



Swarmio Media Appoints Mr. Elie Jeitani to its Board of Directors

Mr. Jeitani is the Founder and CEO of WestBridge Telecom, One of Swarmio's Strategic Telco Distribution Partners

TORONTO, ON – December 2, 2022 - Swarmio Media Holdings Inc. (CSE: SWRM; OTC: SWMIF; GR: U5U) ("Swarmio" or "the Company"), a technology company focused on the global deployment of its proprietary Ember gaming and esports platform, announces it has appointed Mr. Elie Jeitani to its Board of Directors (the "Board").

Mr. Jeitani is a seasoned entrepreneur with over 25 years of experience in the telecommunications industry across multiple geographies including MENA, EMEA and North America. He is currently the Founder and CEO of WestBridge Telecom ("WestBridge"), a US-based wholesale provider of telecommunications products and services to telcos in the US, Asia, Africa, and the Middle East. Mr. Jeitani also has extensive experience covering operations, sales management & business development for Tier-1/NASDAQ listed companies and start-ups.

[On November 15](#), Swarmio announced it had signed a telco distribution agreement with WestBridge Telecom, whereby WestBridge will distribute Swarmio's Ember gaming and esports platform to its telco clients in the MENA region, with resulting revenues split between Swarmio, WestBridge, and participating telcos.

Mr. Jeitani commented: "I look forward to helping Vijai and his talented management team expand Swarmio's footprint into new markets, particularly in the MENA region. I believe Swarmio is uniquely positioned to engage gamers at a large scale via its Ember gaming and esports platform and to drive new and profitable revenue growth within their sizable customer bases."

Vijai Karthigesu, CEO of Swarmio Media added: "It's an honour to have Elie join our Board. As a seasoned and highly respected telecoms leader, he not only has unique insight in the fast-growing MENA region, but also a rich global telecom network which

will undoubtedly benefit Swarmio as we enter into and scale within new international markets."

Upon Mr. Jeitani's appointment to the Board, the Company shall grant Mr. Jeitani the option to purchase 250,000 common shares of Swarmio pursuant to the Company's stock option plan. These options allow the holder to purchase the shares at \$0.05, subject to provisions of the Company's stock option plan. Twenty-five percent (25%) of these options will vest and be exercisable on the first anniversary of the grant date and the remaining seventy-five percent (75%) will vest in twelve (12) equal installments at the end of every three-month period after the first anniversary of the grant date such that each option will be fully vested on the fourth (4th) anniversary of the grant date.

About Ember by Swarmio

Swarmio's fully managed, plug-and-play Ember platform can be quickly and seamlessly integrated with major telco operations, allowing telcos to engage and monetize gaming subscribers and gain immediate and meaningful access to the [US\\$200 billion](#) gaming market.

Ember provides a proprietary digital hub for gaming communities, allowing gamers to access an ultra-low-latency playing experience, competitive challenges and tournaments, exclusive gaming content, managed communities, gamification and points system, online store (Swarmio Store), gamer e-wallet (Swarmio Pay), and customized digital content.

About Swarmio Media

Swarmio Media (CSE: SWRM; OTC: SWMIF; GR: U5U) is a technology company focused on deploying its proprietary end-to-end gaming and esports platform, Ember, which enables telcos to monetize their gaming customers. Swarmio has engaged with several telcos that have launched Ember as an add-on service, allowing subscribers to access tournaments, engage in a localized gaming community, challenge friends and influencers, and earn points that can be used to purchase gaming content. Ember is powered by Swarmio's patented Latency-Optimized Edge Cloud ('LEC') technology, which reduces lag and allows gamers to enjoy an optimized gaming experience.

To learn more about Swarmio Media, please visit:

[Swarmio Investor Website](https://swarmio.media/investors) (<https://swarmio.media/investors>)

[Swarmio on LinkedIn](https://www.linkedin.com/company/swarmiomedial) (<https://www.linkedin.com/company/swarmiomedial>)

[Swarmio on Twitter](https://twitter.com/SwarmioMedia) (<https://twitter.com/SwarmioMedia>)

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Cautionary Note Regarding Forward-Looking Statements

Information set forth in this news release may involve forward-looking statements under applicable securities laws. Forward-looking statements are statements that relate to future, not past, events. In this context, forward-looking statements often address expected future business and financial performance, and often contain words such as "anticipate", "believe", "plan", "estimate", "expect", and "intend", statements that an action or event "may", "might", "could", "should", or "will" be taken or occur, or other similar expressions. All statements, other than statements of historical fact, included herein including, without limitation: statements about the Company's growth, the Company's ability to capitalize on the major global opportunity in the gaming and esports market, anticipated benefits to the Company's partners and their customers from using the Company's products, ongoing discussions with potential new customers or partners and the possibility that such discussions may result in additional contracts or revenue for the Company, the Company's future plans, its goals and expectations, including but not limited to, the Company's continuing ability to enter into agreements to deploy its products with international telecommunications companies and game publishers and its ability to monetize these agreements through generating SaaS-based revenues are forward-looking statements. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the risks identified in the Companies long-form prospectus dated November 10, 2021 (which can be accessed through the Company's profile on www.sedar.com). Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that

statements are made and the respective companies undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as required by applicable securities laws. Investors are cautioned against attributing undue certainty to forward-looking statements.

Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.