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ASX/Media Release
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ASX code: ESH

eSports Mogul completes highly successful ASX listing after oversubscribed \$7m Prospectus Offer

eSports media company eSports Mogul Asia Pacific Limited (**ASX: ESH**) (**eSports Mogul**) is pleased to announce it has completed a highly successful ASX listing after a heavily oversubscribed \$7 million Prospectus Offer (Offer) capital raise.

eSports Mogul commenced trading on the ASX on Friday 25 November and the Company's shares closed the first day of trading at 2.8 cents – a 40% increase on the Offer price of 2 cents – with 14.07 million shares traded.

The high level of investor demand for the Offer and the strong first day of trading is a reflection of the major growth potential of eSports Mogul's multi-faceted eSports focused business model and the rapidly expanding global eSports industry.

The Offer, to raise a minimum of \$6 million and a maximum of \$7 million, opened on October 18 and closed after a short Offer period on November 2 having successfully raised the maximum subscription amount. The Offer comprised the issue of 350 million shares at 2 cents each, giving the Company a market capitalisation on listing of \$17.57 million with 878,637,609 shares on issue.

eSports Mogul is focused on developing a market leading and fully integrated eSports-focused online media platform, called ESM Media Hub. ESM Media Hub will provide an easily accessible online platform for eSports enthusiasts, which will offer a range of eSports products and services including;

- ESM Academy – an eSports learning academy;
- Hero Gamer – ESM Digital Products business offering providing an online shop offering various gaming titles for purchase;
- ESH Tournament Platform – an online eSports tournament platform; and
- ESM Productions – exclusive eSports content.

Post listing eSports Mogul will now seek to launch its ESM Media Hub and derive revenues from subscription fees from customers utilising ESM Media Hub, partnerships with professional eSports teams and brands, advertising and merchandise sales, plus the ESH Tournament Platform.

The Company will also seek to leverage opportunities as they present arising from the major ongoing growth in the global eSports industry.

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The proceeds of the Offer will be used in the execution of the Company's business plan; to launch and grow the ESM Media Hub, develop content production and creation and to expand its strategic relationships and launch the ESM Academy.

Board and management has a strong mix of relevant industry specific and corporate expertise, led by managing director Gernot Abl.

CPS Capital Group Pty Ltd of Perth and Peloton Capital Pty Ltd of Sydney were co-lead managers to the Offer.

Background to the Offer

The eSports Mogul Offer was by way of Reverse Takeover in to Volta Mining Limited (ASX: VTM). On 11 October 2016, VTM issued a Prospectus to raise a minimum of \$6 million and a maximum of \$7 million. The Company received a very strong response to the Offer from investors, including from institutional investors, which resulted in it raising the maximum subscription.

ENDS

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About eSports Mogul Asia Pacific Limited

eSports Mogul is an ASX listed (ASX ESH) eSports media company. Its core business is to provide a fully integrated, market leading eSports-focused online media platform, called ESM Media Hub. ESM Media Hub will provide an easily accessible online platform for eSports enthusiasts, and offer a range of eSports products and services including;

- ESM Academy – an eSports learning academy;
- Hero Gamer – ESM Digital Products business offering providing an online shop offering various gaming titles for purchase;
- ESH Tournament Platform – an online eSports tournament platform; and
- ESM Productions – exclusive eSports content.

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eSports Mogul has an 10 year exclusive licence (subject to conditions) to operate the eSports online tournament platform of New York-based eSports company, eSports Hero Inc. in the Asia-Pacific region; eSports Mogul has a 20% shareholding in eSports Hero Inc. eSports Hero Inc. provides a skill-based online tournament platform where video gamers can compete in all major eSports in 1 v 1 and team v team tournaments.

eSport is the video gamer equivalent to sport and is one of the fastest growing industries in the world. It is estimated that there are currently 1.9+ billion players across all platforms globally and in 2016 the global games market size was estimated at \$99.6 billion. Asia Pacific dominates the market accounting for around 47% (\$46.6 billion) of the global games market in 2016.

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