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Mogul Arena Releases Innovative Esports Match Voting Feature

HIGHLIGHTS

- Mogul Arena has released Esports Elite, an innovative professional esports match voting feature that utilises Razer zSilver reward credits and Razer gear as prizes.
- The Esports Elite feature will support the ever-growing esport audience, with enthusiast and viewer numbers estimated to be over 385 million worldwide.
- Esports Elite is in line with the Company's global growth strategy and will continue to drive user registration and engagement.

Further to last week's partnership announcement with Razer, Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to release more information regarding Mogul Arena's professional esports match voting feature, Esports Elite.

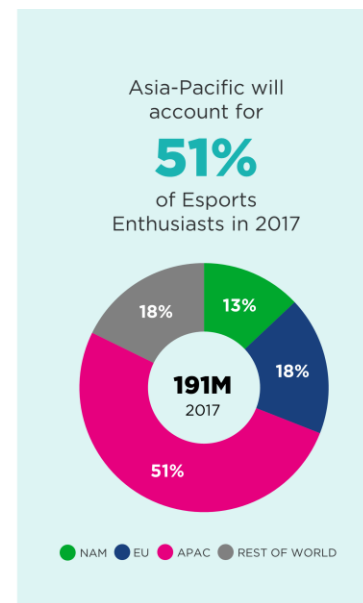
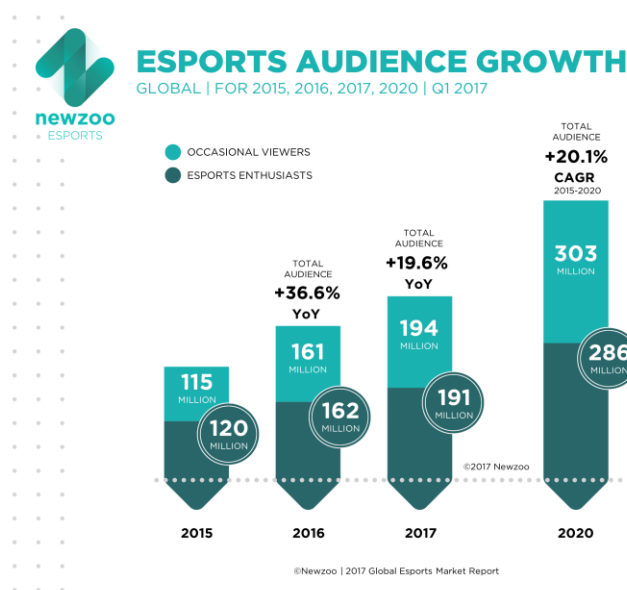
Esports Elite is the newest feature on Mogul Arena, where esports enthusiasts and gamers can test their knowledge and back their favourite players and teams by predicting the outcome of professional matches across a variety of games and genres.

This feature release is in line with the Company's global growth strategy, and they're confident Esports Elite will continue to drive user engagement. Esports Elite is free to all users and allows fans to participate and compete on various leaderboards. Plus, by generating the longest voting streak, users have the chance of winning prizes courtesy of the Company's partner, Razer.



Mogul Arena is also pleased to provide a live stream of the professional matches in conjunction with Twitch, so voters can immerse themselves and see the results of their votes in real time. For more information, head to <https://mogularena.com/esports/rules>.

This ground-breaking voting feature will support the large audience of esports enthusiasts across the world. The number of global esports enthusiasts was estimated to be 191 million last year, with an additional 194 million occasional viewers and an expected growth of 50% by 2020.



Esports Mogul Managing Director, Gernot Abl, said:

“Esports has quickly become a spectator sport. Esports Mogul is excited to offer an innovative professional voting feature to engage with those enthusiasts and players who enjoy watching professional matches. We’re confident this will continue to drive our user registration and engagement, and we look forward to updating the market on our user acquisition numbers regularly.”

-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 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 to allow **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.