

ASX/Media Release  
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ASX code: ESH

## Official Global Launch of Mogul Arena

### HIGHLIGHTS

- Esport Mogul have now launched their esports tournament platform, Mogul Arena, publically to worldwide users.
- Popular games, CS: GO and DOTA 2, are immediately available as automated tournaments.
- Esport Mogul has also kicked off performance based marketing in South East Asia.
- Marketing to reactivated users will now be utilised.

Esport Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce that its competitive skilled gaming tournament platform, **Mogul Arena**, is now available to the public **worldwide**.

### The Global Launch

After a successful restricted testing phase (Closed Beta Testing), gamers around the world are now able to compete against each other through the Mogul Arena tournament platform. Players of popular online games, CS: GO and DOTA 2, can immediately go head to head in automated free-to-play tournaments. In addition, Mogul Arena will continue to host daily DOTA 2 and CS: GO matches with steam wallet codes (gaming gift cards) up for grabs.

Worldwide users can register and play at <https://mogularena.com>.

Esport Mogul's regional partners, who have just completed performance testing of Mogul Arena, offered exemplary feedback about the quality of the tournament platform.

### Target Marketing

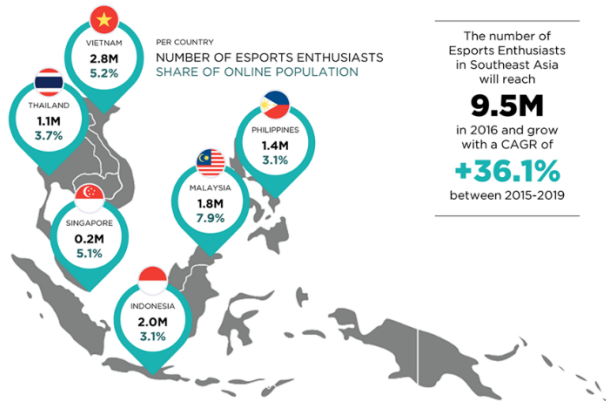
Esport Mogul has begun initial performance based marketing, and will start to market alongside partners such as the Hong Kong listed gaming company, Razer Inc.

To do so, Esport Mogul will not only reactivate previously acquired users (*ASX announcements 3 July 2017 & 16 August 2017*), but will support the launch with marketing content published on their 70% owned subsidiary esports media site, Game Geek (<https://gamegeek.gg/>).

Social influencers from the live streaming platform Twitch, will also be utilised.

Search engine marketing has also kicked off, initially targeting the fastest growing gaming region in the world – South East Asia – soon to be followed by Latin America and Australia. These regions have been specifically selected due to having fast and continual growth in both infrastructure and esports participants (as seen below).

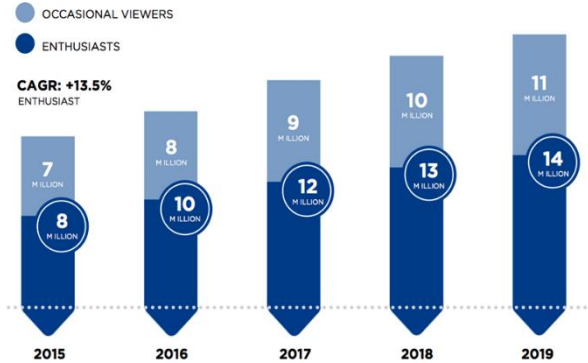
## SOUTH EAST ASIA Fastest Growing Region



Source: Newzoo

## LATIN AMERICA 2<sup>nd</sup> Fastest Growing Region

### ESPORTS AUDIENCE GROWTH | 2015-2019 | LATAM ESPORTS ENTHUSIASTS & OCCASIONAL VIEWERS



### Vainglory World Championship

Mogul Arena is proud to be the exclusive tournament platform provider of the 2017 Vainglory World Championship this week in Singapore (*ASX Announcement 7<sup>th</sup> December*). The event will be broadcast on Twitch, YouTube and Facebook from December 14 to 17.

Esport Mogul Managing Director, Gernot Abl, said:

*“Mogul Arena is proud to have launched globally as planned. We are extremely pleased to have achieved this milestone and will now shift our focus to user acquisition, additional game integration, corporate partnerships and monetisation. We will update the market on significant developments, including user acquisition numbers, in due course.”*

*“We are extremely confident that with the world’s best tournament platform offering not only full tournament automation, but also state-of-the-art esports empowering social features, that we are well positioned to take advantage of the continued growth of this sport – now on a global scale.”*

-ENDS-

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## About Esport Mogul Asia Pacific Limited

Esport Mogul is an ASX listed (ASX: ESH) esport media and software business, with an initial focus on Australia, Asia and Latin America. At its core is **Mogul Arena** – the world’s best tournament and matchmaking platform with full automation for major esport titles.

Esport is one of the fastest growing industries in the world. It’s estimated that there are currently 2.2 billion gamers across all platforms globally, and in 2017 the total video game market size is estimated to be US\$116 billion.

## About the Mogul Arena Tournament Platform Technology

Mogul Arena is proud to be the world’s best online esport tournament platform. Given strong game-publisher relationships, Mogul Arena is already **deeply integrated** with the leading global esport titles, and is the only platform that allows **completely automated** tournament play and results across multiple games.

Mogul Arena sends data to the game’s application programming interface (API) to create matches for players directly in-game. The game then sends data back to Mogul Arena’s API with finalised match scores.

Deep integration offers several distinct advantages, including:

- **Completely automated and customisable esport tournaments**
- **Unsurpassed gamer experience, with faster tournament play and instant results**
- **Rich in-game data aggregation and analytics**
- **Scalability and easily managed community events**

Any game can be added to the platform within minutes for semi-automated tournament play, but Mogul Arena will continue to focus on deep integration with popular and up and coming PC and mobile titles.

Existing deeply integrated titles will be subsequently released over the coming months and currently include the following games:

- **CS: GO** – 33 million+ registered users (*released*)
- **DOTA 2** – 110 million+ registered users (*released*)
- **League of Legends** – 100 million+ registered users
- **World of Tanks** – 140 million+ registered users

Esport Mogul intends to deeply integrate with the online game **CrossFire** during the first quarter of 2018. CrossFire is one of the most played online first-person shooter (FPS) games worldwide, with over 8 million concurrent users and 650 million registered players. Currently, it’s available in 80 countries including China, Vietnam, North and South America, and Europe.

Mogul Arena is currently available in English, but there are plans to roll out a localised language function in Thai, Vietnamese, Spanish, Portuguese, Chinese and Indonesian in the next 90 days.