

Esports Mogul

(ASX:ESH)

INVESTOR WEBINAR

9th December 2020



MOGUL WEBINAR



● **WELCOME**

● **STRATEGY**

● **PARTNERSHIPS**

● **MOBILE**

● **Q&A**

THE MOGUL ADVANTAGE



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

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STRATEGY OUTLINE



MOGUL's STRATEGIC PILLARS FOR 2021



Move into mobile



Have a global presence



Further refine our
business model

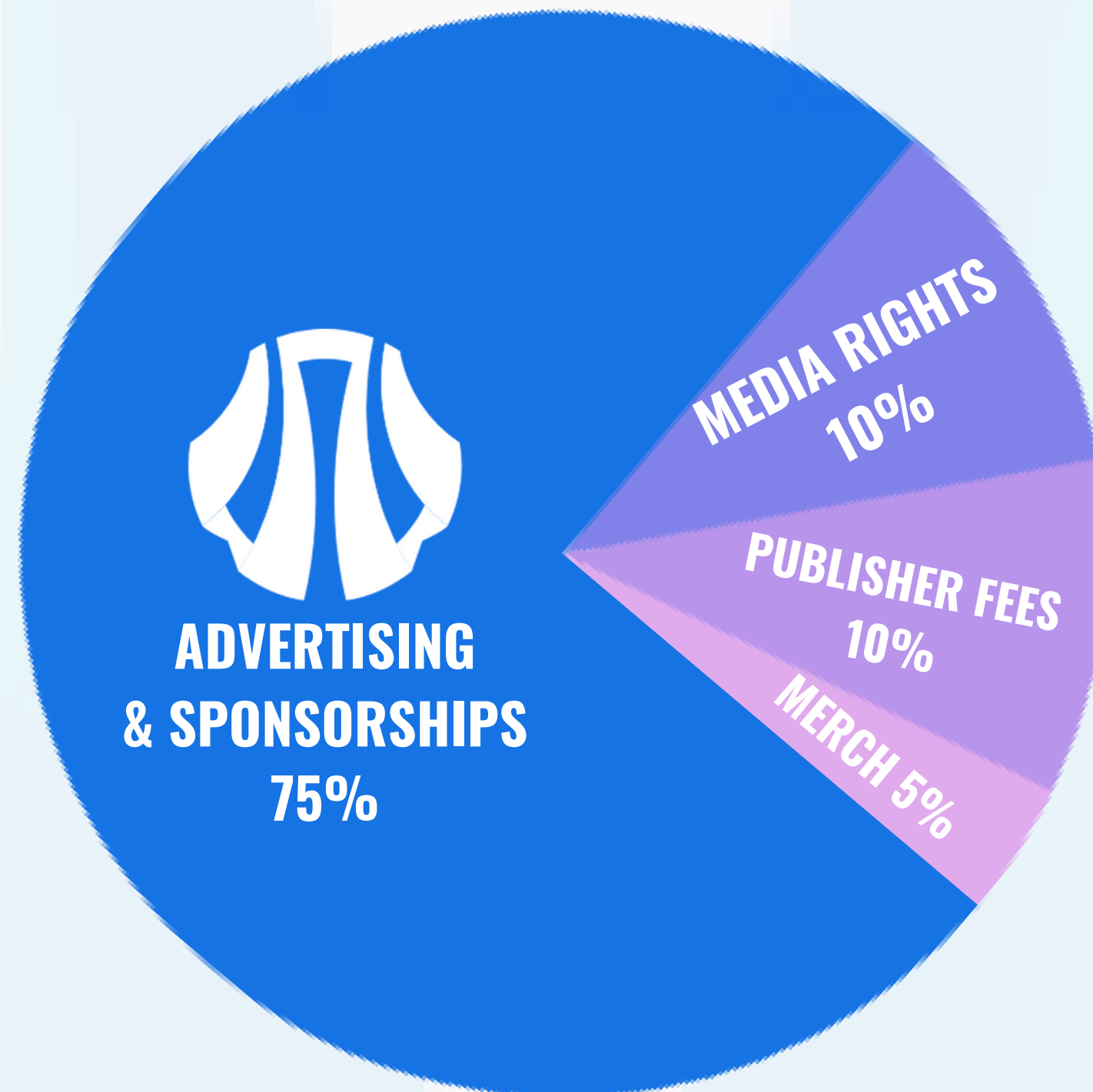
OUR BUSINESS MODEL

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

Ads + Sponsorships:
75% of Esports
Revenue.

- US\$1.1bn in 2020
- 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

FOCUSED ON BRANDS TO THE BENEFIT OF GAMERS

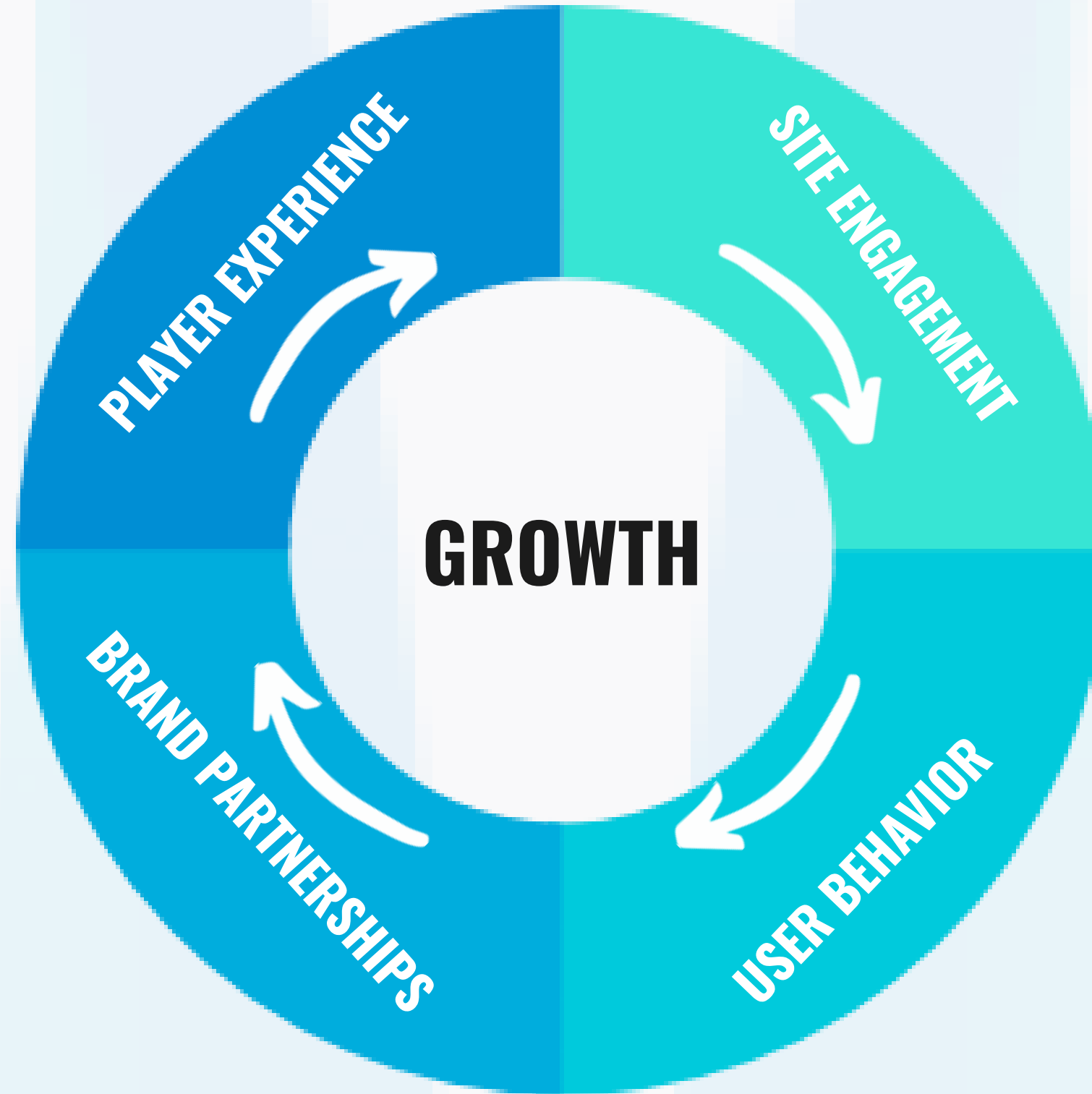
MOGUL
connects
BRANDS
to the mass
GAMER
audience



495M players - 11.7% YoY increase



KEY GROWTH DRIVERS



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PARTNERSHIP UPDATE



STRATEGIC PARTNERS

Connecting gamers with top publishers & brands



Microsoft



kölbi



Globe



And more...

PUBLISHER CASE STUDY

Supercell: Clash Royale Announcement



Direct Publisher relationship coupled with Mogul's technology capabilities result in the best player experience.

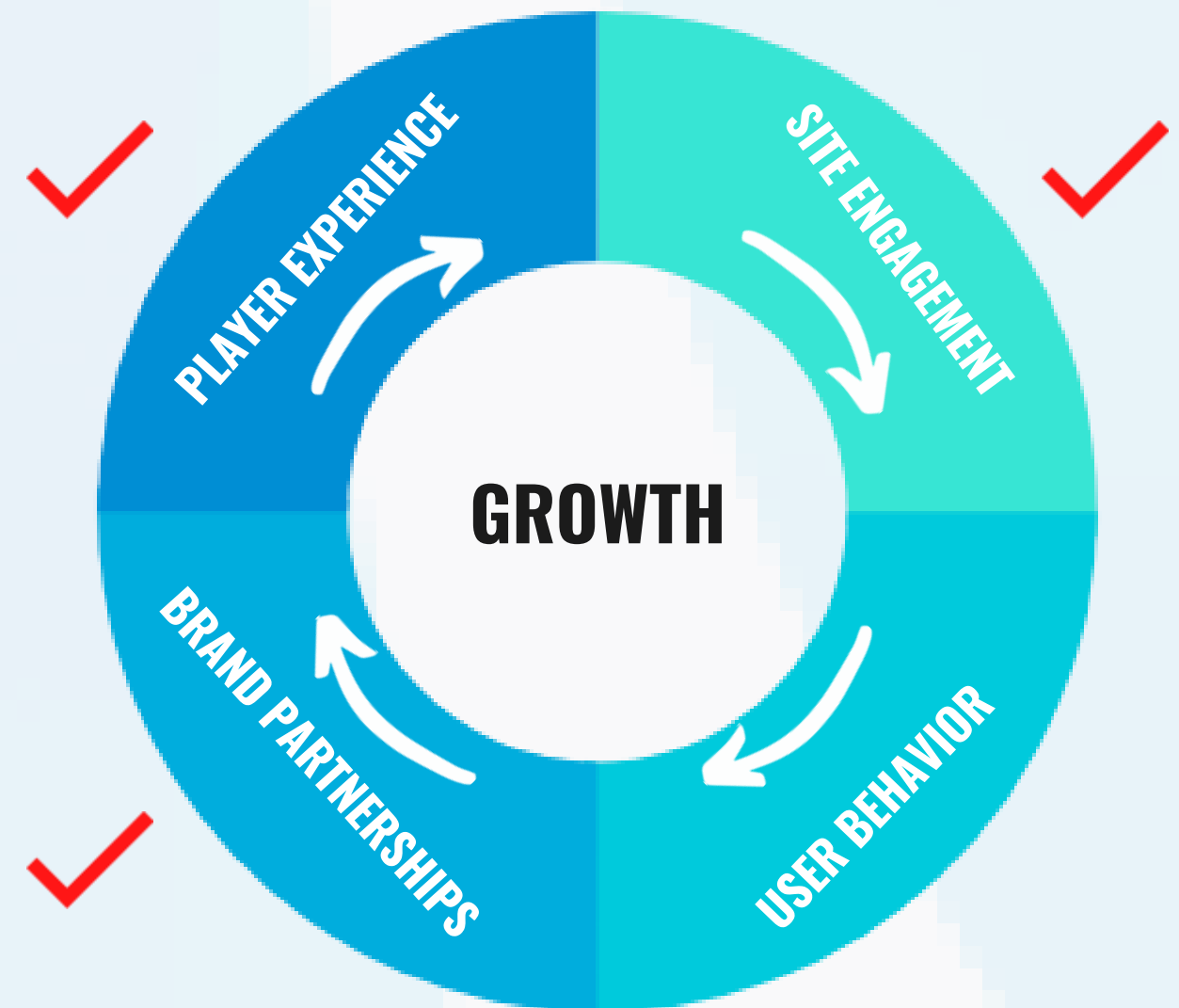


BRAND CASE STUDY

Buriram United



Brands use esports events on Mogul to build affinity and improve customer sentiment



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MOGUL MOVES INTO MOBILE



THE FUTURE IS MOBILE

Smartphones are the number one gaming device in the world



\$86.3BN

Mobile Gaming Revenue
49% of the market



2.6BN

Mobile Global Gamers



2x

Mobile Revenue growing
faster than PC & Console



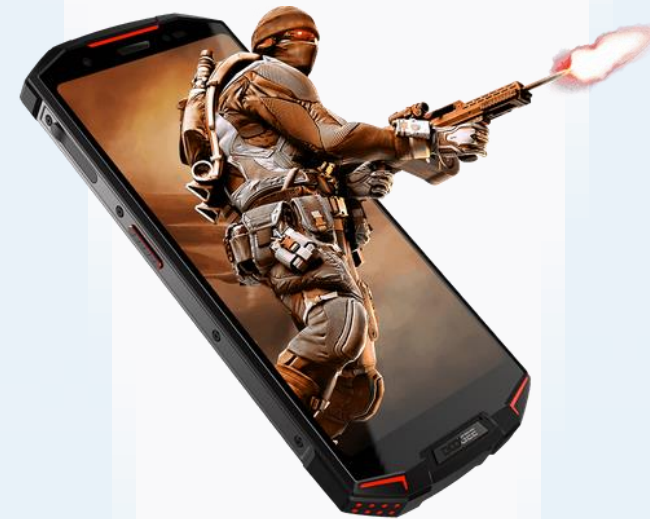
MOGUL IS EXPANDING INTO MOBILE

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.

MOGUL MOBILE

Mogul has launched the first iteration of its ground breaking app in SEA

PUBLISHER integrations



AI technology driven





Q&A SESSION