

## **Mogul partners with NASDAQ-listed Super League Gaming, Inc (Nasdaq: SLGG) to use their patented AI-powered streaming technology**

### **HIGHLIGHTS**

- Mogul has entered a strategic partnership with Nasdaq-listed Super League Gaming, Inc (Nasdaq: SLGG)
- Super League Gaming's technology suite includes patented, automated AI-powered "camera character" game view
- Mogul and Super League Gaming will also partner on revenue-generating opportunities by providing end-to-end solutions for brands and rights holders through esports tournament activations and streaming
- Mogul and Super League Gaming will combine highly complementary technology and a shared vision to provide industry-leading solutions to brands and rights holders within esports
- Mogul and Super League Gaming have commenced joint business development activities in multiple regions globally

Mogul is pleased to advise it has entered a strategic partnership with NASDAQ-listed Super League Gaming, Inc (Nasdaq: SLGG).

Mogul owns one of the leading tournament and matchmaking platforms in the world: [mogul.gg](http://mogul.gg). Mogul generates revenue by partnering with brands and creating unique sponsorship-driven esports experiences for players.

Super League Gaming, Inc (NASDAQ: SLGG), is a global leader in competitive video gaming and esports entertainment for everyday players around the world. SLGG has developed and continues to advance its sophisticated live broadcast production capabilities to deliver live streaming mass participation, competitive gaming events in which players in dozens, even hundreds, of locations all are competing at the same time.

SuperLeagueTV, SLGG's production studio, can run as a fully remote operation featuring a virtual production control room accessible to multiple producers, technical directors, sound engineers and other staff. Live streams are recorded simultaneously through a cloud-based infrastructure and made available for distribution to multiple broadcast endpoints in real-time, whether for viewing on audience platforms such as Twitch, YouTube and Facebook, or for viewing by



production staff and talent while producing a show to be aired on a future date. SLGG's produced content generated in excess of 1 billion viewer impressions for the 6 months to July 2020.

In addition, SLGG has received a Notice of Allowance from the US Patent and Trademark Office (USPTO) for its 'camera character' technology that creates a spectator view during a multiplayer game. Essentially, a virtual character is placed in a game with 'real' players for the purposes of visualizing the action of the game from the perspective of the virtual player. The character's movements are triggered by a form of artificial intelligence designed to follow the most interesting and exciting action of each game. Since this technology's development, this spectator view has been employed by SLGG in the live broadcast and spectating of competitive gameplay across multiple video game titles, including League of Legends, PUBG Mobile, Clash Royale, CS:GO, Street Fighter V, Minecraft and more.

Mogul's API integration and access to custom matchmaking for major titles delivers a world-class experience for players and the subsequently enabled spectating functionality enables Mogul to leverage this further through streaming technology. Super League's technology will enhance this value proposition further. This will enable a better tournament experience for players and fans. And for brands this will deliver significant player engagement and opportunities for content creation.

Super League Gaming, Inc Chair, President & CEO, Ann Hand, said:

"We strongly believe in making competitive video gaming and esports great entertainment for everyday players around the world. Mogul shares our vision and their world class tournament platform is a great hub for players and brands. Their reach into Asia and LATAM is also attractive to us so we're excited to see where this partnership will go."

Mogul Chief Executive Officer, Michael Rubinelli added:

"Esports is a fast-growing gateway between brands and everyday gamers. We want to scale a best-in-class and industry leading proposition for brands and rights holders and Super League Gaming brings highly complementary technology to our ambitions. This partnership was the perfect fit for us and we can't wait to get started."

**For material terms of the partnership please refer to Appendix A.**

-ENDS-

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ASX Release authorised by Mr Gernot Abl.

**About Super League Gaming**

Super League Gaming (Nasdaq: SLGG) is a leading gaming community and content platform that gives everyday gamers multiple ways to connect and engage with others while enjoying the video games they love.

Powered by proprietary technology systems, Super League offers players the ability to create gameplay-driven experiences they can share with friends, the opportunity to watch live streaming broadcasts and gameplay highlights across digital and social channels, and the chance to compete in events and challenges designed to celebrate victories and achievements across multiple skill levels.

With gameplay and content offerings featuring more than a dozen of the top video game titles in the world, Super League is building a broadly inclusive, global brand at the intersection of gaming, experiences and entertainment. Whether to access its expanding direct audience or the company's unique content production and virtual event capabilities, third parties ranging from consumer brands, video game publishers, television companies, traditional sports organizations, concert promoters, and more, are turning to Super League to provide integrated solutions that drive business growth.

**About Esports Mogul (ASX:ESH)**

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**) is an ASX listed esports media and software business.

Mogul owns and operates the mogul.gg tournament platform – one of the **leading tournament and matchmaking platforms in the world** with automation for major esports titles, including in platform chat and streaming functionality.

Mogul's platform attracts esports teams, tournament organisers, influencers, community groups, game publishers, and players of any skill level with a centralised esports offering built on an industry-leading tournament and matchmaking platform.

Mogul generates revenue by partnering with brands and creating unique sponsorship-driven esports experiences for players.

**APPENDIX A**

**Material Conditions of the Partnership with Super League Gaming**

<p><b>Term of the Partnership</b></p>	<p>The partnership remains ongoing, in perpetuity, until terminated in accordance with the Termination clause below.</p>
<p><b>Commercial Terms</b></p>	<p>The partnership allows Mogul to include SLGG’s AI powered streaming technology to deliver the best production value in esports streaming in the industry.</p> <p>There are no fees payable by either party under the partnership.</p> <p>Mogul and SLGG will generate revenue from joint business development activities.</p> <p>Revenue would be generated on a client by client basis, driven by the scope of each engagement.</p> <p>Mogul anticipates generating tournament-as-a-service revenue from running esports events on the mogul.gg platform.</p> <p>Given the partnership has recently commenced, the outcome of the business development activities are not yet known, and hence the financial impacts at this point in time cannot yet be ascertained.</p> <p>Mogul will keep the market updated on material business activities as they come to light.</p>

<b>Termination</b>	The partnership is ongoing until terminated at the option of either party in writing.
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