

ASX/Media Release  
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## **eSports Mogul to be exclusive Tournament Platform Provider for the Manila Masters eSports Tournament**

### **HIGHLIGHTS**

- **eSports Mogul has entered in to an Agreement with Mineski Events Team, South East Asia's largest eSports Company to be the exclusive tournament platform provider for the Manilla Masters eSports tournament.**
- **With a US\$250,000 prize pool The Manilla Masters is a major South East Asia Sports tournament and will provide significant exposure for eSports Mogul in its APAC target market.**
- **Under the Agreement all online tournament qualifiers will utilise eSports Mogul's ChallengeMe tournament platform - with 8 of the 12 teams at The Manilla Masters qualifying online.**
- **eSports Mogul will receive widespread sponsorship and marketing in the lead up to the event.**
- **Minseki is a major diversified eSports business with more than 100 eSports cyber cafes in three countries.**

eSports media company eSports Mogul Asia Pacific Limited (ASX: ESH) (**eSports Mogul**) is pleased to announce it has entered in to a Sponsorship Agreement (**Agreement**) with Mineski Events Team (Minseki), South East Asia's largest eSports organisation, to be the exclusive platform provider for the upcoming Manilla Masters eSports tournament.

This Agreement is expected to result in more than 1,000 DOTA 2 team registrations and will result in more than 5,000 hard core eSports participants in the Philippines and throughout South East Asia registering and using eSports Mogul's ChallengeMe tournament platform in both the DOTA 2 qualifying and main stages of the Manilla Masters eSports tournament - one of South East Asia's largest eSports tournaments.

In addition, eSports Mogul will benefit significantly from the exposure and visibility provided as the official tournament platform for the Manilla Masters, an event which is run by Mineski. It is anticipated that in excess of 2 million Mineski fans will follow the online qualifier events, with 40,000 attending the finals at the SM Mall of Asia Arena at the end of May.

This event provides eSports Mogul with significant access to its target audience and supports eSports Mogul to execute its launch strategy in the Asia Pacific region, following its formal APAC launch (ASX announcement, 21 March 2017).

The successful utilisation of eSports Mogul's tournament platform at the Manilla Masters will serve as significant validation for eSports Mogul as it seeks to expand the adoption of its eSports online tournament platform to drive qualifications for large terrestrial tournaments across the APAC region.

Mineski was established in the Philippines in 2004 and is a major diversified eSports company. It is south east Asia's leading eSports event organiser, and has one of the region's most successful

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professional gaming teams. It also has a network of more than 100 eSports cybercafes and an online eSports network which attracts more than a million readers a month.

eSports Mogul managing director Gernot Abl said:

*"The Agreement with Minseki represents a major opportunity to grow the awareness and uptake of our tournament platform in our Asian Pacific target market. The timing of the Agreement, which comes on the back of our initial APAC launch earlier this month, is highly complementary and beneficial to eSports Mogul, and provides strong validation of our ability to execute our business plans. We see Mineski as an ideal partner for eSports Mogul and look forward to a highly successful working relationship now and in the future."*

Mineski Business Developer - Benson Te feels the same way

*Quality tournaments deserve quality platforms. That's why we're excited to work with eSports Mogul as they launch their ChallengeMe platform in the Asia Pacific, and I hope this is just the first of many more collaborations to come!*

ENDS

## **For further information, please contact:**

Gernot Abl  
Managing Director  
eSports Mogul Asia Pacific Limited  
T: +61 419 802 653  
E: [gernot@esportmogul.com](mailto:gernot@esportmogul.com)

George Lazarou  
Company Secretary  
eSports Mogul Asia Pacific Limited  
T: +61 (08) 9429 8875  
E: [glazarou@citadelcapital.com](mailto:glazarou@citadelcapital.com)

## Media and Investor Inquiries

James Moses  
Mandate Corporate  
T: +61 420 991 574  
E: [james@manadatecorporate.com.au](mailto:james@manadatecorporate.com.au)

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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;

- ChallengeMe Tournament Platform (<https://www.challengeme.gg>) – an online eSports tournament platform;
- Hero Gamer – ESM Digital Products business offering providing an online shop offering various gaming titles for purchase;
- ESM Academy – an eSports learning academy; 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.

## About Mineski

Mineski was established in Manila, in the Philippines in 2004, and has grown to become south east Asia's largest eSports organisation, with offices also in the key APAC markets of Malaysia and Thailand. The Mineski Events Team is the region's leading eSports tournament and event organiser. Mineski also has a network of more than 100 Mineski Infinity eSports cybercafes, and the Mineski.net online eSports network attracts more than a million readers a month. In addition, the Mineski professional gaming team is one of the south east Asia's most established and successful elite level eSports teams.