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## Esports Mogul Set to Launch Mogul Arena in Latin America

### HIGHLIGHTS

- **Esports Mogul has entered into an Agreement with one of Latin America's (LATAM) largest online game publishers, Axeso5.**
- **Under the Agreement, Mogul Arena will be the exclusive LATAM esports partner for Axeso5, meaning that:**
  - **Mogul Arena will be rolled out into over 7,000 Axeso5 affiliated cybercafés**
  - **Axeso5 will market Mogul Arena to its registered user base of more than 14 million gamers.**
- **LATAM is a major emerging global video gaming market, worth \$4.4 billion in 2017 with 13.9% year-on-year growth from 2016-17.**
- **Mogul Arena will go live in LATAM in Q2 2018.**

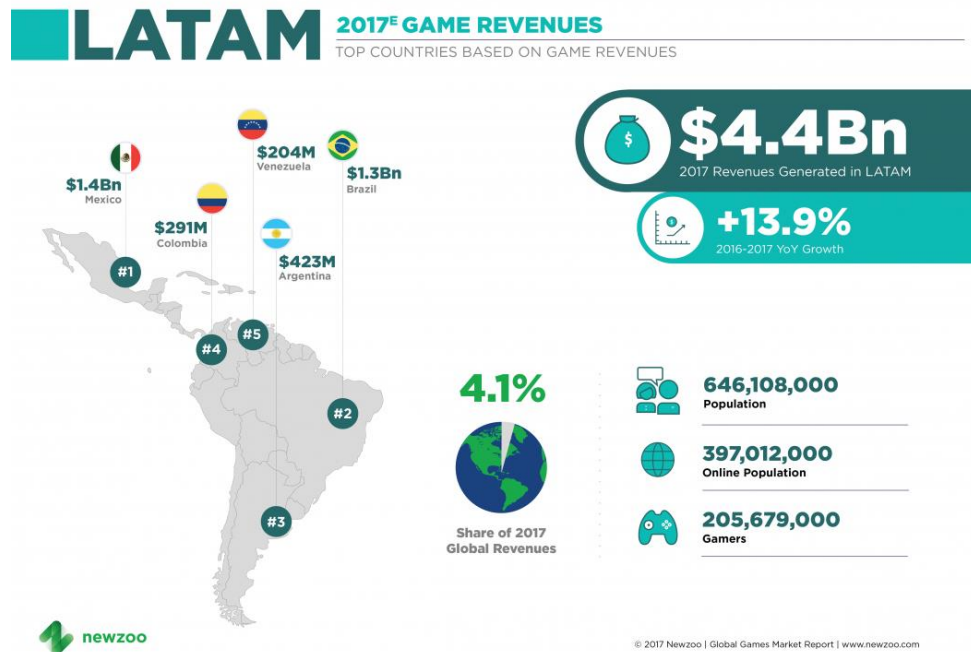
Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce it has entered into a major Partnership Agreement (Agreement) with Axeso5. Planned for the second quarter of 2018, Axeso5 will be the exclusive Latin American (LATAM) partner for the Company's competitive skilled gaming tournament platform, Mogul Arena.

Axeso5 is one of LATAM's largest online video games publishers, making this a significant opportunity for the Company to expand its user base and footprint into a major market. This partnership is consistent with Esports Mogul's global growth strategy.

Under the Agreement, Esports Mogul is excited for Mogul Arena to be rolled out into Axeso5's network of over 7,000 cybercafés throughout LATAM, including Mexico, Brazil, Argentina and Colombia. In addition to this, Axeso5 has an extensive registered user base of over 14 million active gamer accounts, to which esports events will be strongly marketed.

Esports Mogul is also eager to kick off two of its localised language features, Portuguese and Spanish. This is the first step in an extensive localised language strategy plan for 2018.

The LATAM gaming market was valued at \$4.4 billion in 2017, which accounted for 4.1% of the global gaming market, promising a large growth potential after growing 13.9% year-on-year from 2016-17.



Source: Newzoo

Once monetisation is successfully introduced, both parties propose to transition into a revenue share model. The Axeso5 exclusive games available on Mogul Arena will be co-branded, and Axeso5 will continue to provide its localised payments system to their users, which will be integrated into the Mogul Arena platform.

Axes05 have extensive relationships in the LATAM gaming industry and will be able to assist Esports Mogul in establishing synergistic relationships and tournament partners in the region, as well as sourcing event sponsors.

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

*"We are excited by the opportunity to partner with Axeso5 to launch our state of the art Mogul Arena tournament platform in the major emerging Latin American market. As the recognised leading video gaming brand in Latin America, Axeso5 is our ideal partner in the region, and we look forward to utilising their extensive regional expertise and experience, coupled with the market-leading functionality of the Mogul Arena platform to become a key player in the Latin American esports market."*

**Axes05** CEO, Cristian Schweizer, said:

*"We partnered with Esports Mogul to bring the revolution of esports to Latin America. With the integration of the most relevant competitive games like DOTA 2, CS: GO, League of Legends, World of Tanks, Vainglory, Overwatch and many others, Mogul Arena is an outstanding product that delivers a smooth competitive gaming experience like no others we have played. Joining forces with Esports Mogul's strong team and Axeso5's regional leadership means we will boost the competitive scene in the region and take esports in Latin America to the next level."*

-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.

## **About Axeso5**

Axeso5 was founded in 2008 and has grown to become the most relevant gaming brand in Latin America. Axeso5 operates the largest online gaming and entertainment platform in the region, and is

the first platform to offer online massive multi-player games (MMO's) in Latin America. Axeso5 has more than 14 million active gamer accounts and a network of over 7,000 cybercafés and services across over 20 countries in the region including Mexico, Brazil, Argentina, Peru, Colombia and Venezuela.

The Axeso5 platform is available in Spanish and Portuguese and has its own virtual currency, Axesocash, which is sold across the region, covering a population of 600 million. Axeso5 also hosts the major annual Axesofest gaming event in capital cities of the region like Lima, Bogota and Buenos Aires, which attracts more than 5,000 people, plus other esports events on a weekly basis.