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Esports Mogul Reports Strong Initial Esports Platform User Numbers during Marketing Beta Test Phase

HIGHLIGHTS

- eSports Mogul reports its first user acquisition numbers for the ChallengeMe tournament platform.
- Initial user acquisition strategy based around a targeted digital media campaign in key Asian esports markets, the Philippines and Thailand, and delivers exceptional results;
 - Approximately 36 million impressions generated for the platform;
 - Just over 23,000 new registered users generated;
 - Low cost-per-new-user of US\$0.82 – expected to reduce to less than US\$0.70 over time.
- Results generated from only one esports gaming title, CS:GO, over just a 6-week beta testing program.
- Total user acquisition numbers, including the 14,674 acquired during the Manilla Masters Tournament (ASX Announcement 3rd July 2017), now at almost 35,000.
- User numbers anticipated to grow exponentially as additional esports titles become available through the Company's own Mogul Arena Platform and more significant marketing spend is applied.

Esports company eSports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce highly positive initial platform acquisition numbers for the ChallengeMe esports tournament platform.

The Company has completed a successful six-week beta testing program of its initial user acquisition, tracking and digital marketing strategy, which has delivered exceptional results and substantially exceeded forecast targets.

The user acquisition program was based around a targeted digital marketing campaign in the key Asian esports markets of the Philippines and Thailand, and was focused on driving the acquisition of new users to the ChallengeMe free-to-play esports tournament platform.

The digital program generated nearly 36 million impressions for the platform, a key metric in assessing online visibility, and has helped generate just over 23,000 new registered users since the commencement of the digital marketing campaign.

The results to date only relate to one esports gaming title, CS:GO, and it is anticipated that user numbers will grow exponentially once the Company's own Mogul Arena is launched in the next 6 weeks.

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The results of the campaign translate to a low cost-per-new-user of just US\$0.82, and the Company is optimistic of driving the acquisition cost per new user to under US\$0.70, once it begins to optimize and push volume.

The Company is delighted with the results of its user acquisition strategy. Its targeted and cost effective digital approach has generated an exceptional level of visibility for the esports tournament platform and the eSports Mogul brand, and has delivered strong registered new user numbers in a short time period.

In addition, the low cost-per-new-user achieved demonstrates the campaign's effectiveness. This is further supported by the level of organic and viral traffic that will be generated.

The Company will now apply the learnings of its initial South East Asian focused user acquisition campaign to the other markets as they are progressively launched over the coming months.

ChallengeMe Update

Given the recent agreement with Razer (*ASX Announcement 7 August 2017*), the Company has entered into an amended Platform License Agreement (**PLA**) with ChallengeMe Esports GmbH (**ChallengeMe**), which now provides the Company with a non-exclusive license to the ChallengeMe esports tournament platform, and the removal of the obligation to meet the minimum marketing commitments. The Company continues to maintain its approx. 25% equity shareholding in ChallengeMe.

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For further information, please contact:

Gernot Abl
Managing Director
eSports Mogul Asia Pacific Limited
T: +61 419 802 653
E: gernot@esportmogul.com

George Lazarou
Company Secretary
eSports Mogul Asia Pacific Limited
T: +61 (08) 9429 8875
E: glazarou@citadelcapital.com.au

Media and Investor Inquiries

James Moses
Mandate Corporate
T: +61 420 991 574
E: james@mandatecorporate.com.au

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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.