

ASX Release
28 September 2022

Partnership with ESM.ONE Inc

Mogul Games Group Limited (ASX: MGG) (the **Company**), the owner of the world's most advanced tournament and matchmaking platform (the **Platform**), is pleased to advise the execution of a 6-month agreement (**Agreement**) with ESM.ONE Inc (**ESM**) (<https://esm.one/>).

Pursuant to the Agreement, MGG's Tournament Technology will be promoted to all ESM's existing and potential corporate and commercial partners.

The parties have agreed that all revenue generated from the joint project, including but not limited to memberships, subscriptions, advertising, sponsorship, and e-commerce, will be distributed on a 50/50 basis.

ESM.One is a European based media and IT company that focuses on the development of technological and managerial solutions in the field of esports. ESM.One's projects include Esports Charts and Streams Charts.

ESM provides some of the world's most popular and unique analytical services that provide comprehensive metrics for esports broadcasts and live streams.

Commercial obligations

Under the Agreement, MGG will:

- offer to localise its Platform for ESM
- assist ESM to identify and engage influencers, marketing agencies and other marketing opportunities, including sponsors and corporate partners
- look to collaborate on any design, development, maintenance, or upgrade of the Platform for use by ESM
- propose which relevant tournament and registration management technology ought to be integrated to deliver esports tournaments on ESM
- use reasonable endeavours to introduce and deliver advertising and sponsorship opportunities to ESM

Under the Agreement, ESM will:

- engage and activate all their leagues, teams, registered gamers and promote the Platform amongst all existing and potential corporate and commercial partners
- use reasonable endeavours to introduce and deliver advertising and sponsorship opportunities
- provide input and recommendations on relevant tournaments, registration, structure, timetable, game titles and administration and operations with clear functionality and user interface requirements suitable for their esports market



While the Company hopes to leverage this Agreement to ultimately increase memberships, subscriptions, advertising, sponsorship, and e-commerce opportunities and considers the Agreement to be material on this basis, the financial impacts (including the generation of revenue and ongoing operating costs) of the partnership with ESM are unable to be quantified at this time.

Term

The Agreement has a term of 6 months, which will automatically be renewed for a further 6 months unless terminated by one party giving no less than 1 months written notice.

The Agreement may be terminated by either party immediately by written notice to the other party if:

- the other party becomes insolvent, or an order, petition, application, proceeding, meeting, or resolution is made, presented, brought, called, or passed for the purpose of winding up the party (and not stayed, withdrawn, or dismissed within 30 days)
- an administrator is appointed to the other party
- the other party ceases to carry on business
- as reasonably determined by a party, the other party breaches the terms of the Agreement, damages the reputation and/or brand of the other party
- the other party has breached a material term of the Agreement which is capable of remedy and has failed to remedy that breach within thirty (30) days of receiving written notice from that party of that breach

All other terms and conditions of the Agreement are considered standard for an agreement of this nature.

ESM partnership

By partnering with ESM, tournament players will be able to interact and engage in both amateur and professional tournaments. It is expected that scaling will be efficiently and quickly achieved as users share links to all their contacts to participate in esports tournaments.

-ENDS-

For further information, please contact:

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ASX Release authorised by the Board of Directors



About Mogul Games Group (ASX:MGG)

Mogul Games Group Ltd (ASX: MGG) (Mogul or the Company) is an ASX listed gaming, esports media and software business. Mogul owns the mogul tournament platform – the world’s most advanced pure-play online esports tournament and matchmaking platform with automation for major esports titles.