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## The Mogul Android App Version 1 in QA Testing

### HIGHLIGHTS

- The first version of the Mogul Android App has been developed and is now in quality assurance testing.
- This is the first mobile esports app in the world that will be deeply integrated with mobile esports game APIs and is unparalleled by competitors.
- Version 1 of the app is set to enhance the Mogul Arena platform, while a second release will boast additional features.
- Mobile gaming is one of the fastest growing sectors in the industry with 25.5% growth year-on-year.

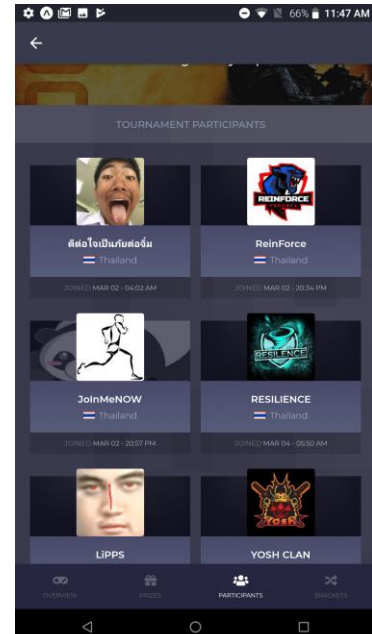
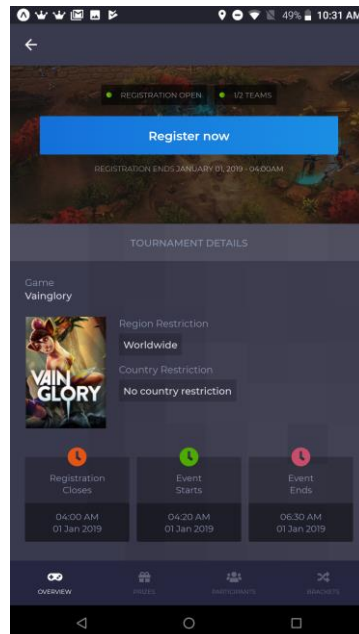
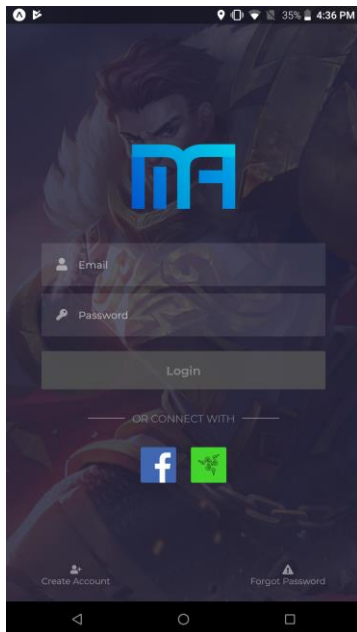
Over the past two months, Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) has been working hard to develop the newest addition to the Mogul brand, the Mogul Android App (*ASX Announcement, 23 August 2018*).

The Company is pleased to update the market that development for the Mogul App has now been finalised and has entered a period of quality assurance testing.

The Mogul App is the first mobile application in the world that deeply integrates with APIs from game developers such as Riot Games and Valve Corporation to offer a fully automated tournament gaming experience on mobile.

The first version of the Mogul App is designed to be a companion to the desktop version of Mogul Arena, where users can manage their upcoming matches and stay in touch with other gamers. As well as this, users can access player and team profiles, tournament information and in-game statistics all through the user-friendly interface.

Version 2 of the Mogul App, scheduled for release during Quarter 1 2019, will allow users to play leading mobile esports titles from their smartphone, as well as expand access to the popular 'Esports Elite' feature.



The Mogul development team will provide ongoing updates via over-the-air technology (OTA) to rapidly add further features and strengthen the Mogul App and market-leading technology.

The Company is proud to be at the forefront of the esports industry and tapping into the mobile sector with this innovative and world first development that is unparalleled by competitors.

Newzoo estimated that in 2018, mobile games will generate \$70.3 billion and dominate a staggering 51% of the global gaming market. With a 25.5% year-on-year growth rate, mobile gaming is a niche Esports Mogul is ready and eager to tap into.

The Company expects to acquire a significant niche of mobile gamers, a market which has been previously untouched.

The Company will keep the market updated on a release date for the Mogul App.

**Esports Mogul** Managing Director, Gernot Abl, said:

*“The Company continues to push the boundaries of esports innovation and development. With the Newzoo statistics showing that mobile game growth is rapid, we’re proud to be able to expand with the market and not only offer esports enthusiasts what they want but open up collaboration and partnership opportunities in the mobile gaming sector.”*

-ENDS-

**For further information, please contact:**

Gernot Abl  
Managing Director  
Esports Mogul Asia Pacific Limited  
T: +61 419 802 653  
E: [gernot@esportmogul.com](mailto: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](mailto: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 in the near term.