

ANNOUNCEMENT OF APPLICATION FOR ADMISSION TO THE AQSE GROWTH MARKET
APPLICANT NAME:
Semper Fortis Esports plc (to be renamed Good Life Plus plc)
APPLICANT REGISTERED OFFICE, PRINCIPLE PLACE OF BUSINESS (IF DIFFERENT) AND TELEPHONE NUMBER:
6th Floor, 60 Gracechurch Street, London, EC3V 0HR Following Admission Company's principal place of business will be Unit G&H, Brook Industrial Park, Mill Brook Road, Orpington BR5 3TX
DIRECTORS AND PROPOSED DIRECTORS (IF APPLICABLE):
Keith Reginald Harris, Non-executive Chairman Max Howard Deeley, Finance Director - to resign at Admission Charlie Chadd, Proposed Chief Executive Officer Joseph Chadd, Proposed Executive Director John Gordon, Proposed Non-executive Director John Edward Taylor, Proposed Non-executive Director
APPLICANT SECTOR:
Consumer Discretionary
DESCRIPTION OF THE APPLICANT AND ITS ACTIVITIES:
<p>Good Life Plus operates an entertainment focused monthly subscription service for consumers that provides access to daily luxury prize draws, along with numerous offers, discounts and rewards.</p> <p>Its mission is to reinvent the winning experience by offering everyone a shot at the "good life" and revolutionise the prize draw sector by providing a more exciting, transparent and current offering with improved odds of winning. This is facilitated through a monthly membership that, as well as providing access to daily prize draws for highly desirable prizes, also has member benefits such as discounts on eating out at select chain and independent restaurants, free cinema tickets, discounted hotel bookings and reduced theme park entries at select sites combined with the opportunity to give back to those most in need.</p> <p>In comparison to buying, for instance, national lottery tickets with a 1 in 45 million chance of winning a significant or meaningful prize, the GL+ prize draws are more frequent (daily) providing subscribers with considerably better odds and an opportunity to save through a variety of offers, discounts and rewards. Good Life Plus provides a freemium model allowing consumers free entry to its prize draw for 7 days before potential subscribers have to decide whether to opt for ongoing paid membership. This allows the Company to convert more casual interest into customers, thereby increasing the return on customer acquisition spend.</p> <p>It is anticipated that as the membership base grows, the quality of the prizes on offer and the rewards available will also increase in both volume and value.</p>
NAME OF AQSE CORPORATE ADVISER:
Novum Securities Limited
NUMBER, CLASS AND PAR VALUE OF SECURITIES TO BE ADMITTED:
629,049,980 Ordinary shares of £0.001
SECURITIES IN PUBLIC HANDS AS A PERCENTAGE OF THE TOTAL NUMBER OF SECURITIES IN ISSUE (excluding securities held in treasury):
c.40%
SHAREHOLDERS HOLDING MORE THAN FIVE PER CENT OF THE APPLICANT'S SHARE CAPITAL OR VOTING RIGHTS PRE- AND POST-ADMISSION:

Name	Pre-Admission	Post- admission	%
Charlie Chadd	-	191,611,489	30.46%
Joseph Chadd	-	127,740,993	20.31%
Winforton Investments	-	40,000,000	6.36%

TIMETABLE FOR ANY OFFER OF TRANSFERABLE SECURITIES TO THE PUBLIC:
N/A
THE EXPECTED ADMISSION DATE:
18 December 2023
WEBSITE ADDRESS WHERE INVESTOR INFORMATION WILL BE AVAILABLE FOR INSPECTION:
www.smpr.gg https://www.goodlifeplus.co.uk from admission
<i>In respect of a fast-track applicant, the following information should also be included:</i>
NAME OF MARKET ON WHICH THE APPLICANT'S SECURITIES ARE CURRENTLY TRADED:
N/A
ARRANGEMENTS FOR THE SETTLEMENT OF TRANSACTIONS IN THE APPLICANT'S SECURITIES:
N/A
DETAILS OF ANY LOCK-IN ARRANGEMENTS:
N/A
DETAILS OF THE LEGAL OR REGULATORY REQUIREMENTS IN THE APPLICANT'S HOME COUNTRY REGARDING THE CONDUCT OF TAKEOVERS AND THE ACQUISITION OF SIGNIFICANT VOTING RIGHTS TO WHICH THE APPLICANT IS SUBJECT:
N/A
<i>In respect of an update to a prior application announcement, the date of the original announcement should also be disclosed as follows:</i>
UPDATE TO A PRIOR APPLICATION ANNOUNCEMENT RELEASED ON:
N/A