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## Mogul Arena Update – Platform to Commence Closed Beta Testing

### HIGHLIGHTS

- **Company to commence Closed Beta Testing in October 2017 as planned**
- **Closed Beta Testing launch demonstrates strong operational progress with the ESH team delivering another major milestone on schedule**
- **Closed Beta testing to provide further insights ahead of the official Mogul Arena launch**
- **Early user registration for the Mogul Arena platform is now available**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to provide a market update and advise that its **Mogul Arena** competitive skilled gaming tournament platform is on track to commence Closed Beta testing in October 2017.

The Mogul Arena Platform has been significantly enhanced with ESH developed features and intellectual property since the licensing partnership with Razer Inc. (ASX Announcement 7<sup>th</sup> August 2017). These enhancements have Mogul Arena well placed to become the premier esports tournament platform upon launch in South East Asia.

The beta release will invite usability testing and bug identification by invited members of the Company's esports community and related influencers. Influencers are individuals with significant followings on social media. Esports influencers have an online network of many followers that may be leveraged commercially, with the strong possibility of these followers becoming early adopters of the platform. Users from anywhere in the world are able to register now and reserve their gamer handle at <https://mogularena.com>.

The Company's Managing Director Gernot Abl said:

*"The technology team continue to deliver against key milestones on schedule. We are delighted to continue to make strong progress towards the launch of Mogul Arena - the premier esports tournament platform in South East Asia. With a number of features and product enhancements now completed, we are ready to commence our Private Beta Testing and look forward to the Open Beta Launch thereafter"*

-ENDS-

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## **About the Mogul Arena technology platform**

Mogul Arena 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 Overwatch, Hearthstone and Vain Glory – with a pathway for additional titles to be added in the near future.

Mogul Arena will initially be available in English, with plans to immediately roll out localization in Thai, Spanish, Portuguese, Vietnamese, Chinese & Indonesian languages.

## **About eSports Mogul Asia Pacific Limited**

eSports Mogul Asia Pacific Limited is an ASX listed (ASX:ESH) esports media & software business, with an initial focus on Australia, Asia & Latin America. At its core is Mogul Arena – A fully operational world class tournament & matchmaking platform deeply integrated with 5 major esports titles.

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 2.2 billion gamers across all platforms globally and in 2017 the total video game market size is estimated at \$109 billion.