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Mogul Arena Launches Monthly Tournament Series Worth \$A50,000

HIGHLIGHTS

- **Mogul Arena has kicked off a monthly tournament series in South East Asia with \$A50,000 up for grabs.**
- **The monthly finals will be streamed and shoutcasted in partnership with South East Asia's largest esports organisation, Mineski.**
- **Mineski will also promote the tournament series to their online communities.**

Esports Mogul Asia Pacific (ASX: ESH) (**the Company**) has just launched their biggest Asian cash prize tournament series.

Via the Company's online tournament platform, Mogul Arena, gamers can go head-to-head in their choice of either CS: GO or DOTA 2 to win cold hard cash and prizes. Teams of five can register for free for the weekly qualifying rounds, with the hopes of competing in the prestigious final scheduled at the end of each month. Mogul Shootout CS:GO qualifiers are held every Saturday and Mogul Mayhem Dota 2 qualifiers take place every Sunday, with the top four place getters winning weekly prize and advancing to the monthly finals.

Esports Mogul's long-term partner, Mineski, are the largest esports organisation in South East Asia and will stream the monthly Shootout and Mayhem finals, as well as boosting the events via their social platforms and online communities.

Esports Mogul are confident this partnership will significantly grow user numbers in the region. Mogul Arena previously partnered with Mineski to host the 2017 Manila Masters qualifying rounds, which greatly exceeded the Company's expectations. Sign-ups were boosted more than seven times the expected target, while viewers and followers of the tournament peaked at 3.66 million – 1.8 times the expected number. *(ASX announcement, 3 July 2017.)*

Esports Mogul is excited to reignite their partnership with Mineski and leverage this to continue driving user acquisition. Stay tuned, as the Company will give the market regular updates on the tournament and user acquisition – starting next week.

Mogul Shootout

Mogul Shootout is the CS: GO tournament which will run qualifying rounds every Saturday on Mogul Arena, with the first monthly final to be held on 31 March. Each month, the overall winner will take home a cash prize of US\$1,150, with other prizes up for grabs throughout the tournament.

For more details and to register, check out... <https://mogularena.com/tournaments/details/236/cs-go-mogul-shootout-qualifier/>



Mogul Mayhem

Mogul Mayhem is the DOTA 2 tournament which, similarly to Mogul Shootout, will run qualifying tournaments on Mogul Arena every Sunday. The first monthly Mogul Mayhem final will be held on 1 April, with an additional US\$1,150 in cash and prizes up for grabs!

For more information and to sign up, head to...

<https://mogularena.com/tournaments/details/232/dota-2-mogul-mayhem-qualifier/>



Esports Mogul Managing Director, Gernot Abl, said:

"Esports Mogul is excited to launch our biggest Asian cash prize tournament series yet. With the proven support of Mineski behind us, we're confident that this ongoing monthly tournament will drive and grow user acquisition. We will keep the market regularly updated."

-ENDS-

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About Esports Mogul Asia Pacific Limited

Esports Mogul is an ASX listed (ASX: ESH) esports 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 esports titles.

Esports 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 esports tournament platform offering not only full tournament automation but also state of the art esports empowering social features. Given strong game-publisher relationships, Mogul Arena is already **deeply integrated** with the leading global esports titles, and is the only platform that allows **completely automated** tournament play and results across multiple games.

The top-class technology stack enables esports fans to compete and organise tournaments with ease. Esports enthusiasts can also follow streamers and elite esports results from around the globe. The platform deeply integrates with game title APIs (application programming interface) and rich features to provide gamers with the best user experience possible, including:

- Automated gameplay experience
- Multiple tournament modes
- Friendly esports communities
- Lifetime player statistics
- Achievements, ranks and rewards
- Match reminder notifications
- Easy tournament administrative access

Mogul Arena can also provide semi-automated brackets for **any game** including mobile (e.g. Vainglory) and console (e.g. NBA 2k) titles for strategic partners and brands.

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

About Mineski

Mineski was established in Manila, Philippines, in 2004 and has grown to become South East Asia's largest esports organisation, with offices in the key APAC markets of Malaysia and Thailand. The Mineski Events Team are the leading esports tournament and event organisers in the region. Mineski also has a network of more than 100 Mineski Infinity esports cyber cafes, and their online esports network attracts more than a million readers a month. On top of this, Mineski hosts a professional gaming team which is one of South East Asia's most established and successful elite level esports teams.