

# ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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## **eSports Mogul Launches eSports Tournament Platform in APAC**

### **HIGHLIGHTS**

- **The Company has launched its free-to-play eSports tournament platform in Australia and Singapore.**
- **This is the first commercial launch of the Company's eSports platform and represents a significant milestone in the execution of its business model.**
- **The Company to launch the ChallengeMe tournament platform in other key APAC markets in the coming months – ahead of schedule.**

eSports media company eSports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce the first phase launch of its eSports tournament platform in the Asian Pacific (APAC) region.

The APAC launch represents a significant milestone in the Company's development pathway, and is a key component of its business model and growth strategy.

The Company will launch the first phase of its free-to-play platform in the Australian and Singapore markets. The Company will initially utilise Facebook digital marketing campaigns throughout both key markets.

The Singapore and Australia markets have a strong eSports history and high demand for AAA eSports titles across the spectrum of casual to hard core genres. This includes game titles CS:GO and DOTA 2, which enjoy broad and loyal audiences in both markets.

The Company will continue its planned marketing investments post launch, with a specific view of enhancing the virality of the tournament platform. These activities will entail social media and local community marketing activities which will include but not be limited to Twitch influencers, shout casters and activations with well known gamers.

The Company will continue to focus its efforts on building relationships with eSports leagues, professional eSports teams, game publishers, tournament organisers, content platforms, broadcasters as well as traditional sports clubs and agencies.

The Company is also generating a high level of interest from prospective partners in the APAC region, and plans to bring forward the launch of its state-of-the-art eSports platform in other key, strategic APAC markets over the coming months. In preparation for this large scale roll-out, the Company is currently working on language localisation and specific local market development requirements to cater for non-English centric, South East Asian, e-sport communities.

As a result of the recent acquisition of the Company's platform provider eSports Hero Inc. by leading German eSports business ChallengeMe Sports GmbH (**ChallengeMe**), the Company will immediately

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utilise ChallengeMe's state-of-the-art fully functional eSports platform as its tournament and matchmaking platform (ASX announcement, 28 February 2017).

The Company, through its wholly owned subsidiary, eSports Mogul Pty Ltd, has a 10-year exclusive licence to operate its eSports online tournament platform in APAC, including China and India.

This valuable license has expedited the delivery of the Company's tournament platform and the implementation of its APAC strategy.

The Company is excited to have commenced the execution of its go-to-market strategy in APAC and will update the market on user acquisition numbers, launches in other APAC jurisdictions and other developments in due course.

The Company's Managing Director Gernot Abl said:

*"We are delighted to launch our free-to-play eSports tournament platform in Australia and Singapore. This represents the first phase of our launch into the Asia Pacific region and importantly demonstrates our ability to effectively and efficiently execute our business plan –ahead of schedule. Asia Pacific is a leader in the massive and growing global eSports market, and our launch into the region with a market leading product offering helps position us at the forefront of the industry in this region."*

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;
- ChallengeMe Tournament Platform (<https://www.challengeme.gg>) – an online eSports tournament platform; and
- ESM Productions – exclusive eSports content.

eSports 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.