

ASX/Media Release

14 February 2017

ASX code: ESH

eSports Mogul enters into Sponsorship and Tournament Platform Agreements with Twitch Interactive, Dreamcaster and FPS Thailand

HIGHLIGHTS

- **eSports Mogul has entered into Sponsorship and Tournament Platform Agreements with streaming company Twitch Interactive Inc. and its regional partners Dreamcaster and FPS Thailand.**
- **Under the Agreements, Dreamcaster will use the tournament platform for one year of Overwatch tournaments and FPS will use the tournament platform for three years of CS:GO tournaments.**
- **As a sponsor, ESM will also receive widespread branding and advertising at the major Dreamcaster Series and FPS Thailand League eSports events;**
- **Twitch is the world's largest social video platform for gamers and attracts 9.7 million active users daily**
- **Twitch was founded in 2011 and was acquired by Amazon.com, Inc. for US\$970m in 2014.**

eSports media company eSports Mogul Asia Pacific Limited (**ASX: ESH**) (**eSports Mogul**) is pleased to announce it has entered into a Sponsorship and Tournament Platform provision agreements and (Agreements) with Twitch Interactive Inc. (**Twitch**), the world's largest social video platform for gamers, for two major eSports tournament partners in the South East Asian region.

These are significant Agreements for eSports Mogul. They provide global exposure for the Company on Twitch's online platform which attracts 9.7 million active users daily, and will also see eSports Mogul's tournament platform used at the events.

Twitch was founded in June 2011 and was acquired by Amazon.com, Inc. (NASDAQ: AMZN) in August 2014 for US\$970 million in cash.

Under the Agreements, eSports Mogul will receive the following at the major Dreamcaster Series and FPS Thailand League eSports events which are both powered by Twitch;

- **eSports Mogul branding on the Twitch stream and the Twitch panel at the events, plus on all marketing material created for the events;**
- **eSports Mogul commentator mentions at the events – at a minimum of two times per hour;**
- **Four social media slots per season of the events and one product give-away slot per month;**
- **Advertising – eSports Mogul will provide thirty second advertisements to be played at least twice per hour;**
- **Digital screen advertisings – eSports Mogul will provide advertisements to be displayed on the main screens between live broadcasts; and**
- **Both events will use the eSports Mogul Platform which will be provided by eSports Mogul along with requisite technical support.**

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The Agreements cover three seasons of the Dreamcaster Series which will feature game-play of the Overwatch video game, until 31 December 2017, and nine seasons of the FPSThailand League featuring the Counter-Strike Global Offensive game, for a three year period until 1 December 2019.

eSports Mogul commenced trading on the ASX on 25 November 2016, after a heavily oversubscribed \$7 million prospectus Offer. The Company is developing a multi-faceted 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 and 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 managing director Gernot Abl said:

“We are delighted to enter into these agreements with Twitch. Twitch is universally acknowledged as the world’s leading social video platform and community for gamers and video game culture, and the exposure and visibility they are able to provide for eSports Mogul to our target audience will be invaluable as we seek to build a globally significant eSports-focused business.”

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

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.

About Twitch Interactive Inc.

Twitch is the world's leading social video platform and community for gamers. Each month, more than 100 million community members gather to watch and talk about video games, with more than 2 million streamers. Twitch's video platform is the backbone of both live and on-demand distribution for the entire video game ecosystem. This includes game developers, publishers, media outlets, events, user generated content, and the entire esports scene. Twitch also features Twitch Creative, a category devoted to artists and the creative process. www.twitch.tv