

August 16, 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 August 16, 2023 titled “**Nazara invests in Israeli based game developer Snax Games and forges publishing partnership for India and Middle East**”.

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



Nazara invests in Israeli based game developer Snax Games and forges publishing partnership for India and Middle East

August 16, 2023, India: Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA) a diversified gaming and sports media platform announced an investment of **USD 500,000 (approx. INR 4.15 cr)** via its wholly owned Singapore subsidiary Nazara PTE Ltd in Israel based game developer **Snax Games Ltd.**

Nazara Technologies has also entered into a publishing agreement with Snax Games through which it has acquired the exclusive rights to publish the games in the Indian subcontinent and the Middle-East region on a revenue-sharing basis for a period of five years.

Snax Games is a mobile gaming company founded by seasoned industry veterans, snax leadership team is bringing over 20 years of experience in the gaming space with a track record of developing multiple top grossing games and IPs with over \$1Billion of accumulated revenues and leading gaming giants such as Scopely, Plarium & CrazyLab. Snax is developing a new genre called casual multi-game - their first game, Parties & Puzzles, delivers a new and unique experience that is redefining the puzzle category.

Commenting upon the collaboration, Nitish Mittersain, CEO & Jt. Managing Director, Nazara Technologies, said, "We are happy to back the highly experienced team at Snax Games and bring their high quality and engaging games to our audiences in India and Middle East."

Adam Gal-Ed, CEO, SNAX Games Ltd, said, "We are excited to partner with India's only listed gaming company Nazara Technologies to bring our games to millions of users in India and the Middle East. Our first game 'Parties & Puzzle' will be made available soon through Nazara's publishing platform."

About Nazara Technologies Pvt. Ltd.

Nazara is India's only listed gaming & e-sports company with majority ownership of 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) 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.

About SNAX Games Ltd.

Snax Games is a mobile gaming company founded in 2020 by seasoned industry veterans (ex-Plarium, Scopely and CrazyLab) and developing a new genre called casual multi-game. Based out of Herzliya, Israel, Snax's first game, Parties & Puzzles, delivers a new and unique experience that is redefining the puzzle category.

For media queries, contact: Sumeet Shukla | +91 7276333084 | Sumeet.shukla@sgapl.net