

Nazara Technologies Limited

(Formerly known as Nazara Technologies Private Limited)



September 21, 2021

To,

**Head, Listing Compliance Department
BSE Limited**

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai - 400 001.

Scrip Code: 543280

**Head 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(s),

Sub: Disclosure in terms of Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

With reference to the captioned subject and in furtherance to our letter dated June 17, 2021, we wish to inform you that Publishme Global FZ LLC, one of step- down wholly owned subsidiary of the Company, have signed definitive agreements on September 20,2021 with Arrakis Tanitim Organizasyon Pazarlama San.Tic. Ltd. Sti. (Publishme) and the founders and shareholders of Publishme and Nazara Technologies FZ LLC for the following matters:

1. proposed acquisition of 100% stake of Publishme through secondary purchase from the founders and existing shareholders of Publishme; and
2. subscription of 30.82% stake by the founders of Publishme in Publishme Global FZ LLC.

Post completion of both above transaction, the Company through its step-down wholly owned subsidiary company i.e. Publishme Global FZ LLC, will hold 69.18% stake in Publishme.

The aforesaid transaction is subject to conditions precedent and approvals.

The details as required under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 are provided as **Annexure A**

You are requested to please take the above intimation on record.

Thanking you,

Yours faithfully,

For Nazara Technologies Limited

A handwritten signature in black ink, appearing to read "Rakesh Shah".

**Rakesh Shah
Chief Financial Officer**



Encl: As above

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Annexure A

Sr. No	Particulars	Details
1	Name of the Target Entity	Arrakis Tanitim Organizasyon Pazarlama San. Tic. Ltd. Sti. (Publishme) Turnover for the year ended FY 2020 – USD 3,791,486
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”	The proposed acquisition does not fall under the purview of a related party transaction and the Promoter/Promoter Group of the Company is not interested in the entity being acquired
3	Industry to which the entity being acquired belongs	Free to Play Games (Fremium),E-Sports and Brand Marketing
4	Objects and effects of acquisition	To lead the Company's foray in the MENA region in the gaming industry. This acquisition will help the company in establishing ourselves as a key player in the region.
5	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
6	Indicative time period for completion of acquisition	The definitive agreements in connection with the proposed acquisition have been executed by Publishme Global FZ LLC on September 20,2021 and the acquisition is proposed to be completed within a period of one month.
7	nature of consideration - whether cash consideration or share swap and details of the same;	Cash Consideration

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8	Cost of Acquisition or the price at which the shares are acquired	INR 17.20 crores
9	percentage of shareholding / control acquired and / or number of shares acquired;	Acquisition of 100% stake through a secondary purchase from the founders and existing shareholders of Publishme. Further, the founders of Publishme have agreed to acquire 30.82% stake in Publishme Global FZ LLC. Post completion of both the transactions, the Company through its step down wholly owned subsidiary (i.e.Publishme Global FZ LLC) , will hold 69.18 % stake in Publishme.
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>Publishme was incorporated on 23rd February 2018 bearing a trade registry no: 126381-5.</p> <p>Publishme is a full-service games marketing and publishing agency which works extensively with gaming publishers in Turkey and MENA region. The Company led by Özgür Özalp, the former publishing head for emerging markets with EPIC Games, the company has a strong clientele including Garena, My.Games, Lokum Games and also works with several brands in Turkey and MENA region including Turkcell, RedBull, Hepsiburada.com, KFC, ASUS, Yemeksepeti.</p> <p>Turnover for last three years:</p> <p>FY 2020- USD 3,791,486 FY 2019- USD 2,614,791 FY 2018 (unaudited)- USD 1,906,118</p>

For Nazara Technologies Limited

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Rakesh Shah
Chief Financial Officer



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