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Esports Mogul to Rebrand its Suite of Gamer Platforms Under the Brand 'Mogul'

HIGHLIGHTS

- Esports Mogul will rebrand its suite of gamer platforms to 'Mogul' as of 1 November 2018.
- Currently, the name 'Mogul Arena' represents only the tournament platform.
- Due to rapid growth, the name 'Mogul' will allow new feature releases to stand independently under the Mogul name.

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is excited to announce it is rebranding the suite of gamer platforms to 'Mogul', utilising the domain name mogul.gg.

Initially, Mogul Arena was launched as a world first tournament platform. However recently, due to rapid growth and ongoing new feature releases, Mogul Arena has become so much more than just a tournament platform.

As well as the Arena, Mogul Arena now encompasses a news site, Mogul News, a popular voting feature, Esports Elite, as well as the soon to be released Android app (ASX *announcement, 23 August 2018*). Rebranding to 'Mogul', will be beneficial for Esports Mogul as it will allow these features to stand independently under the umbrella that will become 'Mogul'.

The rebrand, which will take place on 1 November 2018, will also introduce the top-level domain .gg. This is a popular domain within the gaming and esports community, as it's a commonly used abbreviation for the phrase "good game".

The Company will keep the market updated as the rebrand unfolds.

Esports Mogul Managing Director, Gernot Abl, said:

"This is a busy and thrilling time for Esports Mogul as we are expanding rapidly. Rebranding to 'Mogul' will allow this to become the umbrella for our existing and new features to stand as independent products with more room for growth."

-ENDS-

For further information, please contact:

Gernot Abl
Managing Director
Esports Mogul Asia Pacific Limited
T: +61 419 802 653
E: gernot@esportmogul.com

Peter Nesveda
Corporate Affairs & International Investor Relations
Esports Mogul Asia Pacific Limited
T: +61 412 357 375
E: peter@intuitiveaustralia.com.au

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 shortly.