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Esports Mogul Enters into Strategic Marketing Agreements for its Esports Tournament Platform

HIGHLIGHTS

- The Company has entered into strategic marketing agreements with leading esports media groups, DreamCasters TDC and FPS Thailand, to promote the Company's ChallengeMe esports tournament platform.
- The Agreements will form a key component of the Company's aggressive APAC user acquisition strategy.
- Under the Agreements;
 - DreamCasters TDC and FPS Thailand will produce exclusive video content to promote the Company's ChallengeMe tournament platform; and
 - The parties will collaborate to organise online esports tournaments using the ChallengeMe platform.

Esports media company eSports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce it has entered into strategic marketing agreements (**Agreements**) with two of Asia's leading esports media groups to market and promote the Company's ChallengeMe esports online tournament platform.

The Agreements are with DreamCasters TDC and FPS Thailand, and will form a key component of the Company's aggressive user acquisition strategy in its Asia Pacific region (**APAC**) target market. The Company has an exclusive licence to operate the ChallengeMe online tournament platform in APAC.

DreamCasters TDC and FPS Thailand are regional south-east Asian partners of Twitch Interactive Inc. (**Twitch**), the world's largest social video platform for gamers. Twitch was founded in June 2011 and was acquired by Amazon.com, Inc. (NASDAQ: AMZN) in 2014 for US\$970 million. Its online platform attracts 9.7 million active users daily.

Under the Agreements, DreamCasters TDC and FPS Thailand will produce and provide exclusive video content for the Company to promote its ChallengeMe online tournament platform and drive user growth. Their highly regarded influencer networks will also livestream about the ChallengeMe online tournament platform.

The parties also propose to collaborate on the organisation and running of esports tournaments, utilising the ChallengeMe online tournament platform, to help further enhance brand awareness and user acquisition.

The campaigns and activations delivered under the Agreements will assist in increasing the visibility and exposure of the Company, DreamCasters TDC and FPS Thailand, and the esports industry in the Philippines and Thailand.

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DreamCasters TDC was founded in 2013 and has grown to become Thailand's top esports casting studio, and also provides production services and an esports tournament crew to host and broadcast esports events.

FPS Thailand was established in 2009 and is a leading player in the hosting of online esports tournaments for major esports titles. It covers esports tournaments and provides live streaming of events, and also provides an online portal for the esports community to review and discuss esports games, products and topics.

The Agreements follow the Company's formal launch into the key APAC esports markets of the Philippines and Thailand earlier this month (*ASX announcement, 1 May 2017*). The established profile of both DreamCasters TDC and FPS Thailand will be of significant benefit in the execution of the Company's business model to expand brand awareness and user footprint in its target market.

The Philippines and Thailand are both significant esports markets. The Philippines has more than five million active esports participants, Thailand has in excess of three million active esports participants, and the leading esports titles DOTA 2 and CS:GO are ranked the top two esports titles in both markets.

Esports Mogul Managing Director Gernot Abl said:

"We are excited by the potential of these strategic marketing agreements with DreamCasters TDC and FPS Thailand. We see the collaborative nature of the agreements delivering substantial benefits to all parties. Our core focus is driving user acquisition in our APAC target market, the largest esports market globally, and the ability to leverage off the know-how and exposure of these two leading esports media groups in the region will help us further establish our ChallengeMe online tournament platform and grow our new user footprint."

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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 esports 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 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.