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## Mogul Arena Reports Significant Increase in Registered User Numbers

### HIGHLIGHTS

- **Mogul Arena has reported a significant increase in the number of initial registered users, with 39,697 registrations between the 11<sup>th</sup> and 17<sup>th</sup> of March.**
- **Total registered users are now placed at 55,776.**
- **This increase is supported by multiple successful global partnerships, tournament promotions and accelerated marketing activity.**
- **Esports Mogul will continue to keep the market updated.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to give the market an update on user acquisition numbers for their online tournament platform, Mogul Arena.

The Company is proud to announce the tournament platform has acquired 39,697 registered users between the 11<sup>th</sup> and 17<sup>th</sup> of March. This is the highest rate of acquisition yet and includes dedicated gamers, viewers and fans alike, bringing the total number of registered users to 55,776 (as of 17<sup>th</sup> March 2018).

The increase in registered users is largely attributed to an acceleration of marketing activity and the recent launch of both the Esports Elite features and the ongoing monthly Asian tournament series on Mogul Arena for both CS: GO and DOTA 2, in partnership with Southeast Asia's largest esports organisation, Mineski. (ASX announcements, 7 March 2018 & 15 March 2018.)

The Company will also continue to retarget approximately 300,000 previous Razer Arena users, in conjunction with reactivating users acquired last year in partnership with the German esports company, ChallengeMe.gg. Southeast Asian marketing strategies are underway and the Company is working alongside their partners to continue to build on these significant user acquisition numbers.

Esports Mogul has a streamlined focus with the aim of ensuring Mogul Arena is the best fully automated and feature-rich esports tournament platform currently on offer. With three of the largest esports games on board (DOTA 2, CS: GO and League of Legends), as well as ever-increasing user acquisition numbers, the Company has already begun planning future product features to further grow user acquisition and ultimately commercialise the user base.

**Esports Mogul** Managing Director, Gernot Abl, said:

*"The Company is pleased to be showing this increase in user acquisition as we continue to develop our platform, accelerate marketing activity and enter into more strategic partnerships. We look forward to giving the market regular updates about our sustained acquisition activity."*

-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 was 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 with plans to roll out a localised language function in Thai, Spanish, Portuguese, Vietnamese, Chinese and Indonesian in the next 90 days.