

30 April 2021

## ASX Announcement

### UNMARKETABLE PARCEL SALE FACILITY

Esports Mogul Limited (ASX:ESH) (**ESH** or the **Company**), announced today that it is establishing an opt-out unmarketable parcel sale facility (**Facility**) for shareholders who hold less than \$500 worth of fully paid ordinary shares in the Company (**Unmarketable Parcel**).

As at market close on Tuesday, 27 April 2021 (**Record Date**), the closing price of the Company's shares on ASX was \$0.014 and on this basis an Unmarketable Parcel is less than 35,714 shares.

In accordance with the Company's Constitution and ASX Listing Rules, the attached letter and Share Retention Form will be sent to all shareholders holding an Unmarketable Parcel of shares as at the Record Date.

Shareholders with an Unmarketable Parcel who wish to retain their shareholding need to give the Company written notice by returning the Share Retention Form by no later than 5.00pm (Melbourne time) Friday 11 June 2021 or acquire additional shares prior to that time such that their holdings comprise a marketable parcel, otherwise their shares will be sold by the Company.

Shareholders wishing to take advantage of the Facility and have their shares sold by the Company **do not** need to take any action.

A summary of key dates in relation to the Facility are as follows:

Unmarketable Parcels Record Date	7.00pm (Melbourne time), Tuesday 27 April 2021
Despatch of Letter to holders of Unmarketable Parcels	Friday 30 April 2021
Closing Date for Receipts of Share Retention Form	5.00pm (Melbourne time) Friday 11 June 2021
Estimated Unmarketable Parcels payment date	As soon as practicable after Friday 9 July 2021

The Company may modify these dates or suspend or terminate the Facility. Any modification, suspension or termination will be notified to shareholders by way of a market announcement.

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For more information please contact:

Gernot Abl

Non-Executive Chairman

T: +61 419 802 653

E: [ir@mogul.gg](mailto:ir@mogul.gg)

ASX Release authorised by the Board

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30 April 2021

Dear Shareholder

### **Unmarketable Parcels Sale Facility – Notice of Divestiture**

We are writing to advise you that Esports Mogul Limited (“**the Company**”) (ASX:ESH) has established an unmarketable parcel sale facility (**Facility**) for shareholders that hold less than \$500 in value of fully paid ordinary shares in the Company (**Unmarketable Parcel**) as at 7.00pm (Melbourne time) Tuesday 27 April 2021 (**Record Date**).

The Company is providing this Facility to require holders of Unmarketable Parcels to sell their shares. Holders of Unmarketable Parcels may opt out of the Facility as noted below.

Our registry records show that you held an Unmarketable Parcel of less than 35,714 shares in the Company, based on closing price on ASX of shares of \$0.014 per share on the Record Date.

If you hold Company shares in a CHESS Holding and they remain in a CHESS Holding after the Closing Date (as defined in the timetable below) the Company may, without further notice, remove those Company shares from the CHESS Holding to an Issuer Sponsored Holding for the purposes of divestment in accordance with this notice.

Shares to be sold under the Facility will be sold on ASX in the ordinary course of trading at the prevailing market price. The Company will pay all brokerage and handling costs of the sale for holders of Unmarketable Parcels under the Facility, excluding tax consequences from the sale, which remain the shareholder’s responsibility. The sale price of each of your Company shares will be the average price of every share sold on ASX under the Facility.

All holders of an Unmarketable Parcel who are participating in the Facility will receive the same sale price per share and the payment for your holding will be the sale price multiplied by the number of your shares sold. As the sale price is an average, the proceeds that you receive may be more or less than the actual price received by the broker for the sale of your shares.

As the Company has determined that all payments to shareholders are to be made via direct credit to their nominated bank account, please ensure your account details are up to date with the Company’s share registry, Automic Pty Ltd (**Automic**). You can update your banking and personal details with Automic by logging in to your holding on Automic’s Investor Centre at <https://www-https://www.automicgroup.com.au/investor> or by calling them on Australia: 1300 288 664 Overseas: +61 2 9698 5414.

## Key Dates

A summary of key dates in relation to the Facility are as follows:

Unmarketable Parcels Record Date	7.00pm (Melbourne time), Tuesday 27 April 2021
Despatch of Letter to holders of Unmarketable Parcels	Friday 30 April 2021
Closing Date for Receipts of Share Retention Form	5.00pm (Melbourne time) Friday 11 June 2021
Estimated Unmarketable Parcels payment date	As soon as practicable after Friday 9 July 2021

The Company may modify these dates or suspend or terminate the Facility. Any modification, suspension or termination will be notified to shareholders by way of a market announcement on ASX.

## What do you need to do if you wish to sell your Unmarketable Parcel?

You **do not** need to take any action. Your shares will be sold through the Facility after the Closing Date and the proceeds of the sale paid to you in accordance with the timetable above.

## What do you need to do if you wish to retain your Unmarketable Parcel?

If you wish to retain your shares you must complete the attached Share Retention Form and ensure it is received by Automic before the Closing Date, being 5.00pm (Melbourne time) on Friday 11 June 2021.

Alternatively, you may acquire additional shares so that you hold at least 35,714 shares as at the Closing Date. In this event, the Facility will not apply to any of your shares.

## Important Notes

The Company is not licensed to provide financial product advice. The Company makes no recommendation as to whether you should participate in the Facility. You are encouraged to seek advice from your legal or financial adviser if you are unsure about what to do in response to this notice.

The market price of shares is subject to change from time to time. Up-to-date information on the price of Company shares is available on ASX's website [www.asx.com.au](http://www.asx.com.au) from time to time.

The attached Information Sheet provides further information about the Facility. If you have any further questions about the Facility, please contact Automic's Information Line on Australia: 1300 288 664 Overseas: +61 2 9698 5414. or visit <https://www.automicgroup.com.au>.

Yours sincerely

Gernot Abl  
Chairman

30 April 2021

## INFORMATION SHEET - UNMARKETABLE PARCEL SALE FACILITY

### Why is the Company Implementing the Facility?

The Company welcomes the support of all shareholders, however, the administrative costs in producing and distributing shareholder communications and maintaining small holdings on the register through registry fees can be disproportionately high when compared with the dollar value of small holdings. Additionally, the Facility will assist holders with a small number of shares who would find it difficult or expensive to dispose of those shares through the normal means.

### Does the Company have the authority to sell my shares?

Under ASX Listing Rule 15.13 and clause 3 of the Company's constitution, the Company has the right to sell Unmarketable Parcels, unless shareholders give notice to the Company before the Closing Date that they wish to retain their shares or acquire additional shares such that their holding at the Closing Date comprises a marketable parcel.

### When will my shares be sold under the Facility?

The sale of shares under the Facility will be sold as soon as practicable after the Closing Date.

### Can I purchase more shares, so my shares won't be sold?

If you increase your holding so that the number of shares held is equal to \$500 the equivalent of 35,714 shares (ie, a Marketable Parcel) or more at the Closing Date, then the Company will not sell your shares under the Facility.

### What if I hold multiple Unmarketable Parcels?

If you hold multiple holdings that, in isolation, are deemed to be Unmarketable Parcels, but when aggregated would constitute a Marketable Parcel, you can contact Automic to have those holdings merged into one holding so that this is reflected on the register before the Closing Date. If you do not do this, each of your holdings will be treated as Unmarketable Parcels.

### When and how will I receive sale proceeds

The proceeds from the sale of your shares will be remitted to you as soon as practicable after the completion of the Facility. The expected payment date is as soon as practicable after Friday 9 July 2021 and in any event within eight weeks of the Closing Date. The payment will be made into the bank account nominated by you to Automic.



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# INSTRUCTIONS FOR COMPLETION OF THIS FORM

## ELECTION OPTIONS

### A: RETENTION OF SHARES

If you wish to retain your shares, please place a tick in the box provided. Should you validly sign the form but fail to place a tick in the box, it will be at the Company's discretion as to whether or not it is your intention to retain your shares.

### B: SELLING YOUR SHARES - REQUEST FOR DIRECT CREDITING OF PAYMENTS

If you wish to sell your shares, please provide your bank details in this section. Do not complete this section if you wish to retain your shares. If you provide your direct credit instruction details, you are agreeing to the sale of your shares even if you have placed a tick in Box A.

## SIGNING REQUIREMENTS

<b>Individual:</b>	Where the holding is in one name, the Shareholder must sign.
<b>Joint holding:</b>	Where the holding is in more than one name, all of the Shareholders must sign.
<b>Power of Attorney:</b>	If any signatory signs under Power of Attorney, please attach an originally certified photocopy of the Power of Attorney to this Form when you return it.
<b>Companies:</b>	To be signed in accordance with your Constitution. Please sign in the box which indicates the office held by you.
<b>Estates:</b>	If any signatory signs in the capacity of Executor/s, please attach to this Form when you return it, a certified photocopy of the Probate or Death Certificate together with the Will.

## LODGING YOUR SHARE SALE FACILITY FORM



**IMPORTANT! Election Forms cannot be returned by fax or email.**  
**Your Acceptance Form must be returned via one of the return methods provided below.**

Due to recent changes to delivery times by Australia Post, standard delivery may now take up to ten Business Days, or longer from regional areas. Shareholders should bear this in mind when returning Election Forms using Australia Post.

### ONLINE

Visit <https://investor.automic.com.au>

Login with your existing Username and Password

Once you are logged in, select "Offers" from the left-hand vertical menu and follow the prompts.

If you have not yet established an online account, visit <https://investor.automic.com.au/#/signup>

1. Select "Esports Mogul Limited" from the dropdown list in the Issuer Name Field
2. Enter your Holder Reference (SRN/HIN) as shown on the top of this letter
3. Enter your postcode OR country of residence (only if outside Australia)
4. Tick the box "I'm not a robot" and then select "Next"
5. Complete the prompts to set up your username and password details

Once you are logged in, select "Offers" from the left-hand vertical menu and follow the prompts.

### BY MAIL

Esports Mogul Limited – Unmarketable Parcel Facility  
C/- Automic Group  
GPO Box 5193  
Sydney NSW 2001

### BY HAND DELIVERY (Between Sydney office hours 9.00am – 5.00pm AEST)

Automic Group  
Level 5  
126 Phillip Street  
Sydney NSW 2000

**YOUR SHARE SALE ELECTION FORM MUST BE RECEIVED BY NO LATER THAN  
5.00PM (MELBOURNE TIME) FRIDAY 11 JUNE 2021.**