

Gridlogic signs pact with US-based Game Technologies to launch Playboy Rummy in India

Aims to launch more games in the next few years under this partnership

New Delhi- 31st January, 2022: Gurugram-based diversified technology services group Gridlogic today announced a partnership with US-listed Gaming Technologies (Gametech) to mark the foray of Playboy Group, a leading pleasure and leisure lifestyle company into the fast growing online rummy gaming industry in India. This will also mark the first ever partnership of an Indian gaming technology services company with a global lifestyle brand.

As part of this partnership, Gridlogic is providing its technology stack to build an online rummy gaming platform called Playboy Rummy to cater to the rapidly growing base of online gamers in India. Gaming Technologies has the rights to market Playboy's brand across the globe.

According to a report by Boston Consulting Group and Sequoia Capital, India has over 300 million+ online user base and is growing rapidly at a CAGR of the Indian online gaming market grew 38% from 2019-2020 and 37% in 2018-2019, outpacing the social media market in India. With over 60 million players, the online gaming market in India is leading the gaming space, capturing 86% of the total market share or \$1.5 billion dollars and is expected to reach \$2.2 billion in five years.

Commenting on the partnership, **Pariekshit Maadishetti, Managing Director, Gridlogic** said, "India is quite a unique market with diverse user behaviours, access to differential internet speeds and varying income levels which necessitates a tailor made approach to tap the next 200 million gaming user base. As a homegrown diversified technology services company, Gridlogic has a nuanced understanding of the market and is well positioned to help international brands cater to one of the fastest growing online gaming markets in the world. We are pleased to partner with Gametech to mark the foray of iconic brand Playboy in India's online real money gaming industry and expect this partnership to build a brand to reckon with".

This is also the first ever partnership for Gametech with an Indian gaming technology services provider and is part of its expansion across emerging markets. Gametech will leverage Taj Network, Gridlogic's B2B unit and one of India's largest B2B Skills Games providers with a network of millions of online players, to offer Playboy-branded, online rummy games, positioning itself as one of the first companies to attach a well-known brand to real-money online games. The Taj network includes many of today's most popular brands with leading operators in the e-gaming industry.

Jason Drummond, Founder and CEO of Gametech, said: "The launch of Playboy Rummy in India marks a tremendous milestone for Gametech as we are now strategically positioned in one of the fastest growing online gaming markets with one of the most iconic global brands. By launching Playboy Rummy through our technology partner Gridlogic, we are incorporating a high-volume network game that taps tens of millions of players and can be easily scaled as we enter new markets. We look forward to building upon these popular, interactive games to further lead the fast-growing and high-demand gaming market in India."

Reena Patel, COO of Consumer Products at Playboy, said, "India has long been an important market for Playboy and is home to one of the Playboy Clubs. We are delighted to partner with Gametech, one of today's

leading gaming platform operators. Playboy Rummy combines one of the most popular skill-based games in India with our iconic and globally recognized brand."

This partnership plays a significant role in expanding Gridlogic's international clientele and reinforces India's standing as the leading gaming technology provider of the world. Over the past several years, Gridlogic has played a pivotal role in expanding the online gaming industry in India by offering cutting-edge technology stacks for players and B2B customers across the globe. Using new age technologies such as artificial intelligence, the technology stack enables a seamless experience to players even with low internet bandwidths and handholds them in easy onboarding onto the game

About Gridlogic

Gridlogic is a Gurugram-based diversified technology services group with interests in gaming, data management and business transformation with presence in the United Kingdom and Singapore as well. The group owns the Taj Network, India's largest B2B supplier of online skill and casual games, and offers Skill Games, Casual Games, Platform for Online & Offline industry, Marketing, Payments aggregation. It is also the company behind the supremely popular Taj Rummy online games with interests in various emerging sectors.

Started in the year 2008, Gridlogic has enabled millions of players and technology clients and partners to ride the digital wave in creating value for all stakeholders. The group has been a market leader in producing innovative next generation technology for the regulated & emerging markets. It delivers end-to-end solutions to world leading brands and brought artificial intelligence (AI) into skill gaming as innovation.

For more information, please contact media@gridlogic.in

About Gaming Technologies

Gaming Technologies develops games, leverages leading third-party games, and operates a B2B gaming platform to enable land-based casinos, consumer brands and media company partners in regulated markets to rapidly leverage a branded online gambling presence while putting players first. In partnership with Big Bola Casinos, Gametech owns www.vale.mx, a regulated online casino and sports betting site in Mexico.

About PLBY Group, Inc.

PLBY Group, Inc. ("PLBY Group") connects consumers around the world with products, services, and experiences to help them look good, feel good, and have fun. PLBY Group serves consumers in four major categories: Sexual Wellness, Style & Apparel, Gaming & Lifestyle, and Beauty & Grooming. PLBY Group's flagship consumer brand, Playboy, is one of the most recognizable, iconic brands in the world, driving billions of dollars in consumer spending annually across approximately 180 countries.