

A wide-angle, high-angle shot of a massive esports arena. The stage is brightly lit with blue and white spotlights, featuring large screens and various sponsor logos. A large crowd of spectators fills the arena, and several people are visible on the stage. The overall atmosphere is energetic and professional.

ESPORTSMOGUL

ASX:ESH

eSports - The biggest sport you have never heard of

Investor Presentation

March 2017

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1. Only pure eSports play listed on the ASX – Successful ASX listing Nov 2016 and strong cash position
2. Fully operational world class tournament & matchmaking platform
3. Multi faceted business across distinct verticals within the eSport industry
4. eSport market has experienced recent exponential growth but remains underdeveloped – major global growth industry
5. Current relationships and technology provide a >12 to 18 month lead on competitors – Company ideally positioned at forefront of eSport industry
6. Experienced and motivated management & user acquisition team

- Sponsorship and Tournament Platform Agreements with Twitch Interactive Inc. – the world's largest social video platform for gamers (Twitch attracts 9.7m active users daily)
- State-of-the-art fully functional and fully operational eSports tournament and matchmaking platform – via the Challenge Esports GmbH acquisition of eSport Hero Inc.
- Commenced development of the Academy – a dedicated eSports learning portal for players of all levels
- Engaged Havas – a fully integrated global advertising company, specializing in marketing, design, digital, corporate communications as part of Oceania and SEA launch
- APAC region launch – Philippines test market building a prototype South East Asian model which includes:
 - cafe group partnerships
 - local media partnerships
 - influencers
 - on-ground staff and studio access
- Opened SEA facing office in Thailand
- Continued discussions with major brands and teams with regard to aspects of the Media Hub

Corporate Snapshot

ASX Code	ESH
Cash (as at 2 nd March 2017)	Approx.\$4.6 million
Market Cap (\$0.025/share)	~ \$22m

Highlights So Far

- Completed successful ASX listing in Nov 2016
- Cash balance of approx. \$4.6 million
- €650k strategic investment in ChallengeMe Esports (“CME”) completed
- Sponsorship Agreements with Twitch
- Localisation and launch in Oceania & SEA commencing

ASX	ESH
Listed Shares	778,637,609
Vendor Escrowed Shares (Nov 2017 & 2018)	100,000,000
Total Shares on Issue	878,637,609
Class A Perf Shares - 100,000 ESH subscribers within 24 mths	113,000,000
Class B Perf Shares - \$5m annualised EBIT within 60 mths	100,000,000
Listed Options on Issue (@ \$0.05 Ex 30 Oct 2019)	321,478,207

Key Shareholders (as at 2nd March 2017)

Trust Co Aust Ltd	7.04%
Contango Funds Management Limited	5.69%
National Nominees Limited	4.09%
Comprehensive Investments Pty Ltd	3.41%
Cyber Century Limited	3.13%



Adam Jacoby – Non- Exec Chairman

- Masters of Entrepreneurship and Innovation & Judge Business School, Cambridge University.
- Innovator with a 20+ yrs global history of starting fast growth businesses in sport, information and media.
- Startup success in IMS Sports, LifeLounge.com, Learning from Legends & the global Mummu group of Companies - which were #40 BRW Fast Starter 2015 and Top 10 in Smart Company's Smart50 Awards 2015.



Gernot Abl – Managing Director

- Law, Corporate Finance and Consulting background
- 15+ yrs experience in corporate advisory working in the Gaming, Resources, Energy, Utilities and Public sectors
- Lifelong gamer with significant success in the online gaming industry
- Director with eSports Hero Inc.



George Lazarou– Non-Executive Director

- 20+ yrs experience as a chartered accountant across industry.
- Extensive experience in M&A, valuations and advisory
- Currently the Managing Director of corporate advisory firm Citadel Capital



Jonathan Noal – COO

- 20+ yrs marketing and management experience
- Founder of BoilerRoom - awarded Direct Agency of the Year



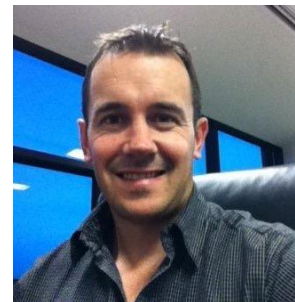
Marc Bell – Regional Manager & User Acquisition

- 20+ yrs in interactive media
- Worked for AAA gaming companies including Wargaming
- Founder Freemium - agency guiding developers and publishers on successful launch strategies



Michael Arrieta – Media Strategist

- Media strategist with a deep understanding of traditional and digital media, technology, production & distribution
- Vice President with Sony Pictures driving Sony to #1 digital market share with revenues in excess of US\$100M p.a..



Rodney Block – Strategic Adviser

- Director, Head of ANZ, SEA and India Sales for GoPro
- 20+ yrs of Video Games experience, was Vice President for THQ APAC
- Launched Disney Infinity throughout ANZ

Video Game Market on par with Sports

ESPORTSMOGUL

Revenue Streams Comparable to Sports



Gaming as a whole compares well to sports:

Sports fans: 2.2Bn, Gamers: 1.7Bn (2.1Bn in 2017)

Sports Revenues: \$124Bn, Game Revenues: \$83.4Bn (\$107Bn in 2017)

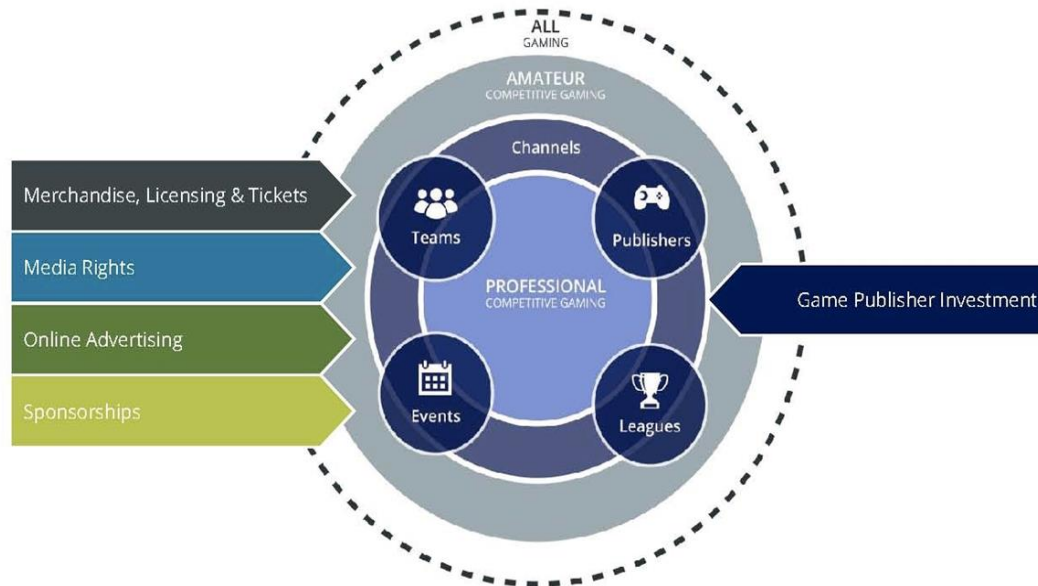
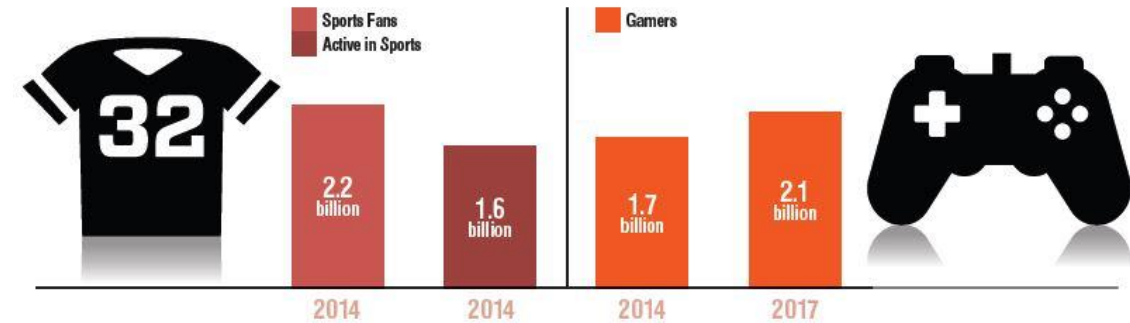


Figure 2: comparison of sports and eSports audiences



Source: NewZoo Global eSport Revenue Model 2015

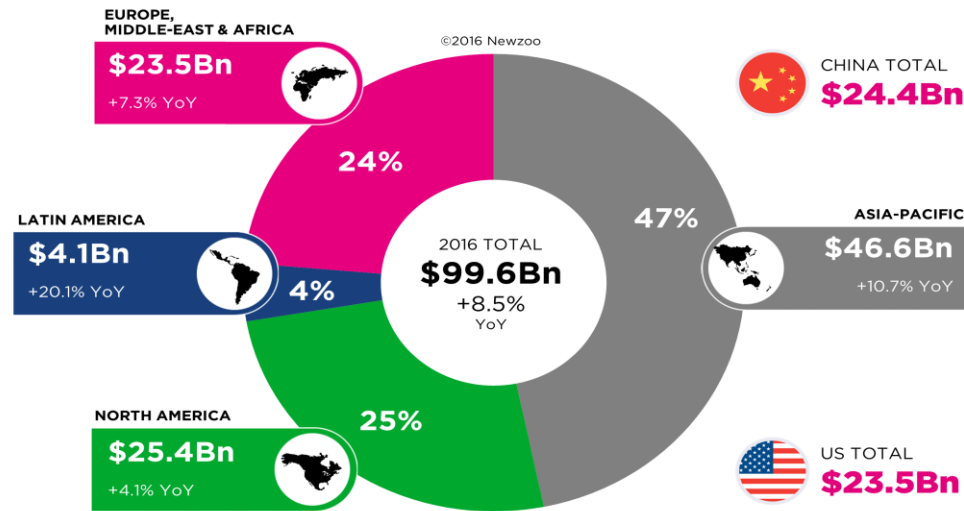
<http://www.igamingbusiness.com/sizing-esports-opportunity-0>

- eSports is a subset of the estimated US\$99bn+ global video games market
- Year on year audience and participation growth
- 1.9bn+ players across all platforms competing globally
- **Largest region is Asia-Pacific with 900m+ gamers**



2016 GLOBAL GAMES MARKET

PER REGION WITH YEAR-ON-YEAR GROWTH RATES

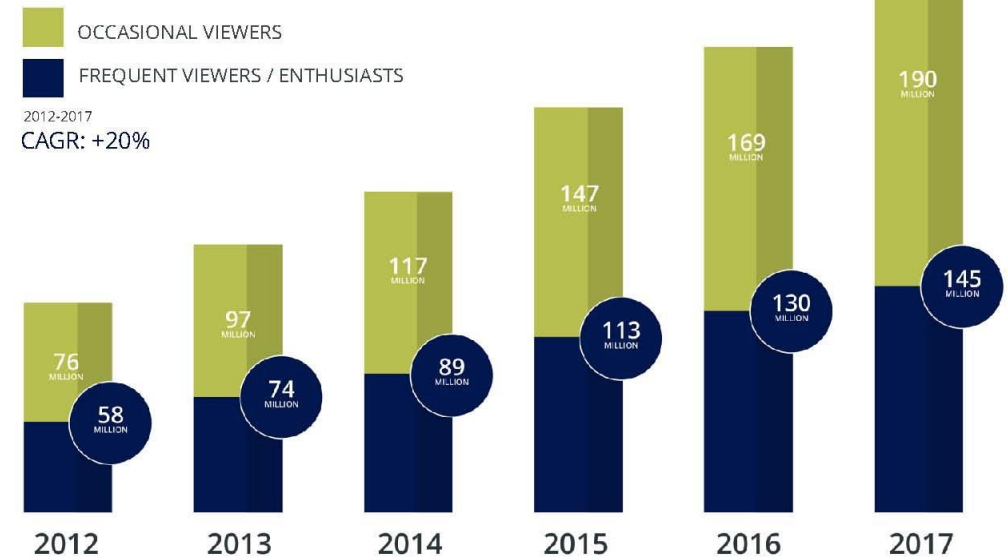


Source: ©Newzoo | Q2 2016 Update | Global Games Market Report Premium
newzoo.com/globalreportpremium/

Global eSports Audience Growth

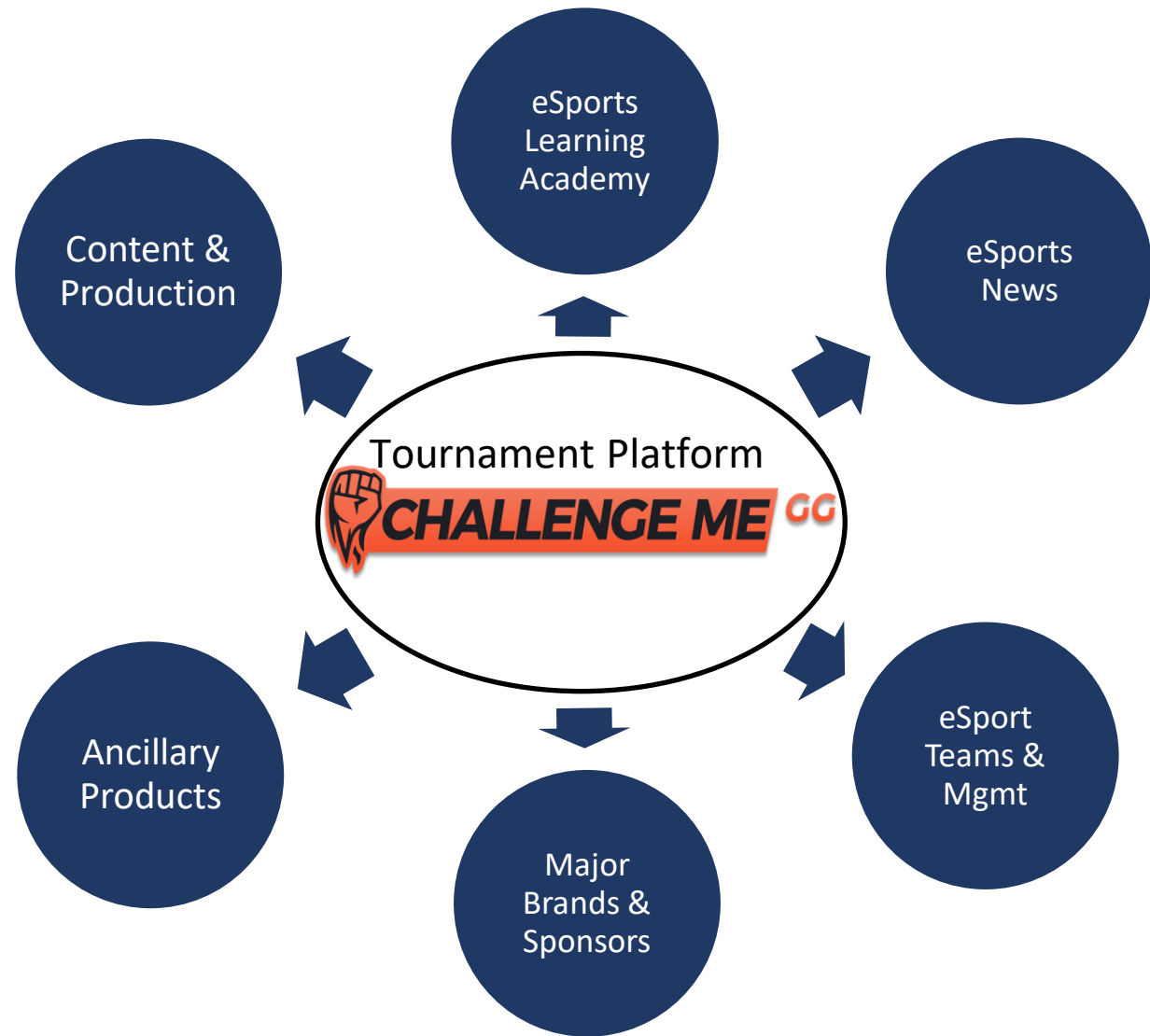


This year, the number of eSports Enthusiasts will surpass 100 million



The Tournament Platform will underpin the ESH Media Hub by:

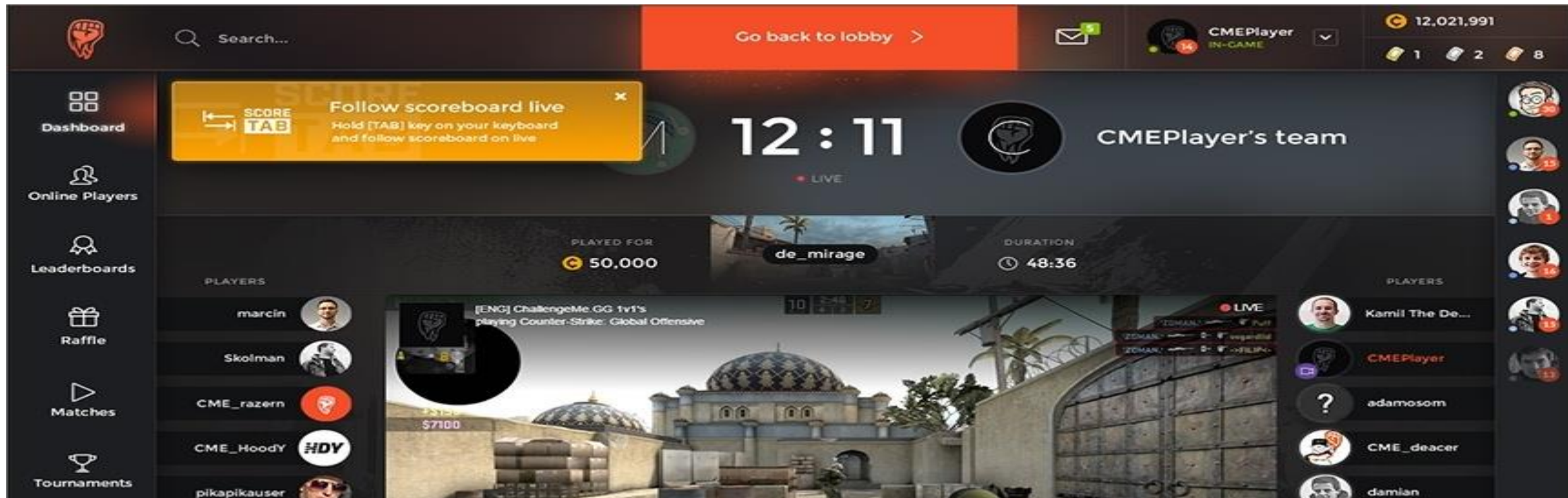
- Driving user acquisition & engagement
- Offering a unique point of difference for major brand engagement
- Enabling strategic regional partnerships



- In February 2017 German eSports business ChallengeMe Esports GmbH acquired eSports Mogul's platform provider eSport Hero Inc. to form a global eSports company
- ChallengeMe is an established eSports business with a world class tournament and matchmaking platform
- Acquisition is of major strategic benefit to eSports Mogul – is immediately able to utilise the ChallengeMe (CME) platform as its eSports tournament platform
- Fast tracks the delivery of eSports Mogul's tournament platform and Media Hub – previous strategy was to use eSport Hero's platform which still required further development and testing
- Acquisition will ensure a strong presence in major global markets;
 - eSports Mogul will focus on APAC
 - eSports Hero will rebrand to ChallengeMe Esports Inc. and operate in the North American market, and
 - ChallengeMe will focus on Europe and be responsible for all technical development and support

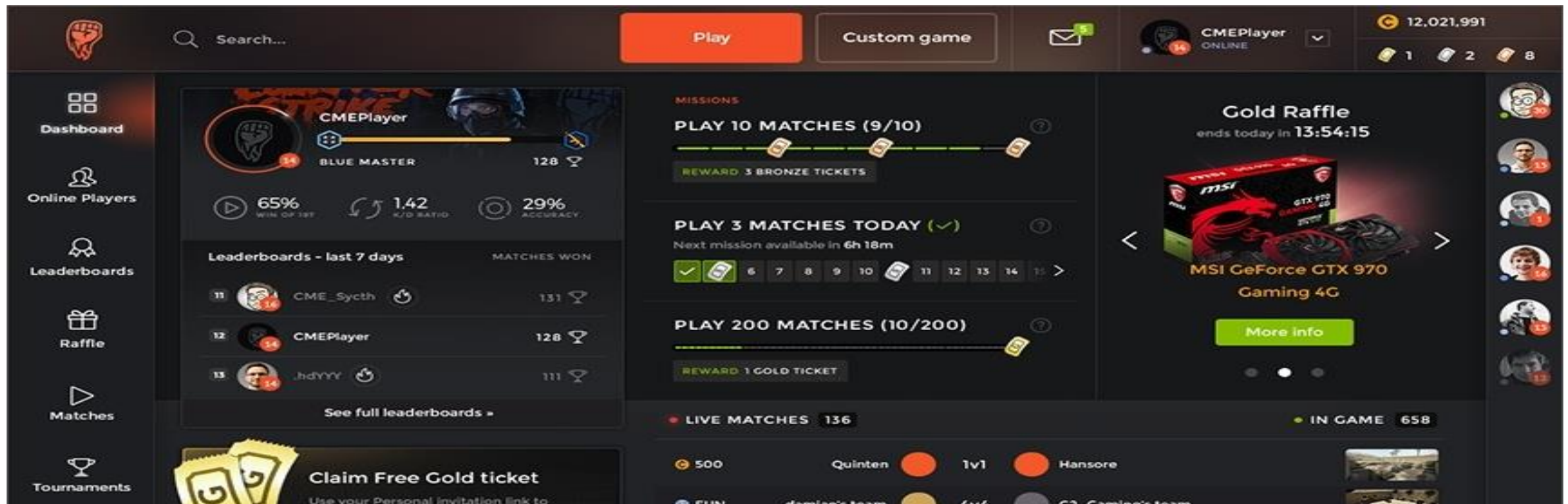
CME Tournament Platform – By the numbers

- ESH owns a 25% equitable interest in CME & 10 year exclusive license for the APAC region
- Partnership with CME delivers global eSports tournament platform
- CME is an established eSports business with:
 - World class tournament and matchmaking platform
 - Hosted >2.4M matches
 - Almost 500,000 registered players across only CS:GO & only in Germany & Poland



CME Tournament Platform – Current Feature Set

- 1v1 / 5v5 Matches in Counter Strike (CS:GO)
- Play for free or prizes
- Automated Match Reporting
- Easily to setup matches & send challenges
- Direct API Integration
- Join Ladders & Leagues
- Interactive chat with friends and streamers
- Stream & create VOD's for others
- Brand placement on websites and streams
- Compliant eWallet + KYC + AML



CME Tournament Platform - Future Developments (end Q3 2017)

Additional game integration



DOTA 2



Overwatch



HearthStone

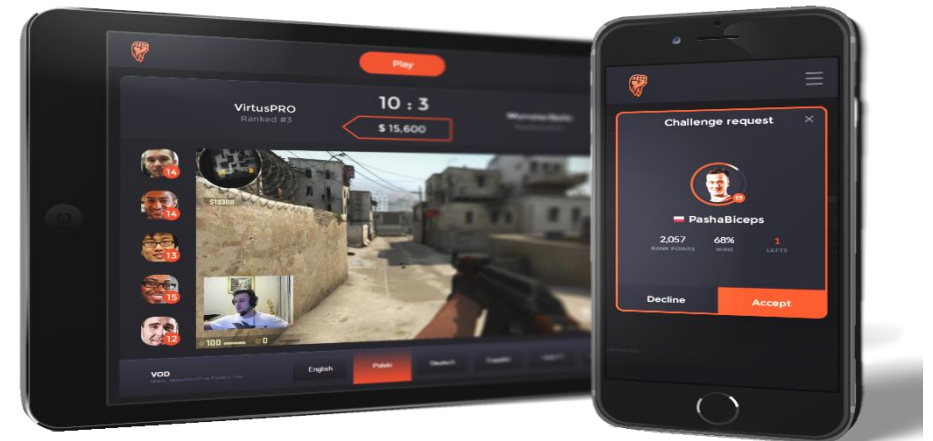


World of
Tanks

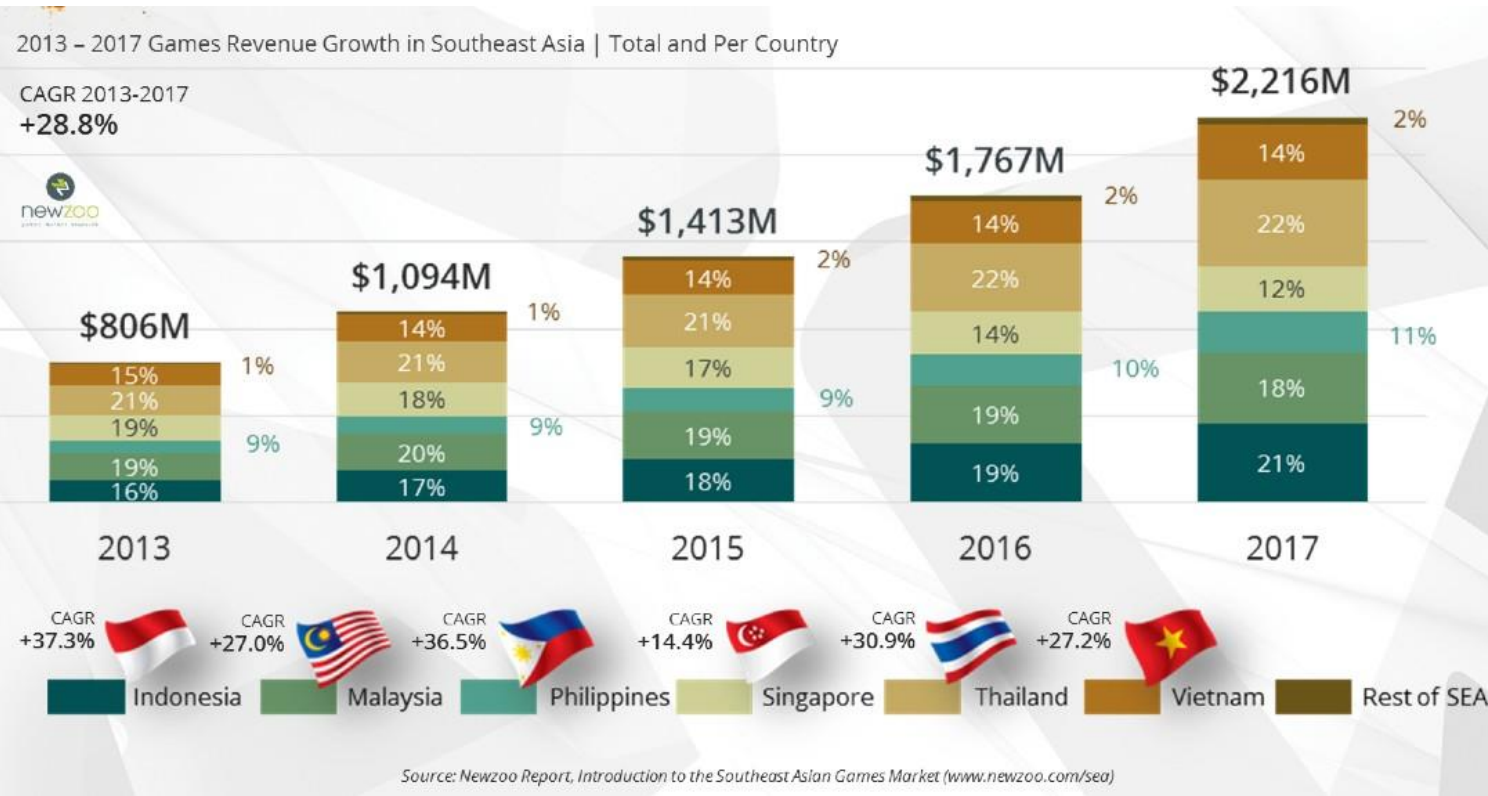
Regional payment provider integration



Mobile & Companion App



Media Hub Rollout – Testing Starting in Thailand



- Good penetration of Dota & CS:GO
- Gateway to the rest of SEA with high in-game user engagement
- Significant market for future case study leverage (specifically Australia and Singapore)
- Inexpensive media and staff entry point allows for testing and iteration before expanding into more expensive markets
- Twitch & multiple other partners in market
- Existing relationships with teams and brands

01/14/2017

● Counter-Strike: Global Offensive 251,563,485
● Dota 2 540,621,378

Steamspy Data – Gameplay per Day

~ 113,000 games of Dota played per day in Thailand
~ 53,000 games of CS:GO played per day in Thailand

A wide-angle shot of a large esports arena. The stage is illuminated with blue and yellow lights, featuring several large screens and banners. The audience is seated in a large, curved stadium, filling the lower half of the frame. Banners for 'ONE COLOGNE 2012' and 'PUBG' are visible hanging from the ceiling. The arena's structure is visible in the background, with a complex network of steel beams and lights.

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