

ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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Closed Beta Test Launched

HIGHLIGHTS

- **Closed Beta Test successfully launched**
- **Allows the Company to collect relevant user data, provide insights into user behaviour and test platform functionality.**
- **Marks the commencement of the Company's latest and most strategic milestone prior to launch later this quarter.**
- **Early user registration for the Mogul Arena platform remains available**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to provide a market update and announce that its **Mogul Arena** competitive skilled gaming tournament platform has successfully commenced Closed Beta testing.

The Closed Beta Test of the Mogul Arena Platform allows the Company to obtain statistically relevant user data, provide insights into user behaviour and test platform functionality. The information obtained will assist the Company to make any final platform enhancements before launch.

The Closed Beta test will involve comprehensive user acceptance testing by an escalating number of invited beta users in multiple regional markets as concurrent tournament participant thresholds are raised. Users are still able to register now and reserve their gamer handle at <https://mogularena.com>.

The Company's Managing Director Gernot Abl said:

"We are very excited to be kicking off our Closed Beta Test, which is a very important precursor to our scheduled launch later this quarter. The user behaviour and learning we gather now will be absolutely instrumental in not only optimizing the functionality of Mogul Arena at launch but also in planning for future development upgrades and additional functionality integrations. This is the most significant milestone achieved to date."

Chief Operating Officer Kris Robinson had this to say about the achievements of the technology team.

"The work our team has done on the Arena to re-enigineer core communication features and add additional functionality has been world class. The interface has been improved and we're really looking forward to adding more games and languages after launch, so gamers everywhere can make Mogul Arena their esports home."

-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 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.