

ASX/Media Release
24 October 2018

ASX code: ESH

Mogul Arena's VIP Subscription Functionality Complete

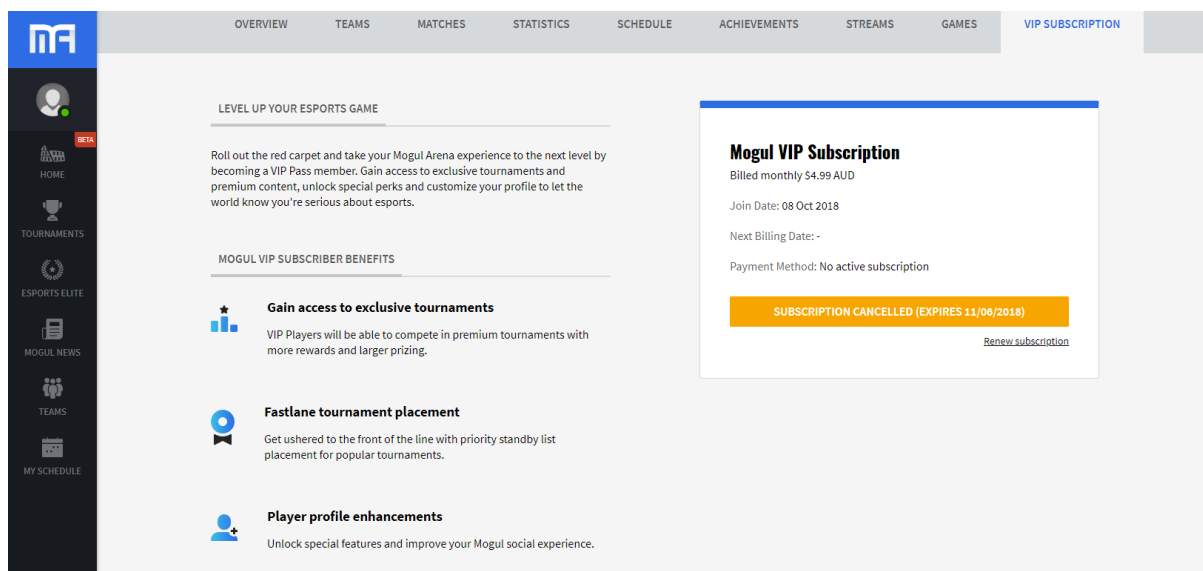
HIGHLIGHTS

- **Mogul Arena has completed development of their first monetisation feature – VIP Subscription.**
- **The VIP Subscription feature will initially allow dedicated esports enthusiasts to access exclusive tournaments and larger prize pools.**
- **This feature will now be integrated with MOLPay before an imminent release.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce they have finalised development of the first stage of monetisation for their tournament platform, Mogul Arena.

Users who sign up to the VIP Subscription feature will be able to access exclusive tournaments, private Esports Elite leaderboards, extra awards for Daily Tournaments and challenges, profile personalisation and customised prizing rewards. The VIP Subscription offerings will be updated regularly to ensure continued user engagement.

The VIP Subscription pricing will be market specific.



The functionality now will be integrated with MOLPay (*ASX Announcement, 19 September 2018*) to easily accept in-game purchases and other transactions from all over Southeast Asia, no matter the local currency.

As soon as MOLPay is integrated, the VIP Subscription feature will be ready for release.

Esports Mogul Managing Director, Gernot Abl, said:

"I am extremely pleased to announce to the market that Esports Mogul is ready to enter into monetisation through the VIP Subscription feature on Mogul Arena. The additional offerings to users will not only entice registrations, but greatly increase the value of the platform. We look forward to updating the market on the release date."

-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.