

ASX/Media Release
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Esports Mogul Successfully Divests Interest in ChallengeMe for ~A\$465,000

HIGHLIGHTS

- Esports Mogul divests equitable interest in ChallengeMe Esports GmbH.
- The total consideration of approximately A\$465,000 has been paid in a mixture of cash and Unikrn shares.
- The funds are to be applied to Mogul Arena monetisation feature development.

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce that it has divested its equitable interest in German based esports company ChallengeMe Esports GmbH (**ChallengeMe**) to American based Unikrn Inc.

Under the terms of the transaction, the Company has received the following upfront and deferred consideration:

- ~A\$280,000 in an upfront cash payment
- ~A\$45,000 in a deferred payment (deferred for 24 months)
- 71,650 shares in US based Unikrn Inc. valued at ~A\$140,000 (deferred for 24 months).

The Platform License Agreement between the Company and ChallengeMe has also been terminated.

The Company would also like to advise the market that it now has over 300,000 registered users on Mogul Arena, and as a result, the 92,500,000 performance rights currently on issue have met the vesting conditions. As such, the holders of the performance rights are now able to exercise their performance rights and have until 14 July 2019 to do so, by providing the Company with the appropriate exercise notice.

Esports Mogul Managing Director, Gernot Abl, said:

"Esports Mogul is supportive of the transaction between ChallengeMe and Unikrn. Our focus since partnering with A\$5.5bn Razer Inc. in August 2017 has been to build our own online esports tournament platform – Mogul Arena. We look forward to applying the proceeds to further developing Mogul Arena features as we now look to monetise the platform."

-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.