



Esports Mogul

(ASX:ESH)

COMPANY PRESENTATION
October 2020



MOGUL: EVERYTHING WE DO PUTS PLAYERS FIRST



DESTINATION

For brands and gamers

BRAND

Focused

GAMER

Obsessed

MOGUL

Is esports for everyone

GAMING GOES NEXT LEVEL

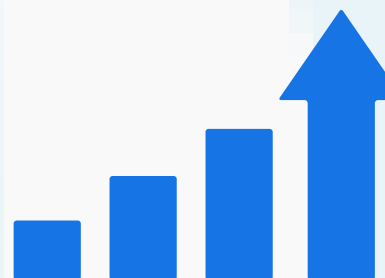
Esports is the **fastest growing segment** in the **\$160BN** gaming industry



\$160BN
Global Gaming
Revenue



2.7BN
Global Gamers



15.7%^{YoY}
Esports Revenue
Growth



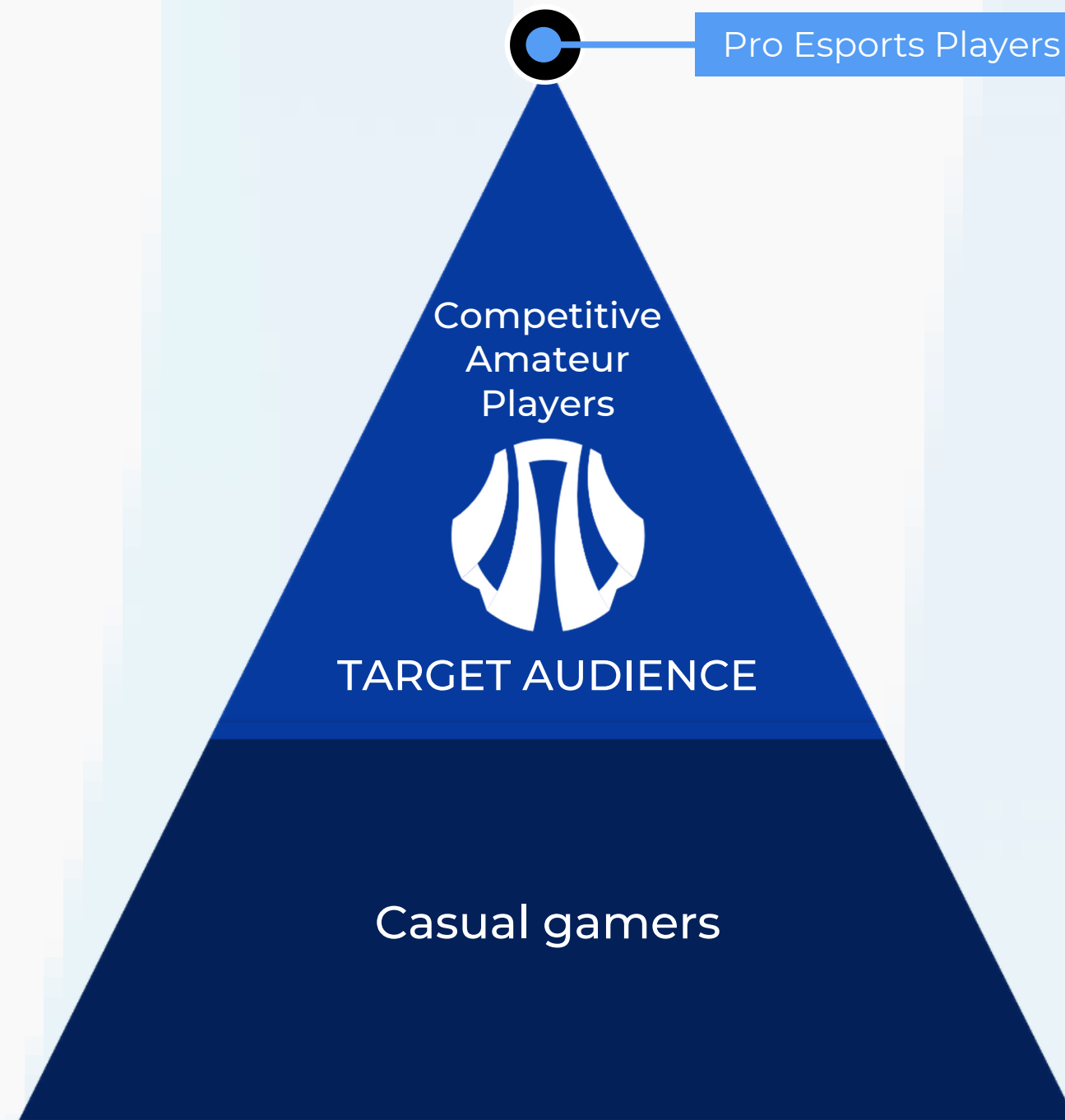
PUBLISHERS
Driving Mobile to 50%
of Gaming Revenue



BRANDS
Contribute 75%+
of Esports Revenue

FOCUSED ON BRANDS TO THE BENEFIT OF GAMERS

MOGUL
connects
BRANDS
to the mass
GAMER
audience

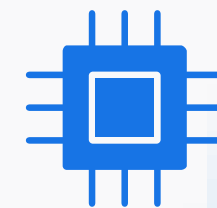


495M players - 11.7% YoY increase



WHAT IS MOGUL?

Marketing solution for Brands,
Destination for Gamers



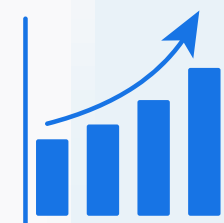
Most advanced online tournament technology in the world.



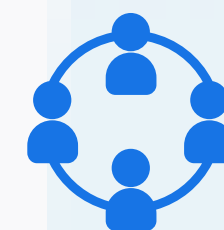
TaaS (Tournament-as-a-Service) monetisation model with Global Brands & Publishers.



Best esports community experience for Gamers.



Innovative mar-tech Esports Funnel delivers optimal outcomes for Brands.



Focused on scaling through Automation, User-Generated-Content (UGC), and Community.

OUR BUSINESS MODEL

Digital events as Marketing funnels: **Mogul's Esports Funnel**

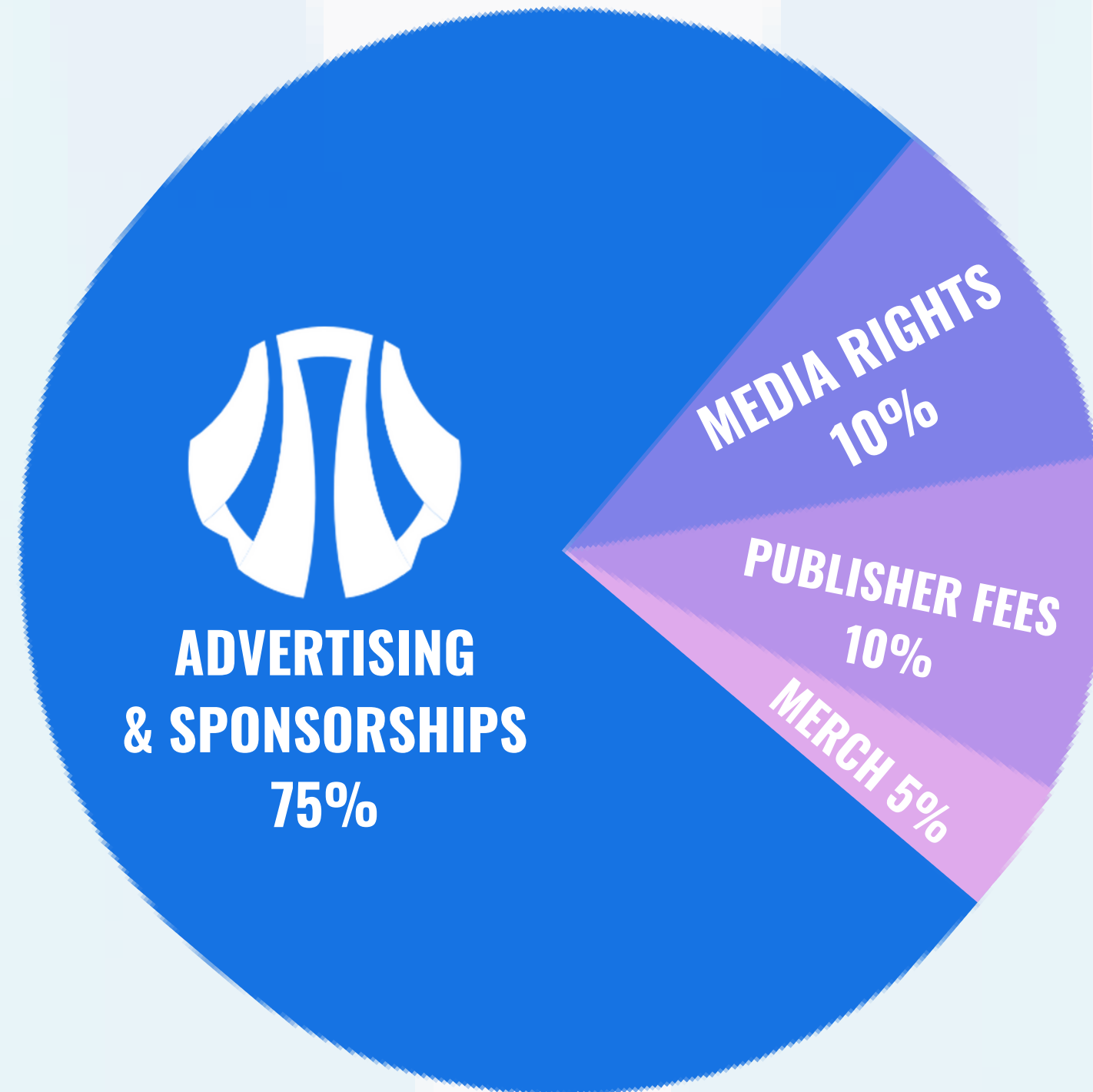
Ads + Sponsorships:

75% of Esports

Revenue forecast

US\$1.6bn in 2023

...**without** a Market
leader in Esports
advertising



Mogul today....

Brand Sponsorships

Project Revenue

Subscription Sharing



Mogul tomorrow....

On-Platform Advertising

Content & Licensing

STRATEGIC PARTNERS

Connecting gamers with top publishers & brands



And more...

THE FUTURE IS MOBILE

Smartphones are the number one gaming device in the world



\$77.2BN

Mobile Gaming Revenue
48% of the market

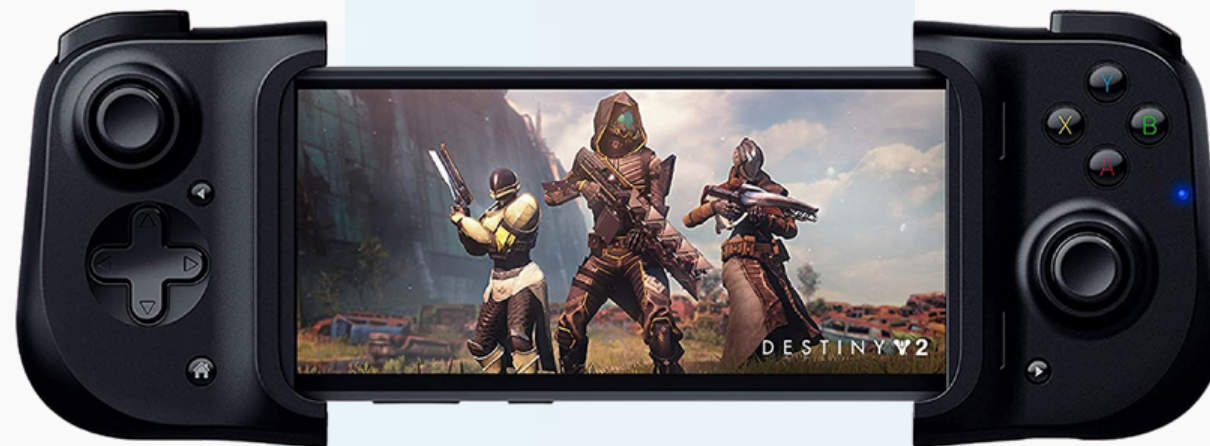


2.6BN

Mobile Global Gamers



Mobile Revenue growing
faster than PC & Console



MOGUL IS EXPANDING INTO MOBILE

Mogul continues to integrate with the biggest and best mobile games



FIRST MOVER ADVANTAGE

No native mobile tournament solution right now



MOBILE ADOPTION GROWTH

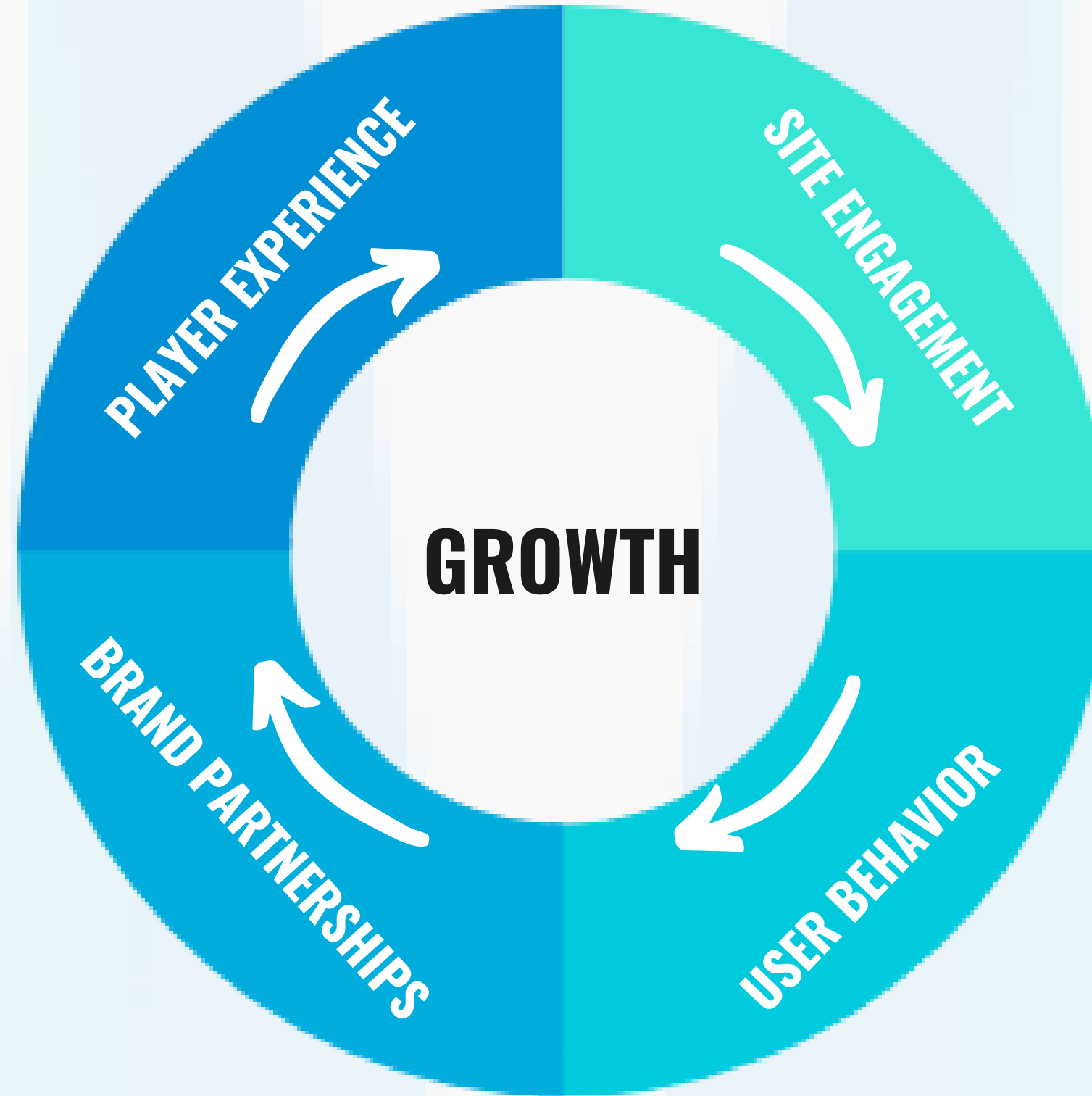
Mobile adoption is growing exponentially at the expense of PC & Console



MASSIVE ESPORTS TITLES

Some of the biggest Esports titles are exclusively mobile.

KEY GROWTH DRIVERS



WORLD CLASS MANAGEMENT & BOARD

Significant global experience in esports, gaming, media, entertainment and technology scale-ups



MICHAEL RUBINELLI

Chief Executive Officer | SF Bay Area, USA

- Creative, forward-thinking leader with significant executive leadership experience in product development and revenue growth in the video game industry. Electronic Arts, Midway Games and Walt Disney.



GERNOT ABL

Chairman | Melbourne, AUS

- Founding MD of Mogul and esports pioneer. Experienced ASX Director with strong background in management consulting, corporate advisory and capital markets.



CAMERON ADAMS

Director | Sydney, AUS

- Co-founder & Chief Product Officer of Canva, a design SAAS business with 30 million monthly global users, recently valued at \$8.6 billion. Career entrepreneur since starting his own design agency in 2001 before working with Google Maps co-founders Lars and Jens Rasmussen creating Google Wave prior to Canva.



KATE VALE

Director | Los Angeles, USA

- Former YouTube, Google and Spotify Managing Director. General Partner at US-based venture fund, Aliavia. Extensive executive experience in scaling digital technology businesses within complex ecosystems.

INVESTMENT HIGHLIGHTS



Top tier Global Start-Up Experienced Board & CEO



Built upon an already world-class tournament hosting & creation technology



First mover into burgeoning mobile esports market



World's first Brand focused platform as a marketing tool



Experienced team with deep understanding on how to navigate complex, nascent tech eco-systems

CAPITAL STRUCTURE

\$26.5m

Market Capitalisation

3,600+

Shareholders

\$0.013

15 Day VWAP

\$1.6m

Total Cash

At 15 day VWAP with
~2.04bn shares on issue

25% Top 20
3.6% Razer Inc (HK:1337)

15 day VWAP to 30
September 2020

Cash and equivalents
(end September)





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