

ASX/Media Release

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## **Esports Mogul Enters into Agreement to acquire Controlling 70% Interest in GameGeek**

### **One of South East Asia's Leading Esports Communication Portals**

#### **HIGHLIGHTS**

- **After the successful completion of due diligence, the Company has entered into an Agreement to acquire a 70% equity interest in leading South East Asian esports digital media and content production company, Game Geek Pte Ltd ("GameGeek").**
- **GameGeek is a localised esports portal for mid to hardcore gamers, and provides insider content and commentary for the esports community.**
- **GameGeek provides bespoke Twitch influencer driven content and news services for players, helping them keep up to date with all the latest industry news.**
- **The Company will also be entitled to nominate two Directors to the board of GameGeek.**

Esports media company Esports Mogul Asia Pacific Limited (ASX: ESH) ("**the Company**") is pleased to announce it has entered into a definitive agreement to acquire a controlling 70% equity interest in esports digital media and content production company, Game Geek Pte Ltd ("**GameGeek**").

GameGeek will help rapidly grow traffic and users for its Mogul Arena tournament platform and build strong influencer and sponsorship partnerships.

Since the Company's ASX Announcement on 4<sup>th</sup> May 2017, GameGeek has continued to make significant advancements, including:

- Launched an English language version (<http://gamegeek.gg/>);
- Recruiting additional writing, editorial and social media staff to increase the monthly article count and social media footprint;
- Recruiting the former sales and commercial director for IGN South East Asia to begin initial monetisation through advertiser recruitment;
- Acquired additional localized domains, for regionalised rollout in SEA;

GameGeek will exclusively advertise and promote Mogul Arena and other Company events on its website, including a direct click-through link to Mogul Arena, enabling the Company to immediately target GameGeek's active audience base. Mogul Arena will be integrated into GameGeek to enable influencer and shout caster tournaments to be played.

Under the Agreement the Company will acquire a 70% equity interest in GameGeek by issuing 40 million fully paid ordinary shares to the vendor.

# ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

eSports Mogul managing director Gernot Abl said:

*"We are delighted to be obtaining a controlling 70% equity interest in GameGeek. This represents an excellent opportunity to leverage GameGeek's growing active esports audience to quickly and organically grow user numbers for Mogul Arena – our competitive skilled gaming tournament platform – which is currently in Closed Beta Testing. We look forward to now being able to regularly update investors with regard user acquisition, social media following and monetisation."*

-ENDS-

## For further information, please contact:

Gernot Abl  
Managing Director  
Esports Mogul Asia Pacific Limited  
T: +61 419 802 653  
E: [gernot@esportmogul.com](mailto:gernot@esportmogul.com)

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

## Media and Investor Inquiries

James Moses  
Mandate Corporate  
T: +61 420 991 574  
E: [james@mandatecorporate.com.au](mailto:james@mandatecorporate.com.au)

## 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.