

ASX/Media Release

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ASX code: ESH

Esports Mogul to acquire Strategic 40% Interest in GameGeek

One of South East Asia's Leading Esports Communication Portals

HIGHLIGHTS

- The Company has entered in to an Agreement to acquire a 40% equity interest in leading South East Asian esports digital media and content production company, Game Geek Co. Ltd ("GameGeek").
- GameGeek will provide bespoke Twitch influencer driven content and news services for players, helping them keep up to date with all the latest industry news.
- The Company is to acquire a 40% equity interest in GameGeek by making 12 monthly investments of 150,000 Thai Baht (approx.~A\$6,000), commencing May 2017, and be entitled to 40% of net profits generated, once its shareholding has been registered under Thailand Law.
- In the 5 weeks since incorporation Game Geek has already had in excess of 2.5m page views across just under 800,000 monthly active users in Thailand alone.
- The Company will be entitled to nominate a director to join the GameGeek board.
- Subject to successful completion of due diligence by the Company the parties will move to execute definitive shareholder agreements to complete the transaction.

Esports media company Esports Mogul Asia Pacific Limited (ASX: ESH) ("the Company") is pleased to announce it has entered into a Non-Binding Term Sheet ("Term Sheet") to acquire a strategic 40% equity interest in leading south east Asian esports journalism and content production, Game Geek Co. Ltd. ("GameGeek").

This represents a highly significant and synergistic investment for the Company. It will help rapidly grow traffic and users for its esports media hub and build strong influencer and sponsorship partnerships within the region.

Since its incorporation on 23 March 2017, GameGeek (<http://gamegeek.in.th/>) has had in excess of 2.5m page views across just under 800,000 monthly active users in Thailand alone. Whilst the initial launch has focused on Thailand, planning for a roll out into Vietnam, Indonesia and Malaysia has commenced - to become South East Asia's most influential esports news website.

The Company will have first right to utilise all of GameGeek's content on its ChallengeMe platform, and on its social media portals (eg; Facebook). GameGeek will exclusively advertise and promote the ChallengeMe platform and other Company events on its website, including a direct click-through link to the ChallengeMe platform, enabling the Company to immediately target GameGeek's approximate 800,000 active users per month via banner advertising. The ChallengeMe tournament platform will be integrated into GameGeek to enable influencer and shout caster tournaments to be played.

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Key Investment Terms

- Under the Term Sheet, the Company will acquire a 40% equity interest in GameGeek by making 12 monthly investments, each in the amount of 150,000 Thai Baht (approx. A\$6,000), in GameGeek, and be entitled to 40% of net profits generated, once its shareholding has been registered under Thailand Law;
- The first monthly installment, as a non-refundable deposit, has been paid and the final installment is due in March 2018;
- The Company will also be entitled to nominate one person as a Director to the board of GameGeek; and
- Should GameGeek incorporate new subsidiaries to expand its operations in any jurisdictions other than Thailand, the Company will be entitled (subject to further investment, if required) to be a 40% shareholder of those new subsidiaries, and be entitled to 40% of net profits generated by the new subsidiaries.

Next Steps

On execution of the Non-Binding Term Sheet, the Company made a non-refundable deposit of 150,000 Thai Baht (approx. A\$6,000) to GameGeek, which will form part of the first of the 12 monthly investment installments.

The Company is currently undertaking due diligence on GameGeek, and subject to completion of due diligence to the Company's satisfaction, the parties will then move to execute definitive shareholder agreements to complete the transaction.

Esports Mogul Managing Director Gernot Abl said:

"This represents a highly strategic and low risk opportunity transaction for the Company and an outstanding opportunity to leverage GameGeek's growing active users to quickly and organically grow user numbers for our Esports Media Hub. We see our strategic investment in GameGeek as being both synergistic and complementary to achieving the growth objectives we have in our APAC market, and we look forward to finalising the transaction and working closely with GameGeek to drive the growth strategies of both companies."

-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 player 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 esports 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.