Mogul Arena Launches Local Languages

HIGHLIGHTS
- **Mogul Arena has been officially released in Thai and Vietnamese.**
- **These are among the fastest growing esports regions globally.**
- **A team of local community support staff will aid user engagement.**
- **Further language localisation is in motion for LATAM countries.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce they have further enhanced their online tournament platform by way of language localisation.

Mogul Arena, the world's best matchmaking esports platform, has now been launched in both Thai and Vietnamese. The Company identified that a large majority of their registered users reside in these non-English speaking countries, so quickly adapted the platform to cater to these users.

As well as this, Mogul Arena has a team of on the ground local support and community engagement staff to assist users in their local language.

Thailand and Vietnam have been specifically targeted due to their resilience and continual growth in the esports industry. In fact, according to Newzoo, not only is Southeast Asia the fastest growing esports region, but both Thailand and Vietnam are home to millions of gamers.

Precisely, Newzoo reports that Thailand hosts 18.3 million gamers with a total spending of $597.2 million, and Vietnam accommodates over 32.8 million gamers with a revenue of over $365 million.

Further to this initial language localisation, Mogul Arena is set to be released in both Spanish and Portuguese to tap into the LATAM markets in partnership with Axeso5 (*ASX Announcement 4th April 2018*). As development for localisation tools is now complete, the Company is able to ensure faster rollout into additional regions.

Esports Mogul Managing Director, Gernot Abl, said:

"Esports Mogul is pleased to be both adaptable and responsive to their community, able to cater to their global audience with ease. Not only will language localisation aid users in their initial gameplay, but the additional support roles for the community opens doors for global partnerships."

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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, Thai and Vietnamese with plans to roll out a localised language function in Spanish, Portuguese, Chinese and Indonesian.

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