ESPORTSMOGUL

Mogul Arena Launches Unique Content Portal

HIGHLIGHTS

- **Mogul Arena has just released yet another feature – their content portal, Mogul News.**
- **Mogul News is expected to drive both user acquisition and engagement.**
- **Mogul Arena is now a destination for players and esports enthusiasts alike to immerse themselves in all aspects of the esports world.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is proud to announce it has just launched their content portal Mogul News, https://news.mogularena.com/.

As part of a brand new feature release on the Company's online tournament platform, Mogul Arena, fans and gamers alike will be able to read all the latest gaming news, Mogul Arena updates and exclusive interviews with the best of the gaming industry. Mogul News will be supported with content from Esports Mogul's 70 per cent owned subsidary company GameGeek.gg, which has a large content base and social media presence.

This unique feature release is in line with the Company's strategy to continue to drive engagement and user acquisition on the platform, which now has over 300,000 registered users.

Esports Mogul is proud to have built Mogul Arena to become more than *just* a tournament platform. With features such as Esports Elite and now Mogul News, Mogul Arena is well and truly a hub for all things esports related, catering for interests of both gamers and esports enthusiasts.

Esports Mogul Managing Director, Gernot Abl, said:

"Esports Mogul is proud to be able to offer both gamers and esports enthusiasts a range of avenues to engage with. The addition of the Esports Elite voting feature saw users flock to the platform, and now with Mogul News, we hope to see continued engagement from current users, as well as additional members of the esports community gathering to read the latest and greatest news."

-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.