

ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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ASX code: ESH

Esports Mogul Strengthens Management Team

Esports company eSports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce the appointment of Mr Kris Robinson to the position of Chief Operating Officer with immediate effect.

This represents a key appointment to the Company's senior management team as it continues to execute its go-to-market launch strategy for its Mogul Arena tournament platform.

Mr Robinson is a vastly experienced and highly successful digital software and marketing senior executive with 17 years' experience in the sector. He has a demonstrable track record in leading high-volume global ecommerce startups.

Working closely with the Company's board and management, Mr Robinson will play a key role in building and managing the interface between the growth of the Mogul Arena tournament platform and external stakeholders, including platform users, partners and advertisers.

He was previously Chief Product Officer and Commercial Director for leading global bookmaking company Ladbrokes in Australia, from January 2016 to May 2017. During which time Ladbrokes Australia recorded exceptional user and revenue growth and launched innovative, award winning sports wagering products both on the web and within native mobile apps.

He was also involved in partnership negotiations and relationship management with the Brisbane Broncos NRL club, the Brisbane Bullets, the National Basketball League, Melbourne Racing Club and major global payments group PayPal, amongst others.

Mr Robinson was also Chief Operating Officer for online poker and casino gaming business, Poker.com, for a period of two years. Poker.com began as a software and digital marketing start-up and developed a global multi-player online poker and casino games platform. In this position, he was responsible for product development and digital operations in addition to the management of international acquisition campaigns.

eSports Mogul Managing Director Mr Gernot Abl said:

"We are excited to announce the appointment of Kris Robinson to this pivotal role in our senior management team. As we launch and then expand Mogul Arena globally, the relevant skill sets and experience that Kris brings to the business will be of key importance as we seek to establish eSports Mogul as a dominant player in the esports industry. We look forward to working closely with Kris and to his positive contribution to our business objectives moving forward."

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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.