

# ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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## Esports Mogul Reports Exceptionally Strong User Acquisition Numbers from the Manila Masters Tournament

### HIGHLIGHTS

- **Company's Mineski Sponsorship Agreement for Manila Masters esports tournament delivers large scale exposure in key target markets.**
- **14,674 hardcore DOTA2 players acquired**
- **Builds the foundation for the online to offline tournament qualification model**

Esports company eSports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to provide the following update on user registration and viewer numbers for the recently completed Manila Masters Esports Tournament.

In March, the Company announced a Sponsorship Agreement with Mineski Events Team (Minseki), South East Asia's largest esports organisation, to be the exclusive platform provider for the Manila Masters (*ASX announcement, 30 March 2017*).

The tournament was one of South East Asia's largest esports tournaments with player registrations and viewer numbers far exceeding initial forecasts. As the exclusive, official tournament platform provider, the Company and the esports tournament platform derived major exposure and visibility, during the tournament's qualifying and main stages.

Final team registrations were close to 2,935, equating to around 14,674 players, compared to pre-tournament estimates in the order of 400 to 500 team registrations.

The tournament generated overall peak viewer numbers of 3.66 million, outstripping pre-tournament expectations of in excess of 2 million fans viewing and/or following the tournament.

The Manila Masters was an esports tournament for the DOTA 2 game, and the event was run by Mineski. In order to qualify for one of the Manila Masters open qualification spots, players were required to register and use the Company's generic tournament platform in the qualifying and main stages of the event.

The Company was delighted to be associated with the tournament. It provided a highly positive and large-scale exposure to its target audience. Not only was it complementary to its ongoing APAC launch strategy but also started to build the foundation for an "online to offline" tournament qualification model – which will be expanded across more events in coming months.

-ENDS-

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## About eSports Mogul Asia Pacific Limited

eSports Mogul is an ASX listed (ASX ESH) esports 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.

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.