in Turkey. PublishME founder Ozgur Ozalp will also transition over to NODWIN Gaming as the CEO of NODWIN Gaming Dubai.

About NODWIN Gaming:

NODWIN Gaming is one of the world's leading emerging market Gaming and esports companies which is building a high growth and sustainable ecosystem. The framework involves synergies across professional esports athletes, Teams, content creators, products, and audiences. NODWIN Gaming works on Sports entertainment (with a focus on esports as their sport of choice) as the core value offering to Fans, Publishers, and brands across its various IPs in esports, Gaming, Music, Comedy, and Live experiences focussed on the NODWIN Gaming Fan. NODWIN operates across multiple offices in South Asia, Singapore, the Middle East, and Turkey. NODWIN Gaming is a material subsidiary of Nazara Technologies Ltd (BSE: NAZARA).

About Nazara Technologies Limited

Nazara is India's only listed gaming & esports company with a number of leading gaming & e-sports brands with presence in India, US and other global markets. In e-sports, Nazara has India's leading esports platform Nodwin; PublishME in the Turkey / MENA market; and Sportskeeda and Pro Football Network in the sports media space. Nazara's offerings across the interactive gaming segment include gamified early learning ecosystems Kiddopia and Animal Jam which are global leaders in their respective segments; India's most popular cricket simulation franchise World Cricket Championship (WCC); Classic Rummy in the Indian Real Money Gaming segment; and a wide portfolio of casual games distributed through telco partnerships in many emerging markets. In addition, Nazara controls Datawrkz, a digital adtech company which supports its other portfolio companies as well as external clients for demand-side user acquisition and supply-side ad monetization services.

Forward-looking and Cautionary Statements

The information contained in this release is provided by Nazara Technologies Limited ("the Company"), to you solely for your reference. Any reference herein to "the Group" shall mean Nazara Technologies Limited, together with its subsidiaries / joint ventures/associates. This release does not purport to be a complete description of the markets conditions or developments referred to in the material. This release does not purport to present a comprehensive overview of the Company or contain all the information necessary to evaluate an investment in the Company. This release should be read in conjunction with the Company's other periodic and continuous disclosure announcements, which are available on website of the Company and the stock exchanges.

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The Company, its shareholders, representatives and advisors and their respective affiliates also reserves the right, without advance notice, to change the procedure or to terminate negotiations at any time prior to the entry into of any binding contract for any potential transaction. This release contains statements of future expectations and other forward-looking statements which involve risks and uncertainties. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers with respect to the consolidated results of operations and financial condition, and future events and plans of the Company. These statements can be recognised by the use of words such as “expects,” “plans,” “will,” “estimates,” or words of similar meaning. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties and actual results, performances or events may differ from those in the forward-looking statements as a result of various factors, uncertainties and assumptions including but not limited to price fluctuations, actual demand, exchange rate fluctuations, competition, environmental risks, any change in legal, financial and regulatory frameworks, political risks and factors beyond the Company’s control. Neither the Company, its affiliates, advisors, representatives, any of their respective affiliates or any such person’s officers or employees guarantee that the assumptions underlying such forward-looking statements or management estimates are free from errors nor does any of such persons accept any responsibility for the future accuracy of the forward-looking statements contained in this release or the actual occurrence of the forecasted developments. You are cautioned not to place undue reliance on these forward looking statements, which are based on the current view of the management of the Company on future events. This release also contains certain financial and operational information relating to the Group that is based on management estimates. These estimates are based on management’s past experience and subjective judgment, and the manner in which such estimates are determined may vary from that used for the preparation and release of similar information provided by other companies engaged in the similar industry in India and globally. The Company does not assume any responsibility to amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise.

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