



## PIONEER MEDIA HOLDINGS INC.

### NEWS RELEASE

April 16, 2021

CSE: PNER

#### **Pioneer Announces New Investment and \$5.0 Million Private Placement**

**Vancouver, British Columbia:** Pioneer Media Holdings Inc. (“Pioneer” or the “Company”) announces it has made a £50,000 investment to acquire 5,000,000 shares of NFT Investments plc, a London based investment company set up to invest in non-fungible tokens (“NFTs”) directly and in companies or funds that have exposure to NFTs and blockchain technology. NFT Investments has been admitted for trading on the Access Segment of the AQSE Growth Market in London.

Pioneer also announces its intention to raise \$5,000,000, on a non-brokered private placement basis, through the sale of units at \$0.30 per unit. Each unit will consist of one common share and one-half of one common share purchase warrant (each whole warrant exercisable at \$0.50 for 24 months from the date of closing).

The Company intends to use the funds raised to acquire additional investments in the eSport, on-line gaming and related sectors (including NFT related investments).

Closing of the placement is subject to certain customary conditions, including the receipt of all necessary regulatory approvals and acceptance of the Canadian Securities Exchange. All securities issued under the placement will be subject to a statutory hold period of four months plus a day following the date of closing. The Company may pay finder’s fees on a portion of the placement.

#### **About Pioneer Media Holdings Inc.**

Pioneer Media Holdings Inc. (CSE: PNER) is an investment issuer that actively invests in a diversified portfolio of early-stage to mid-level companies in the eSport, mobile gaming and NFT sectors. Pioneer’s management team leverages its extensive global network to provide investors with unparalleled access to investments not normally available to the average retail investor. The current Pioneer portfolio of 11 investments includes: Leaf Mobile Inc. (TSX:LEAF), a leading free-to-play mobile games group; Guild eSports plc (LON:GILD), a global esports business headquartered in London whose lead investor is David Beckham; Dynasty eSports Pte Ltd, a Singapore-based eSports platform with a mission to become the largest eSports franchise in Asia; and NFT Investments plc, a London based investment company as described above. Pioneer provides capital, experience, and support to these emerging market leaders in the eSports, mobile gaming and NFT spaces while building shareholder value.

Additional information about Pioneer is available at [www.sedar.com](http://www.sedar.com).

**ON BEHALF OF PIONEER MEDIA HOLDINGS INC.**

***“Mike Edwards”***

CEO & Director

*Neither the Canadian Securities Exchange nor any Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.*

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**Cautionary Statements**

*Offering Disclosure Statements*

The placement will be available to investors in reliance on exemptions from the prospectus requirement set out in National Instrument 45-106 *Prospectus Exemptions* and BC Instrument 72-503 *Distribution of Securities* outside of British Columbia

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

*Forward Looking Statements*

This news release may contain “forward-looking” statements and information relating to the Company, the funds to be raised, and the use of any such funds that are raised, that are based on the beliefs of Company management, as well as assumptions made by and information currently available to Company management. There is no assurance the Company will be able to (i) complete the placement on the terms as outlined above, or at all, or (ii) acquire any additional investments on terms suitable to the Company. The Company does not undertake to update forward-looking statements or forward-looking information, except as required by law.