

# ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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## **eSports Mogul Enters Global Technology Platform Agreement with Razer Inc.**

### **HIGHLIGHTS**

- **eSports Mogul enters into a global technology licensing partnership agreement with Razer, the global leading lifestyle brand for gamers.**
- **eSports Mogul will licence Razer Arena technology to develop the Mogul Arena platform for launch in Q3 2017.**
- **Agreement will allow eSports Mogul to rapidly expand its business model into global markets and accelerate monetisation strategies.**

Esports company eSports Mogul Asia Pacific Limited (ASX: ESH) ("**eSports Mogul**") has (via a wholly-owned subsidiary) entered into a platform partnership agreement with Razer, the leading lifestyle brand for gamers.

Under the agreement, eSports Mogul will license the Razer Arena platform technologies and will drive future development of the platform within the esports landscape. While Razer retains all its core intellectual property for Razer Arena, eSports Mogul will own all newly developed intellectual property for its new esports platform, Mogul Arena.

Mogul Arena will be launched in Q3 2017 to expand its existing APAC market capability into global markets and accelerate monetization strategies.

The existing platform developed by Razer is already deeply integrated with five of the leading global esports titles:

- CS:GO;
- DOTA2;
- League of Legends;
- World of Tanks; and
- Team Fortress 2.

Other supported titles currently include Fractured Space, Overwatch, Hearthstone, Minecraft, and Vain Glory – with a pathway for additional titles to be added in the near future.

Mogul Arena will initially be available in seven languages – including Thai, Indonesian and Chinese.

On completion, eSports Mogul will continue to develop the functionality and enhance the technical capability of Mogul Arena by employing its own technology team.

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## Key Terms of Agreement

- Under the Agreement, eSports Mogul will license the Razer Arena platform technologies for the following consideration;
  - US\$200,000 upfront cash payment;
  - US\$50,000 cash payment per annum

eSports Mogul will issue performance rights to employees and contractors (excluding Directors) under its Employee Incentive Plan, which will entitle the holders of those performance rights to acquire up to a total of 100 million fully paid ordinary shares in eSports Mogul (subject to any appropriate adjustments if there are any reconstructions of the capital of eSports Mogul) on achieving the milestone of 300,000 registered users on Mogul Arena within 18 months of the performance rights being issued.

eSports Mogul's Managing Director, Gernot Abl, said: *"We are delighted to enter into this agreement with Razer. It is highly complementary to our business model and provides us with the ability to scale across multiple esports game titles on a global scale."*

Razer Director of Software, Ian Lim, said: *"Razer is a pioneer and one of the leading brands in esports. We are pleased to partner eSports Mogul in its vision to enrich the gaming experience of gamers and grow the global esports market even more rapidly."*

-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.

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## About Razer.

Razer™ is the world's leading lifestyle brand for gamers.

The triple-headed snake trademark of Razer is one of the most recognized logos in the worldwide gaming community, with a fan base that spans every continent. The company has designed and built one of the largest integrated hardware and software platforms for gamers with over 35 million users. Razer is transforming interactive entertainment across multiple platforms, including the PC, console and mobile.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer's award-winning products include an array of hardware and software. Among its signature products are high-performance PC and console peripherals, the Razer Blade line of gaming laptops, software services such as Razer Cortex (a game optimizer and launcher), and zGold (a virtual credits system for gamers). The company additionally provides audio-visual certification through its subsidiary THX Ltd.

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