

# ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

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## Mogul Arena Update

### HIGHLIGHTS

- **Closed Beta Test progressing extremely well and ahead of schedule**
- **Both CS:GO & DOTA2 automated game integrations now being tested**
- **Larger group tournament tests to be completed before the public launch in coming weeks**
- **Engaged Internet Warriors – a full service online marketing agency and Premier Google partner – to commence performance marketing.**
- **Early user registration for the Mogul Arena platform remains available**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to provide a further update as to its **Mogul Arena** competitive skilled gaming tournament platform.

### Closed Beta Testing

The Closed Beta Testing of the Mogul Arena Platform is progressing extremely well and ahead of schedule with no major issues identified. CS:GO, DOTA2 and other games are currently being tested with company partners and the initial beta testing group, with more users being gradually invited onto the platform ahead of the public launch in coming weeks.

### Digital Marketing Update

Berlin based online marketing agency and Premier Google partner - Internet Warriors – have been engaged to commence performance marketing and campaign integration has begun.

Users are still able to register now and reserve their gamer handle at <https://mogularena.com>.

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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.