



## East Side Games Group Announces CEO Succession and Management Transition Plan

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Vancouver, BC, April 12, 2022 – East Side Games Group (TSX: EAGR) (OTC: EAGRF) ("**ESGG**" or the "**Company**"), is pleased to announce the implementation of its planned succession process, as Darcy Taylor is succeeded by the current Chief Revenue Officer, Board Chair, and East Side Games co-founder, Jason Bailey, as Chief Executive Officer, effective April 13th.

Mr. Taylor has been nominated for election at the Company's upcoming annual shareholders meeting to the Board of Directors in replacement of Jonathan Bixby, who will not be standing for re-election. Mr. Taylor will continue to work closely with Mr. Bailey and the rest of the ESGG Executive Team to support the transition.

Mike Edwards, ESGG's Lead Director, said: "As ESGG's vision holder, greatest champion, and largest shareholder, Jason was the clear and unanimous choice of the Board and Executive Team to serve as ESGG's CEO. He has a proven ability to think strategically, communicate the vision and grow our business effectively. East Side Games is stronger than ever — with \$100M in revenue for our first full year as a TSX listed company, the strongest fourth quarter revenue in our history, and a deep game pipeline for 2022 — the timing is right to implement this succession plan. We look forward to working with Jason and the rest of the Executive Team, and we are confident they will capably guide ESGG through our next chapter of growth and success."

Mr. Edwards continued: "On behalf of the Board, I want to thank Darcy for his incredible leadership over the past 3 years. Darcy and the ESGG Executive Team have built the Company into one of the leading, most respected and creative publicly listed mobile game group companies. Darcy's commitment to creating value has driven ESGG's strategy, culture and success and, if elected, will continue to serve as a board member to support ESGG's executive team. We look forward to continuing to benefit from his knowledge, experience and counsel."

Mr. Bailey said: "This is an incredibly exciting time for ESGG. We are an emerging leader in the mobile games industry. We have grown the core team to over 200 people with well over 200 more working exclusively on our games through our many partner studios. We are working with many of the world's biggest brands, on some of the most beloved television and movie

properties in the world. As CEO, I am committed to enable creators to successfully deliver mobile gaming experiences that players engage with every day.”

Mr. Bailey continued: “I would like to also thank Jonathan Bixby for his service who will be stepping down from the board at the upcoming AGSM. I’d also like to deeply and sincerely thank Darcy Taylor for all he has done to get ESGG to where it is today. Without his mentorship, guidance and unrelenting support, I would not be as ready as I am today to take the helm of this company.”

## **ABOUT EAST SIDE GAMES GROUP**

East Side Games Group (formerly operating under the name “LEAF Mobile Inc.”) is a leading free-to-play mobile game group, creating engaging games that produce enduring player loyalty. Our studio groups entrepreneurial culture is anchored in creativity, execution, and growth through licensing of our proprietary Game Kit software platform that enables professional game developers to greatly increase the efficiency and effectiveness of game creation in addition to organic growth through a diverse portfolio of original and licensed IP mobile games that include: *Archer: Danger Phone*, *Bud Farm Idle Tycoon*, *Cheech & Chong Bud Farm*, *The Goldbergs: Back to the 80s*, *It’s Always Sunny: The Gang Goes Mobile* and *Trailer Park Boys Grea\$y Money*, *RuPaul’s Drag Race Superstar* and *The Office: Somehow We Manage*.

We are headquartered in Vancouver, Canada and our games are available worldwide on the App Store and Google Play. For further information, please visit: [www.eastsidegamesgroup.com](http://www.eastsidegamesgroup.com) and join our online communities at [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).

Additional information about the Company continues to be available under its legal name, LEAF Mobile Inc., at [www.sedar.com](http://www.sedar.com).

## **Forward-looking Information**

*Certain statements in this release are forward-looking statements, which reflect the expectations of management regarding the proposed transactions described herein. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. These forward-looking statements reflect management’s current views and are based on certain expectations, estimates and assumptions which may prove to be incorrect. A number of risks and uncertainties could cause our actual results to differ materially from those expressed or implied by the forward-looking statements, including factors beyond the Company’s control. These forward-looking statements are made as of the date of this news release.*

## **For Further Information:**

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