



**ARCADE**  
Antstream

# Q1 2023 Summary Newsletter



*Winners*





## 2023 got off to a flying start for Antstream Arcade

Another major strategic partnership was announced this quarter, this time with a major global premium car brand. We were thrilled to license an additional 150 titles, add new features to the platform, welcome new key hires into the team, attend multiple events and go live with new services for our partners.



With the global impact of Covid 19 finally behind us, senior members of our executive team seized the opportunity for a long awaited trip to Tokyo to meet with our partners and friends to share our exciting growth plans for 2023.



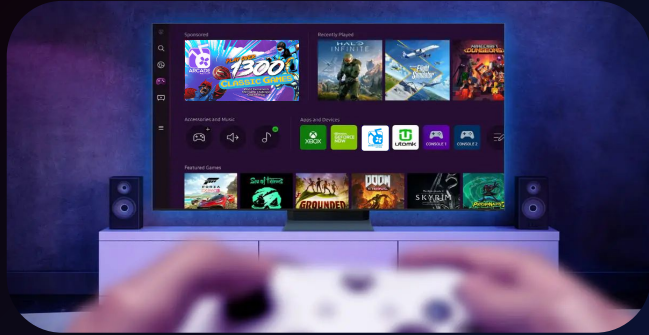
Nintendo was in the news again over its tough anti-piracy stance. Antstream Arcade remains steadfast in its approach of working with our industry peers to make its games available through legitimate channels that offer gamers the best retro gaming experience at an affordable price.

## Introducing Nathan Pragasam

We welcome Nathan to the team as a Senior Producer with over 15 years of experience gained within some of the leading game studios including Warner Brothers Games, Rocksteady, SEGA Europe, Lego, Headstrong Games, and Nitrome.



# Exciting Announcements!



## Antstream - The Smart Choice for Smart TV's

Following Q4's announcement that Samsung has partnered with Antstream to deliver a premium retro gaming experience to Samsung customers around the world, the release date has now been confirmed for the end of May 2023.

## Premium Entertainment for Premium Cars!

In February it was announced that Antstream is a primary gaming experience in Mercedes' new MBUX Entertainment plus offering in 2024. This is the beginning of many such partnerships that offer huge brand awareness opportunities to our partners.

With Mercedes we will be highlighting 10 amazing titles in front of a large audience of high end customers, coupled with extensive marketing opportunities to accompany the launch. Please reach out if you would like to discuss similar opportunities.



## New Feature: Sponsored Tournaments

Sponsored Tournaments will enable us to partner with some of the biggest brands and most popular influencers in the world to run tournaments that will drive engagement and user acquisition.

This new feature will deliver a customised interface to deliver advertising space seamlessly without disrupting the player.

Other key features will include guest login, mini realtime leaderboards, and an incentivised sign up process.



Example screens



## Partner Reporting - Now Live!

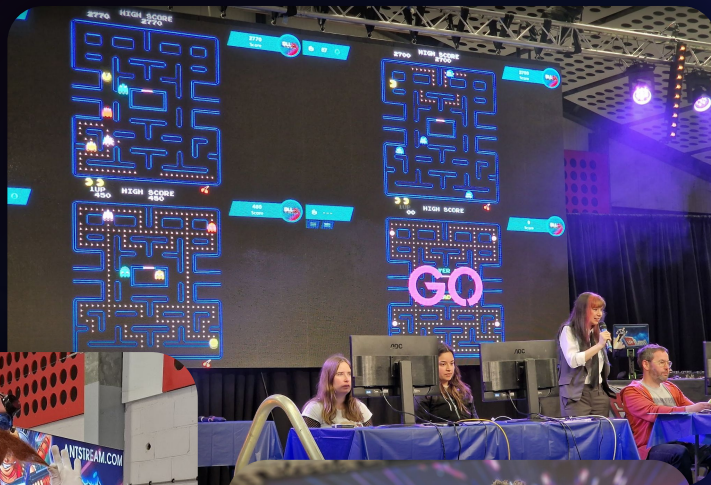
Providing value added services back to our partners remains a top priority.

Our new on-demand reporting shows you the key KPI's related to the performance of your IP.

The report will cover a number of key data points showing what you have live on the platform, how it is performing, and the impact of Antstream Exclusive Content.

# OLL23

VIDEO GAMES CONVENTION



## Events & Live Tournaments

Antstream is expanding its presence at retro gaming events. Starting at OLL, UK, a retro gaming event attracting around 3000 enthusiasts, Antstream took centre stage with plenty of activities and competitions.

Upcoming events include:

- Gamescom
- Formula E
- Insomnia

We are also looking to partner with well known brands to help build audience and drive engagement (see feature on previous page).



We would love to work closer with our partners on our tournament and event strategy. Please contact [James Dean](#) to discuss how you could be involved!