

ESPORTSMOGUL

ASX:ESH

Home To The Worlds Leading Online Esport Tournament Platform – Mogul Arena

Company Presentation

April 2018



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GLOSSARY

API – application program interface, specifies how software interacts.

Automated – all tournament function occurs without player input.

CAGR – compound annual growth rate.

CF – Crossfire, a PC game.

Cloud – scalable server instance hosted by Amazon or Google.

CRM – Customer Relationship Management.

CS:GO – Counterstrike:Global Offensive, PC game.

DB – Database of user details.

DOTA – Death of the Ancients 2, PC game.

ESM/ESH – Esports Mogul.

Esports – competitive gaming.

FPS – First person shooter, game format.

GDP – Gross Domestic Product.

LATAM – Latin America.

LoL – League of Legends, a PC game.

MA– Mogul Arena tournament platform.

Mineski – a large SEA based esports organization with a network of gaming cafes.

ML – Mobile Legends, a mobile game.

Moba – Multiplayer online battle arena, game format.

Monetization – earning revenue from paid player activity.

NewZoo – esports data services company.

PUBG – Player Unknown’s Battlegrounds, PC game.

PC – Personal Computer.

Satellite – a tiered structure of tournaments that grants winners entry to the next stage of an event.

SC – StarCraft II, a PC game.

SEA – South East Asia.

SEM – Search Engine Marketing.

Semi Automated – some player input is required for tournament to function.

RL – Rocket League.

UX – User experience.

UI – User Interface.

VTC – Vietnam Multimedia Corporation.

WoT – World of Tanks, PC & console game.



MARKET OPPORTUNITY – BOOMING ESPORTS GROWTH

- eSports is a subset of the estimated **US\$116bn+** global video games market
- **Millennial audience** (81% are 18 to 34 years old), male target group with a high income
- Revenues will grow with a CAGR (2015-2020) of +35.6% to reach \$1.5bn by 2020 (optimistically \$2.4b, with CAGR of 55%)
- Year on year audience and participation growth
- Fan spending is still low compared to traditional sports (\$54 is the average revenue per fan of all sports put together)

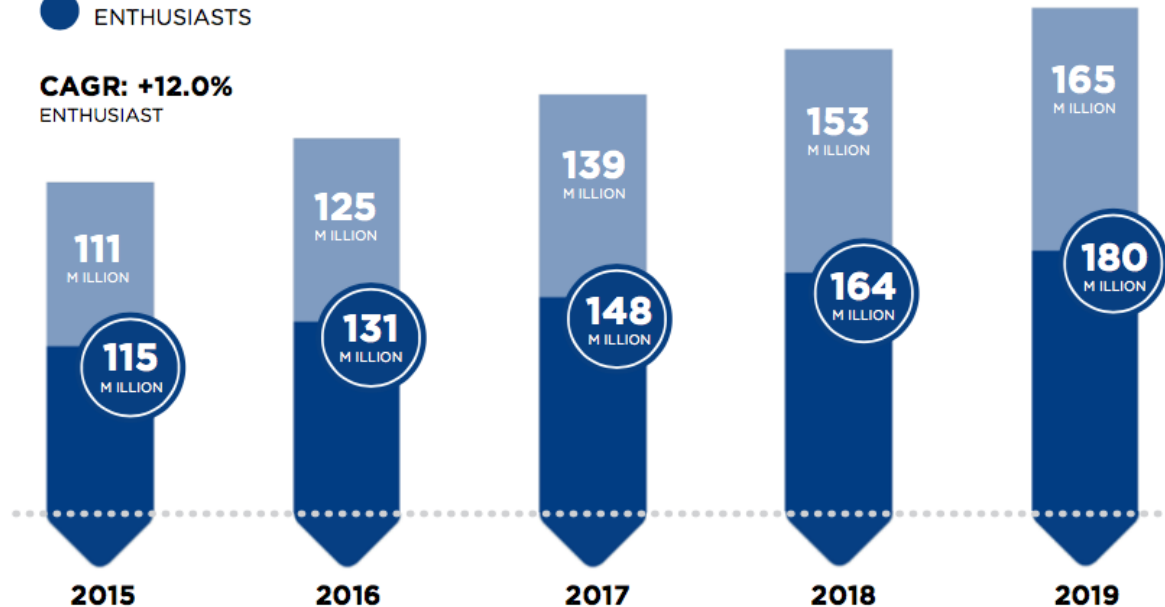
ESPORTS AUDIENCE GROWTH | 2015-2019 | GLOBAL

ESPORTS ENTHUSIASTS & OCCASIONAL VIEWERS

● OCCASIONAL VIEWERS

● ENTHUSIASTS

CAGR: +12.0%
ENTHUSIAST

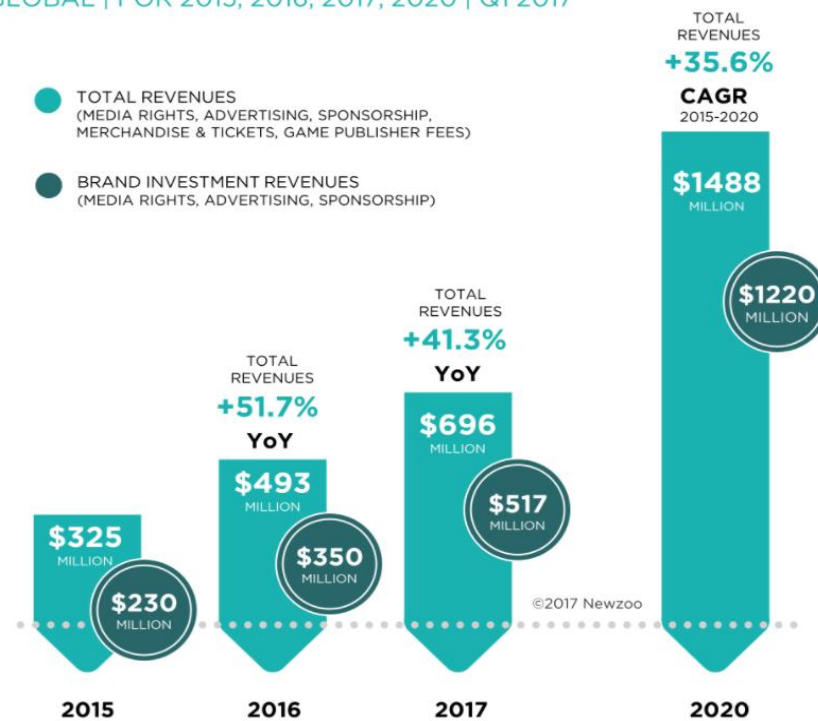


ESPORTS REVENUE GROWTH

GLOBAL | FOR 2015, 2016, 2017, 2020 | Q1 2017

● TOTAL REVENUES
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP,
MERCHANDISE & TICKETS, GAME PUBLISHER FEES)

● BRAND INVESTMENT REVENUES
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)





ABOUT ESPORTS MOGUL

What we do

- Esports Mogul is an ASX listed (ASX: ESH) esports media and software business leading the innovation of competitive gaming online
- Strategic relationships with world leading gaming companies such as Razer, Twitch and Mineksi delivers esports for everyone

Mogul Arena (<https://mogularena.com/>)

- Mogul Arena's world class technology enables esports fans to compete and organise tournaments easier
- Fans can follow streamers and elite esports results from around the globe
- The platform deeply integrates with game title APIs and rich features provide gamers with the best UX:
 - Automated Gameplay Experience
 - Multiple Tournament Modes
 - Friendly Esports Communities
 - Lifetime Player Stats
 - Achievements, Ranks and Rewards
 - Match Reminder Notifications
 - Easy Tournament Administration



GameGeek (<https://gamegeek.gg/>)

- Our GameGeek digital media and games news site keeps gamers immersed in all the latest gaming news
- Deep gaming content includes articles and reviews on new games, esports events and streamers
- Offers gamer engagement through streams, chat rooms and Geek of the Week
- GameGeek provides brands with advertising reach into the gaming community and strong cross-promotion with Mogul Arena and our strategic partners





ESPORT MOGUL - COMPANY STRUCTURE

Building Multiple Cross Promotion and Profit Centres





ACHIEVEMENTS AND VALIDATION

1. Global esports tournament strategic partner in Hong Kong listed **Razer Inc.** (A\$5.5bn market capitalisation)
2. Mogul Arena tournament platform
 - i. Deeply integrated with 3 the biggest esports game titles (CS:GO, League of Legends & DOTA2)
 - ii. 300,000+ registered users
 - iii. Esports Elite – innovative professional esports match voting – 14,000 votes a day
 - iv. Global platform
 - v. Best in class technology
 - vi. Best social features and user experience
 - vii. Scalable
 - viii. Commenced monetisation product development
3. Proven delivery of tournament platform to publisher, event organisers and streaming media companies
 - i. Riot
 - ii. Valve
 - iii. Super Evil Megacorp
 - iv. Mineski
 - v. Twitch



STRONG PARTNERSHIP WITH RAZER INC.



- Razer Inc. is a Singaporean founded gaming company with dual headquarters in Singapore and San Francisco - www.razerzone.com. Listed in Hong Kong since November 2017 with market capitalisation of HK\$34B (A\$5.5B)

PARTNERSHIP ACHIEVEMENTS

- Licensee of former Razer Arena portion of codebase
- Hired ex Razer engineering, UI, product and marketing staff
- Razer ID integrated as the #1 single click signup/sign on authentication
- Razer MOL payment processing to launch in Q2 2018
- zSilver integrated as loyalty/rewards currency
- Re-activate Razer Arena users onto Mogul Arena
- Razer Chroma functionality integrated into Mogul Arena
- Razer is the exclusive hardware partner to Mogul Arena
- Razer products offered as tournament prizing
- Joint Sponsors of Vainglory World Championships
- First mover advantage to be give to Razer phone when Mogul Arena mobile app and functionality is released

FUTURE PARTNERSHIP OPPORTUNITIES

- Develop commercial initiatives with Razer, engaging with their brands (e.g. Razer mobile phones) and their corporate partners
- Razer support will assist global expansion, their company has a global footprint with 9 offices worldwide, recognised as leading brand for gamers in US, Europe and China
- Establishes pathway with Razer's venture arm zVentures for potential commercial, joint ventures, investment opportunities



MOGUL ARENA



What is Mogul Arena?

- Mogul Arena is the world's best esports tournament platform offering not only full tournament automation but also state-of-the-art esports empowering social features
- Top of class technology stack enables esports fans to compete and organise tournaments with ease
- Esports enthusiasts can follow streamers and elite esports results from around the globe
- The platform deeply integrates with game title APIs and rich features provide gamers with the best UX, including:
 - Automated Gameplay Experience
 - Multiple Tournament Modes
 - Friendly Esports Communities
 - Lifetime Player Stats
 - Achievements, Ranks and Rewards
 - Match Reminder Notifications
 - Easy Tournament Admin



Fully Automated Tournament Platform

Scoring, best-of series, map voting, forfeits, match players & teams, and focus on tournament administration.



Automated Logic for Bracket and Tables

Supporting Single & Double Elimination Brackets, and Swiss & Round Robin Table including feeder events with qualifiers and playoffs.



Player Matchmaking Engagement

Ability for customized and automated player engagement with constant matchmaking matches with all automated Arena features.

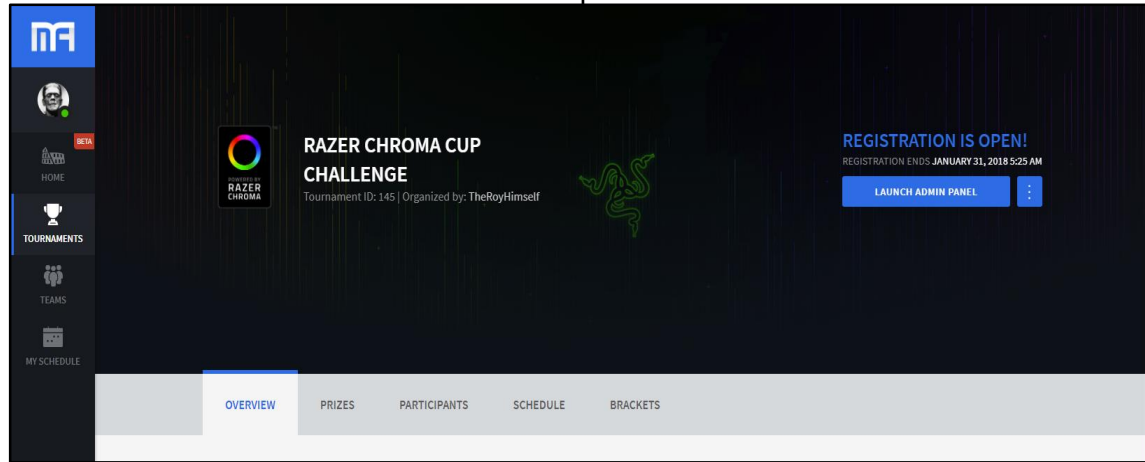


Team Management

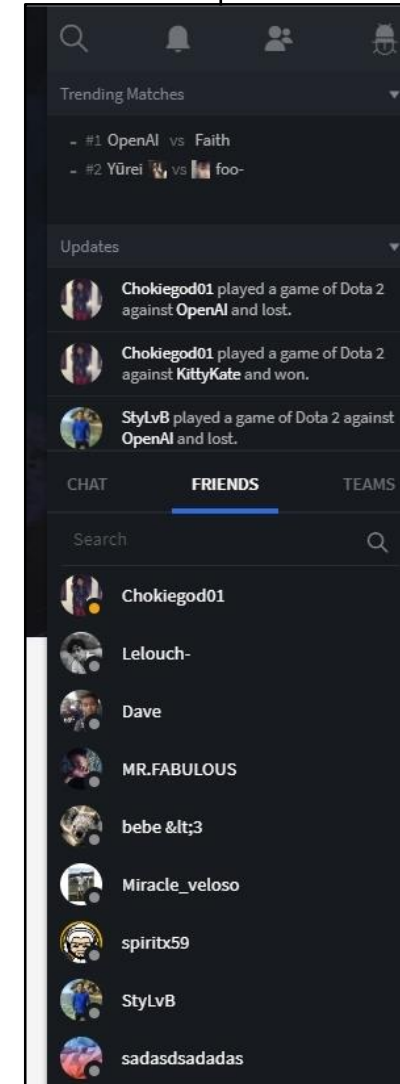
Fully supports and manages grassroots or professional teams, including ease of team finding and holding player training or try-outs.



MOGUL ARENA – PLATFORM FEATURES

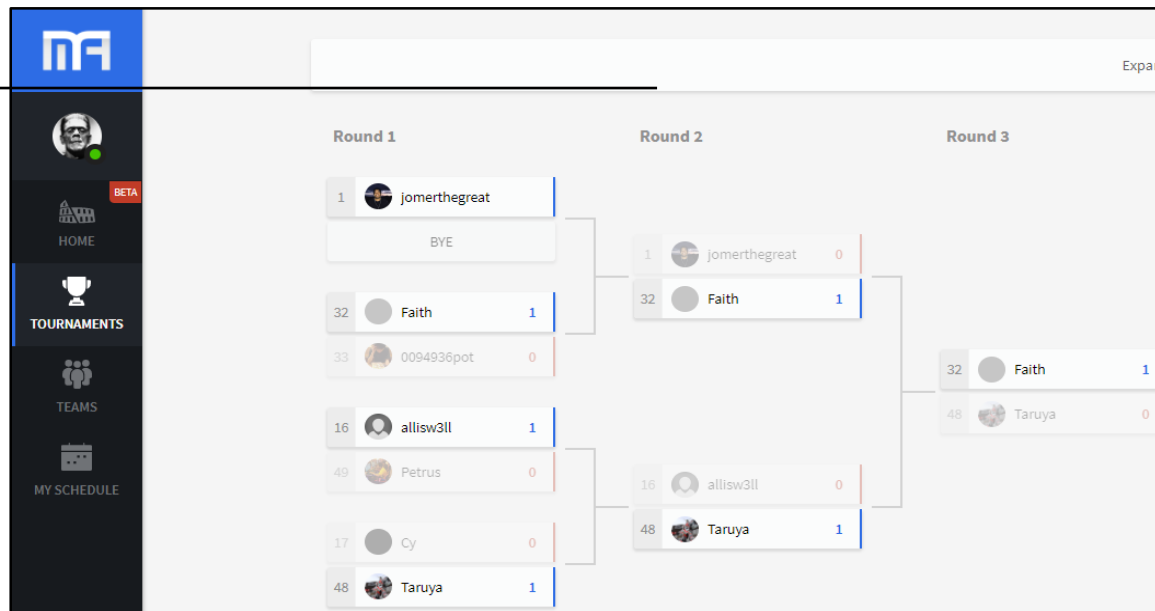


Brand Takeovers –
including content,
media and social



Messaging, Chat,
Notifications and
Friends

Fully Automated
tournament and
bracketing logic





MOGUL ARENA – STATE-OF-THE-ART SOCIAL ENGAGEMENT



Tournament Overview

QA - VG - 1V1 SOLO - DE - AUTOMATED - 6 ROUNDS
Tournament ID: 314 | Organized By: Fowlkin

Manage Participants | Manage Qualifiers | Contact Participants
Update Tournament | View Brackets | Manage Admins
Delete Tournament

Active Announcements [NEW ANNOUNCEMENT](#)

Duis tincidunt lectus pretium orci dictum, quis fringilla mi gravida.
Konayuki | Last Thursday at 3:52 AM
[Show 3 other announcements](#)

Heatmap

Match Controls

ROUND 1 - MATCH 6 - ID 5718

4 arena.test.57 arena.test.34 7
arena.test.57 arena.test.34

Match completed on December 20, 2017 6:43 PM

Check-in | Ready-up | Play | Approval | Finalized

arena.test.57 not ready arena.test.34 not ready
Waiting for player to join... Waiting for player to join...

Enforce Match Score | Disable Automatic Mode | Delete Match

Live Chat

TOURNAMENT LOBBY | MATCH LOBBY (R1M6) | ADMIN ONLY

Channel: QA - VG - 1V1 SOLO - DE - AUTOMATED - 6 ROUNDS 0

Admin Panel enabling gamers/partners to setup their own tournaments with bespoke structures

TEAMS

Search for teams...

TOP TEAMS | MY TEAMS [CREATE TEAM](#)

#	TEAM	WIN	LOSS	TIE
1	The Theorist 5 Members	5	0	0
2	Easy Bro 4 Members	4	1	0
3	SLIMz 3 Members	4	1	0
4	Block Yourself 4 Members	3	2	0

ACHIEVEMENT OVERVIEW

RECRUIT VETERAN EXPERT MASTER BLOOD THIRSTY

11/16/2017 ✓ Reaching level 10 Essential I
Reaching level 40 Expert I
Reaching level 70 Elite I
Reaching level 100 Legendary
11/15/2017 ✓ First win

Achievements, Ranks and Rewards

Fully supports and manages grassroots or professional teams



MOGUL ARENA – ELITE SPORTS FEATURE



Follow professional esports teams and leagues from around the globe

Watch live streams of professional matches in conjunction with Twitch

Vote on professional matches, compete with friends and win prizes



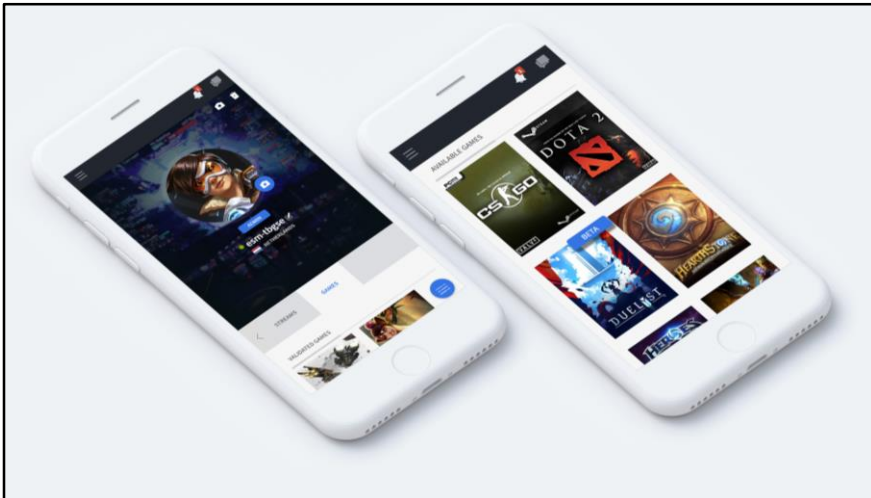
DEEPLY INTEGRATED GAME TITLES

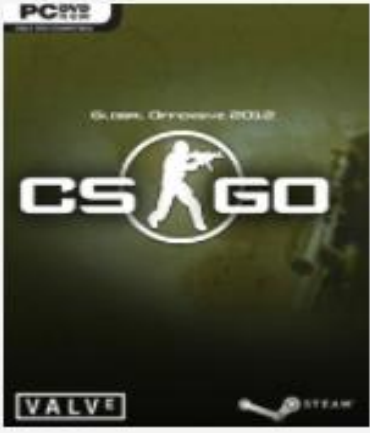




Mogul Arena is **deeply integrated** with and currently provides fully automated tournaments for **three** of the major global esports titles:

- League of Legends
- DOTA 2
- CS:GO

Mogul Arena can provide semi-automated brackets for **any game** including mobile (e.g. Vainglory) and console (e.g. NBA2k) titles for strategic partners and brands.



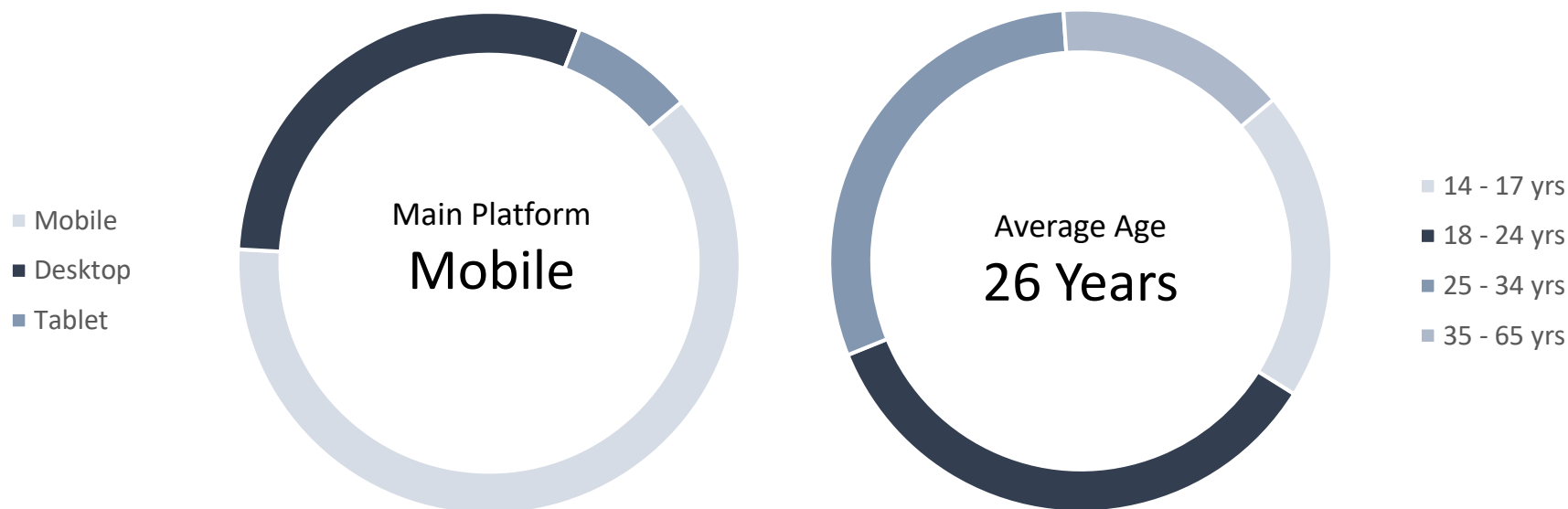
		
Game Revenue: \$260m Registered Users: 34m+ Monthly Users: 11m+	Game Revenue: \$250m+ Registered Users: 115m+ Monthly Users: 12m+	Game Revenue: \$1.7bn Registered Users: 100m+ Monthly Users: 100m+

Mobile game integration will become an ongoing focus by developing a native mobile application allowing for:

- Mobile esports game integration
- Regionally specific popular game titles
- Match scheduling and result reporting



GAMEGEEK – DIGITAL CONTENT AUTHORITY



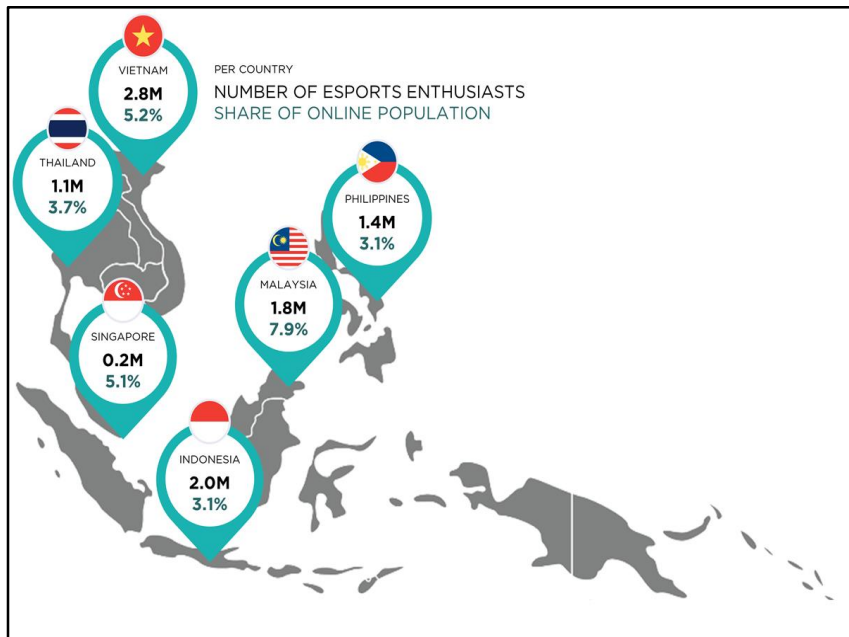
- Gamegeek is an online esports lifestyle brand. The platform launched in Thailand and is being rolled out to Australia, SEA and LATAM.
- The majority of visitors on the Gamegeek websites are male, employed, spend more than 20 hours per week gaming and live in capital cities. Their main interests are movies, sports, anime, food and technology.
- GameGeek provides brands with advertising reach into the gaming community and strong cross-promotion with Mogul Arena and our strategic partners.
- With a strong social focus, GameGeek has already started monetizing through advertiser and sponsor engagement



MOGUL ARENA & GAMEGEEK MARKET ROLLOUT

SOUTH EAST ASIA

Fastest Growing Region Globally

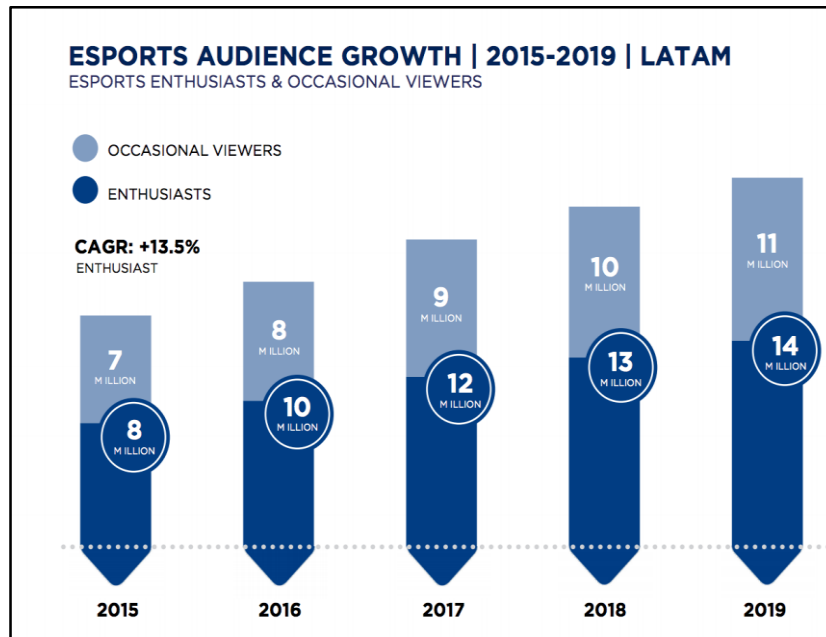


Why?

- The number of esports enthusiasts in South East Asia is already 10m+ and will grow at +36% to 2019

LATIN AMERICA

2nd Fastest Growing Region

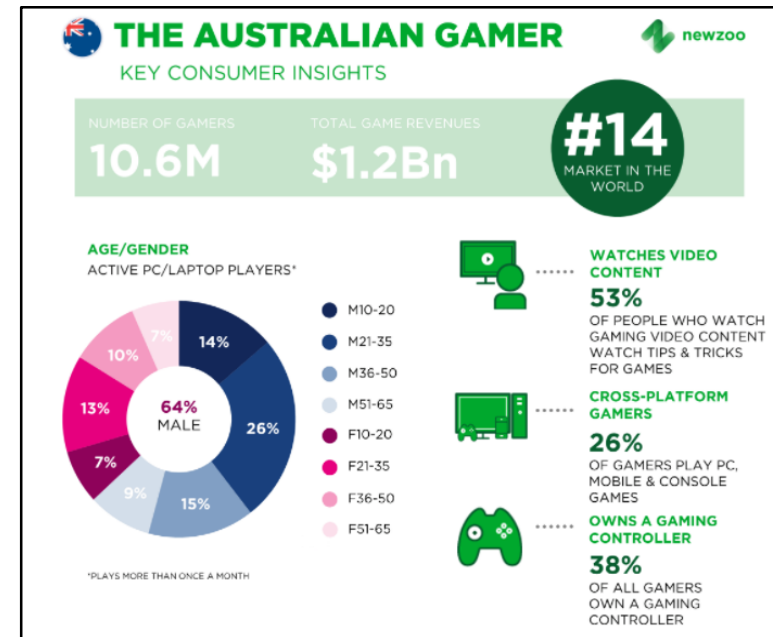


Why?

- Emerging market, with 64.5m gamers, low CPA
- Axeso5 relationship – 7,000+ cafes
- 14m esports fans, across just 2 languages
- Significant monetisation potential

AUSTRALIA

Local Market



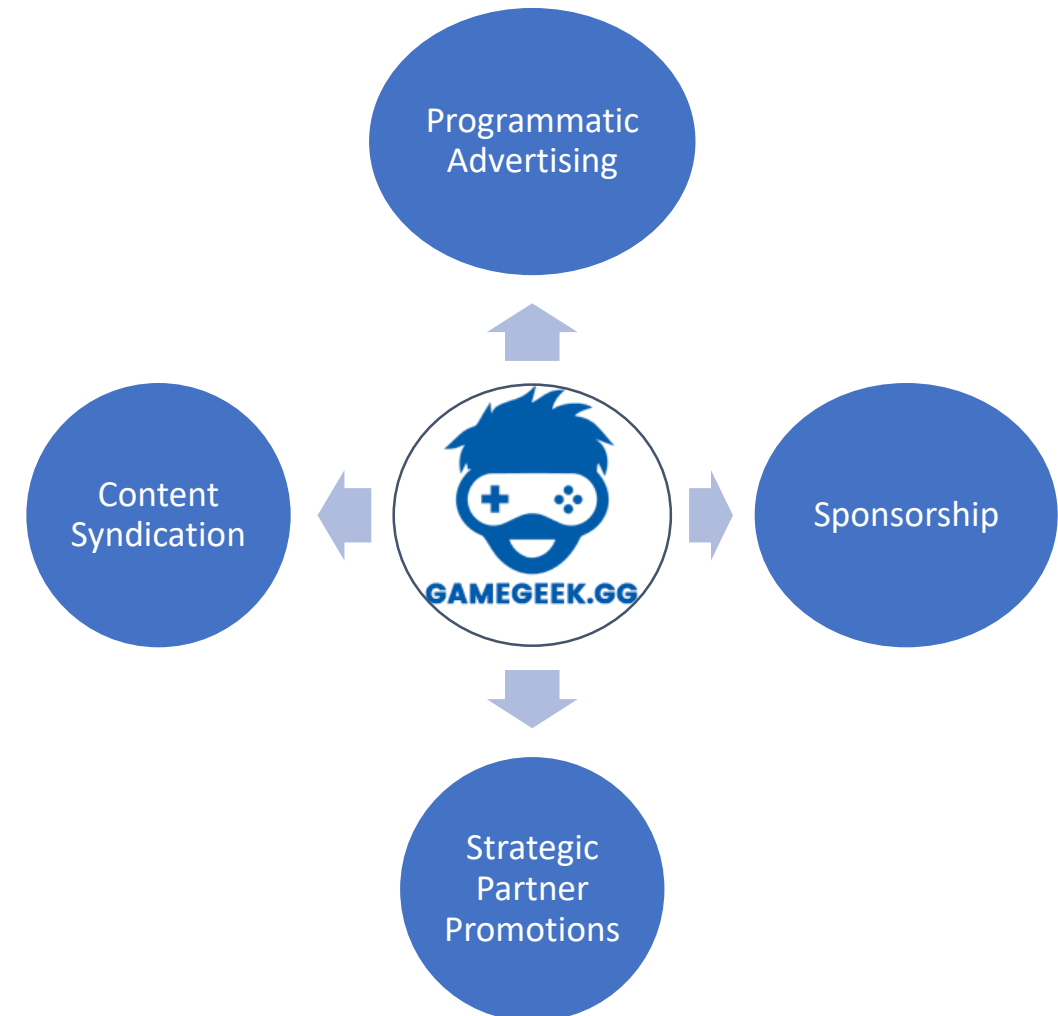
Why?

- Strategic relationships
- High monetization potential
- Government support



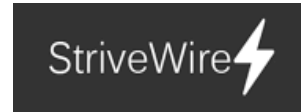
MONETIZATION INNOVATIONS

- Monetisation Product Development Commenced
- Targeting May 2018 Launch





COMPETITIVE LANDSCAPE



	MFA	EMERGE GAMING	StriveWire	FACEIT	WORLD GAMING
Multiple Automated Tournament Modes	✓	✗	✗	✗	✗
Multiple Fully Integrated Games	✓	✗	✗	✓	✗
Open API for Game Developers	✓	✗	✗	✗	✗
Player Admin Functionality	✓	✗	✗	✓	✗
Brand Sponsored Tournaments	✓	✓	✗	✓	✓
Language Localisation	✓	✗	✓	✓	✗
Prized Tournaments	✓	✗	✓	✓	✓
Global Platform	✓	✗	✗	✗	✗
Automated Logic for Bracket and Tables	✓	✗	✗	✓	✗



RAZER INC. STRATEGIC PARTNERSHIP



PARTNERSHIP HIGHLIGHTS

- Razer Inc. is a Singaporean founded gaming company with dual headquarters in Singapore and San Francisco - www.razerzone.com
- Listed in Hong Kong since November 2017 with market capitalisation of HK\$34B (A\$5.5B)
- The world's leading lifestyle brand for gamers, one of the most recognised brands in esports communities
- With a fan base that spans every continent, the company has built the world's largest gamer focussed ecosystem of hardware, software and services
- zVentures is Razer's corporate ventures arm; in addition to capital they allow investment companies access to Razer's networks - www.zvntrs.com
- Esports Mogul successfully chosen by Razer to take over their technology and as their only global esports tournament strategic partner

WHAT WILL THE PARTNERSHIP DELIVER?

- Only tournament platform with strategic partnership with Razer
- Significantly enhance ESM business model via acquisition of Razer Arena tech; 100% IP & revenue ownership globally
- Esports Mogul now an esports media and technology business
- Tech team hired from Razer to enhance the technology stack with further development – re-launched as Mogul Arena
- Rights to market and re-activate Razer Arena users onto Mogul Arena
- Rights to market Mogul Arena to global Razer ID users (over 20m active users globally)
- Develop commercial initiatives with Razer, engaging with their brands (e.g. Razer mobile phones) and their corporate partners
- Razer support will assist global expansion, their company has a global footprint with 9 offices worldwide, recognised as leading brand for gamers in US, Europe and China
- Inclusion of Razer's zGold virtual currency as one method in our payment gateway implementation
- zGold allows gamers to purchase virtual goods and items from over 2,500 different games
- Establishes pathway with Razer's venture arm zVentures for potential commercial, joint ventures, investment opportunities



AXESO5 STRATEGIC PARTNERSHIP



PARTNERSHIP HIGHLIGHTS

- Axeso5 is an Argentinian company founded in 2008
- 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 registered users and a network of over 7,000 cybercafes across more than 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 Peru which attracts more than 5,000 people, plus other esports events on a weekly basis

WHAT WILL THE PARTNERSHIP DELIVER?

- The Partnership will immediately give ESM access to an existing community of over 14 million gamers in the second fastest esports growth region globally
- An online series of ESM esports tournaments will be rolled out to the existing Axeso5 distribution network of both an online platform and 7,500 internet cafes with integrated payments
- Monetising the online esports audience across the most popular esports and Axeso5 titles from paid tournament fees, subscriptions and merchandise
- Revenue from Mogul Arena user purchases
- Revenue from selling broadcast content to Enterprise level media
- Mogul Arena branding exposure across all of Axeso5 7,500 internet cafes and influencer channels



MINESKI STRATEGIC PARTNERSHIP



PARTNERSHIP HIGHLIGHTS

- Mineski are the premier esports organiser in South East Asia
- Mineski run a broadcast and live event production company, as well as a network of internet cafes in the Philippines, Malaysia and Indonesia
- Mineski also own professional esports teams
- ESM is partnering with Mineski to deliver a series of weekly online Dota2 & CS:GO events throughout the region in 2018
- Monthly finals will be broadcast via online streaming (and potentially TV) to create content for further fan engagement and fan participation

WHAT WILL THE PARTNERSHIP DELIVER?

- Expected new users directly acquired via this partnership is expected to be more than 150,000 in the first year for an initial investment of less than \$50,000
- User revenue from paid tournament fees, subscriptions and merchandise
- Affiliate Revenue from Mogul Arena user purchases
- Revenue from selling broadcast content to Enterprise level media (Garena, Astro and Fox Sports)
- Mogul Arena branding exposure across all of Mineski's social and influencer channels, including:
 - ~1.95m+ Facebook fans
 - 95,000+ Mineski YouTube Channel Subscribers
 - 25m Twitch Views



VAINGLORY STRATEGIC PARTNERSHIP



PARTNERSHIP HIGHLIGHTS

- ESM's Mogul Arena was the exclusive tournament platform provider of the 2017 Vainglory World Championship in Singapore from Dec 14-17
- Vainglory is the world's #1 mobile esport video game for both iOS and Android smartphone and tablet devices
- It's a Multiplayer Online Battle Arena (MOBA) type game, similar to its PC counterparts Dota 2 and League of Legends, but with a shorter game time

WHAT WILL THE PARTNERSHIP DELIVER?

- Represents an initial leap into the rapidly growing mobile esport industry
- Significant brand exposure, broadcast on Twitch, YouTube, Facebook and other regional channels in five languages, as well as being streamed live on MogulAreana.com
- 2.5+ million unique viewers will tune in for over 40 minutes at a time
- 1,000+ fans attending the live event
- Social impressions are expected to exceed 25 million
- Networking relationships for future game integrations

PLAY DAILY MOGUL ARENA TOURNAMENTS

Gather your friends and create your team, or play solo, and compete in our free daily tournaments for your chance to win your share of \$1,500 in prizes.

[REGISTER NOW](#)

VAINGLORY RETURNS TO SINGAPORE

Watch the 12 best Vainglory teams LIVE from around the globe fighting for the World Championship title from December 14-17 plus the global unveiling of Vainglory 5v5 on December 17.

Vainglory
Vainglory Official Dev Stream - #Fitness5v5! (11AM PST / 7PM GMT)

Watch Now

Most Recent Video

The image is a promotional banner for Vainglory. It features a dark background with a large, ornate golden trophy on the right side. The text "PLAY DAILY MOGUL ARENA TOURNAMENTS" is prominently displayed in white and blue. Below it, a smaller line of text describes the tournament. A blue button with the text "REGISTER NOW" is positioned below the description. Further down, the text "VAINGLORY RETURNS TO SINGAPORE" is shown in white. Below this, a line of text provides details about the event. At the bottom, there is a section for a live stream, featuring the Vainglory logo and the text "Vainglory Official Dev Stream - #Fitness5v5! (11AM PST / 7PM GMT)". To the right of the stream information, there is a "Watch Now" button and a small video player showing a game in progress.



TWITCH STRATEGIC PARTNERSHIP



PARTNERSHIP HIGHLIGHTS

- Twitch is integrated with Mogul Arena
- Twitch is a live streaming video platform owned by Twitch Interactive, a subsidiary of Amazon.com
- Twitch is the world's leading social video platform and community for gamers with 100m monthly community members gathering to watch and talk about video games, with more than 2 million streamers
- Twitch's video platform is the backbone of both live and on-demand distribution for the entire video game ecosystem

WHAT WILL THE PARTNERSHIP DELIVER?

- User Acquisition
- Mogul Arena branding exposure
- Affiliate Revenue from Mogul Arena user purchases
- Revenue from selling broadcast content to Enterprise level media (Garena, Astro & Fox Sports)
- Contra Advertising
- Cross Promotion Marketing
- Access to influencers



BOARD AND ADVISORY



Adam Jacoby
Non-Exec Chairman

- Entrepreneur, innovator, advisor and business consultant
- Founder and Chief Steward MiVote Democracy Movement
- 20+ years global history starting fast growth businesses in sport and media
- Master of Entrepreneurship (Cambridge)



Gernot Abl
Managing Director

- Entrepreneur and life long gamer with significant success in online poker
- 16+ years corporate advisory experience working across gaming, poker and resource sectors
- Bachelor of Law and Commerce with Hons in Finance (UWA)



George Lazarou
Non-Exec Director

- 20+ years experience as a chartered accountant across industry
- Extensive experience in M&A, valuations and advisory



Mick O'Kane
Strategic Adviser

- Adviser to start-ups and growth businesses in sports, media, entertainment and technology
- Held senior roles at NOVA, Cricket Australia and Dainty Group



MANAGEMENT AND TECHNOLOGY TEAM



Kris Robinson

Chief Operating Officer

- Entrepreneur and experienced digital software and marketing executive
- Chief Product Officer and Commercial Director for Ladbrokes – invented worlds first “Odds Boost” product
- COO for online poker and casino business Poker.com



Travis Howle

Principal Software Engineer

- 18+ years gaming industry experience
- Senior Software Manager with Razer Inc.
- Provided engineering solutions for the FBI



Rob E Connolly

Product Director

- 10+ years managerial experience in the gaming industry
- Product Manager and Product Developer for Razer Inc.



Tobias Guse

Senior Front End Software Engineer

- 5+ years working with major technology companies
- Primary front end UI/UX Software Engineer with Razer Inc.



FUTURE MILESTONES

- Marketing to drive user acquisition initially in Australia, Singapore, Thailand and Philippines then LATAM
- Invest in expansion of innovative monetisation products both B2C and B2B
- Planning for next growth phase including mobile expansion
- Complete deals with major gaming groups and brands to build brand awareness and user growth in communities
- Product enhancements including:
 - User generated tournament functionality and social sharing
 - Establish payment gateways
 - Complete language localisation into 7 languages
 - Testing paid tournaments
 - Preliminary study of crypto currency opportunities and blockchain opportunity



INVESTMENT HIGHLIGHTS

- Focus now on user acquisition and monetisation
- Esports is huge now and growing rapidly - Newzoo CAGR forecast 54% to as high as \$2.4bn global revenue by 2020
- Australia's first ASX listed esports business
- 100% ownership of Mogul Arena IP and revenue globally; deep game title API integration positioned for scale
- Strong relationships with publishers, event operators and media
- Experienced team with strong history of innovation in online gaming, poker and betting
- Business well positioned to take advantage of industry convergence involving traditional media, entertainment, telecom and sports companies
- Mogul Arena tournament platform - best in class tech and user experience – scalable and proven
- Only tournament platform with strategic partnership with Razer Inc. - world leader in high performance gaming hardware, software and systems
- Global reach and multiple revenue streams planned for B2B and B2C
- GameGeek digital media and games news site keeps gamers immersed in all the latest from the world of gaming



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