

Mogul Delivers World Class Player Experience in Mobile Titles - Clash Royale & Brawl Stars

HIGHLIGHTS

- Mogul has delivered fully automated matchmaking and tournaments to two of the game industry's best mobile titles
- Clash Royale is widely recognised as one of the top mobile esports titles with millions of downloads and gamer tags.
- Mogul is one of a very select group of partners to deeply integrate with these popular mobile esports titles.
- Mobile has become the number one gaming platform with a market size of US\$77.4B and growing at 13.3%¹

Esports Mogul Limited (ASX:ESH) ("**Mogul**") is pleased to advise that it has deeply integrated two of the world's most popular mobile esports titles into their online tournament platform.

Mogul owns the world's most advanced tournament and matchmaking platform: mogul.gg. Mogul generates revenue by partnering with brands and creating unique sponsorship-driven esports experiences for players at no cost to the end user.

Published by Supercell, Clash Royale is a real-time strategy video game - played exclusively on mobile. The game combines elements from collectable card games and tower defense games. Clash Royale was released globally in March of 2016 and reached \$1 billion² in revenue in less than a year on the market. Launched in December, 2018, Brawl Stars is a mobile free-to-play multiplayer game featuring a variety of 3-on-3 competitive modes which has seen millions of downloads since its launch.

Mogul has been granted access to a set of private APIs that will improve the tournament player experience on the Mogul platform. These improvements center around automation in matchmaking, automatic score reporting, in-game match statistic tracking, and enhanced spectating functionality that will lend itself to effortlessly producing great content for streamers, influencers, and shoutcasters.

For Players and Brands, automation makes for an exceptional player experience and the viewing capability of the integration amplifies tournaments from

¹ Source: Newzoo 2020 Global Games Market Report.

²Source: VentureBeat: Supercell's Clash Royale reaps \$1 billion in its first year: <https://venturebeat.com/2017/02/15/supercells-clash-royale-reaps-1-billion-in-its-first-year/>

participation to streaming, boosting engagement between the game title, the gaming community and the brands that engage get involved with tournaments-as-a-service on Mogul.

Mogul CEO, Michael Rubinelli commented:

“I’m very excited about the deep integration of Clash Royale and Brawl Stars into the mogul.gg platform. This serves as another proofpoint for us further demonstrating our level of customer obsession and player focus. We share Supercell’s tireless commitment to gamers around the world. We look forward to bringing great tournament experiences to Clash Royale, Brawl Stars and other Supercell games to players for years to come. This also showcases another reason why brands will continue to choose Mogul.gg as their destination of choice when it comes to deciding why, where, and how to engage the highly coveted esports player across the globe.”

-ENDS-

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ASX Release authorised by Mr Gernot Abl.

About Supercell & Clash Royale & Brawl Stars

Supercell is a mobile game developer based in Helsinki, Finland with offices in San Francisco, Seoul and Shanghai. Since their launch in 2010, they’ve brought five games to the global market - Hay Day, Clash of Clans, Boom Beach, Clash Royale and Brawl Stars.

Their goal is to make the best games - games that are played by as many people as possible, enjoyed for years and remembered forever. This longevity is built around two core pillars: game play and social.

Clash Royale is a real-time strategy video game - played exclusively on mobile. The game combines elements from collectable turn based card games, and tower defense games.

Clash Royale was released globally in March of 2016 and reached \$1billion in revenue in less than a year on the market.

Brawl Stars is a mobile free-to-play multiplayer game featuring brawlers fighting each other in a variety of 3-on-3 competitive modes, and a ten player battle royale mode.

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 – the **world's most advanced pure-play online esports tournament and matchmaking platform** 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.