

ASX/Media Release
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Open Beta Launch of Mogul Arena Commenced

HIGHLIGHTS

- **Mogul Arena esports tournament platform launched in Open Beta**
- **Both CS:GO & DOTA2 automated tournaments immediately available**
- **Marketing to reactivate users commencing**

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.

Open Beta Launch Available

After successful Closed Beta Testing the Mogul Arena Platform has now been launched in Open Beta mode – initially in South East Asia. Both CS:GO and DOTA2 free, automated tournaments are immediately available. During the launch period, Mogul Arena will also be hosting daily DOTA2 and CS:GO tournaments offering prize giveaways. Regional partners also continue to test tournaments with their online esports communities.

Automated tournament integration of the following game titles will now be sequentially released over the coming months;

- League of Legends;
- Crossfire; and
- World of Tanks

Initial performance based marketing will commence this month, and will include marketing with partners such as Razer and other game companies. This will include the reactivation of users previously acquired by ESH (*ASX Announcements 3 July 2017 & 16 August 2017*).

Users are able to register and play at <https://mogularena.com>.

The Company's Managing Director Gernot Abl said:

"Mogul Arena is the most comprehensive, automated, and provider friendly tournament platform in existence, with a host of state-of-the-art esports empowering player social features. Mogul Arena legitimately sits head and shoulders above any other esports tournament platform – it's the worlds best."

We are extremely excited to now have launched Mogul Arena in Open Beta. This is the most significant milestone achieved to date and we look forward to keeping the market informed in terms of initial user acquisition numbers, additional game integrations and corporate partnerships."

-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 with full automation 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.