

**Date: April 05, 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 Sir/Madam,

**Subject: Intimation of Press Release**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release as mentioned below:

***“NODWIN Gaming’s Singapore subsidiary acquires 51% stake in live-media company Branded”***

This is for your information and records.

Thanking you,

Yours faithfully

For **Nazara Technologies Limited**

**Pravesh Palod**  
**Company Secretary and Compliance Officer**  
**Membership No. A57964**

Encl. A/a



## **NODWIN Gaming’s Singapore subsidiary acquires 51% stake in live-media company Branded**

*Gurugram, 05 April 2023: As part of the acquisition, NODWIN Gaming will acquire all existing event IPs of Branded including ‘All That Matters’, ‘It’s a Girl Thing’ and ‘CreatorWorld’; it will also expand its network of international sponsors to grow revenues from its live business as it continues its pursuit to grow as a sports media company with a focus on esports and Gaming*

**New Delhi: April 05, 2023** - The Singapore subsidiary of NODWIN Gaming — the esports and gaming arm of Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA), has acquired a 51% stake in the Singapore-based full-service live media company Branded (branded.live).

With this acquisition, NODWIN Gaming will not only acquire all of Branded’s existing event IPs including ‘All That Matters’, ‘It’s a Girl Thing’ and ‘CreatorWorld’, etc, it will also onboard a capable international team led by an industry veteran in Jasper Donat that will focus on growing international sponsorship revenue for all of NODWIN Gaming’s IPs both in India and globally.

“We are excited to bring Branded into our fold at NODWIN Gaming adding its multiple facets to expand and grow our ecosystem. We share very similar synergies be it our common love for gaming, sports, music, esports or entertainment, so this was a near-perfect match. IPs like ‘Gaming Matters’, ‘Sportd Matters’ and ‘It’s A Girl thing’ will add a new dimension to what we already offer. We will also look at the talented branded team taking our existing IPs such as Playground, The Premiership, NH7 and others international,” said **Akshat Rathee, Co-founder and Managing Director, NODWIN Gaming**.

Branded is a leading Singapore-based live media company that has built award-winning owned-and-operated platforms including *All That Matters*, Asia’s premiere conference and connections hub featuring *Music Matters, Sports Matters, Gaming Matters, Marketing Matters, Arts Matters, Live Matters, Digital Matters* and most recently *Learning Matters*. Branded also produces *It’s A Girl Thing*, an empowerment platform and touring festival for young women and *Creator World*, one of Asia’s newest event platforms for young influencers

“Over the past few years Branded has transformed from a live event IP creator and producer to a live media company and we are really excited to become a part of the Nodwin Gaming family with their vision and commitment to the business of growing media and entertainment and the communities around them.

We are looking forward to expanding our existing events and IP and co-creating new, exciting properties around the APAC region and beyond” **Jasper Donat Co-Founder and CEO, Branded Pte Ltd**



### **About NODWIN Gaming:**

NODWIN Gaming is one of the world's leading esports companies, which is building a sustainable framework of professional gamers, content creators, organizations, and audiences. NODWIN Gaming works on esports entertainment as the core value offering to Fans, Publishers, and brands across its various IPs. NODWIN operates businesses across Media, Influencers, Tournament IPs, Brand Solutions and Merchandising. NODWIN Gaming is part of Nazara Technologies (BSE: NAZARA).

### **About Branded**

Founded in 2001, Branded partners with organisations to create, produce, and commercialise integrated online and offline multimedia platforms that connect, engage, inform and entertain consumers. Singapore based Branded has built a strong niche in Asia by creating some very successful IPs and award-winning owned-and-operated platforms including *All That Matters*, Asia's premiere conference and connections hub featuring a number of sub brand events under the "Matters" umbrella including *Music, Sports, Gaming, Marketing, Arts, Digital and most recently Learning Matters*. It is also responsible for *It's A Girl Thing*, an empowerment platform and touring festival for young women *CreatorWorld, SuperGamerFest* and is the co-creator of the *YouTube FanFest*. Branded has also worked and partnered with a number of global brands, media and organisations including Unilever, Coca-Cola, She Loves Tech, VidCon and WPP. <https://www.branded.live/>