

ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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eSports Mogul Announces Board Changes

eSports media company eSports Mogul Asia Pacific Limited (**ASX: ESH**) (**eSports Mogul**) is pleased to announce the appointment of Mr Adam Jacoby as interim Non-Executive Chairman, effective 31 December 2016.

Mr Jacoby is a highly successful innovator and entrepreneur with a deep expertise in fast growth companies in the information, media and sport industries.

Mr Jacoby has a demonstrable track record of starting fast growth businesses over a career spanning 20 years. In his role with eSports Mogul he will work closely with Managing Director Gernot Abl to significantly strengthen the Board and assist in shaping the Company's growth strategy in the the rapidly expanding global eSports industry.

Mr Jacoby was previously Chief Executive Officer of global sports travel business, Sportsnet Corporation, which was BRW's Fastest Growing Private Company (under \$100 million) in 2010. Prior to that he was the founder and CEO of IMS Sports, a leading sports marketing and athlete management business, from 1996 to 2003, and co-founder and General Manager of sport & leadership content company LFL Media from 2005 to 2008.

Amongst other roles, Mr Jacoby was also a founding director of Mummu Sport, from 2010 to 2015. Mummu Sport is a world leader in sports travel logistics, and was a BRW Fast Starter Award winner and Top 10 in Smart Company's Smart 50 Awards in 2015.

Mr Jacoby is currently a Non-Executive Director of globally focussed but Melbourne based, Centre for the Future and the Founder, Chief Steward and Council Member of the fast-growing global pro-democracy movement, MiVote.

He holds a Masters of Entrepreneurship and Innovation from the Swinburne University of Technology in Melbourne, and has also completed executive program studies at the Judge Business School at Cambridge University.

Mr Jacoby will replace Mr David Sumich who has stepped down to focus on his growing external business interests.

eSports Mogul Managing Director Mr Gernot Abl said:

"I am delighted to welcome Adam to the Board of eSports Mogul. To attract someone of his calibre, commitment and relevant experience in shaping and driving successful high growth companies is highly significant. He will play a key role in helping structure and position the Company for growth in the massive and rapidly expanding global eSports industry. I would also like to thank David Sumich for his support throughout eSports Mogul's ASX listing process over the past year, and to wish him well in his future endeavors."

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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;
- Tournament Platform – an online eSports tournament platform; and
- ESM Productions – exclusive eSports content.

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 1.6 billion players across all platforms globally and in 2014 the total gamer market size was estimated at \$74 billion. Asia Pacific dominates the eSports market accounting for around 34% (\$25.2 billion) of the global market in 2014.