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Quarterly Activities Update – Period Ending 30 September 2018

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to present the Quarterly Activities Update for the period ending 30 September 2018.

The last quarter has been focused on executing major development tasks in order to propel Mogul Arena to the forefront of the industry and remain the world's best deeply integrated and fully automated tournament platform while preparing for monetisation.

QUARTERLY ACTIVITY HIGHLIGHTS
- **Esports Mogul welcomes Chief Marketing Officer to strengthen the team.**
- **Development for the innovative Mogul Android App commenced.**
- **Mogul Arena was the platform provider for the Thailand Dota 2 qualifiers for Razer and Singtel's PVP Esports Championship.**
- **Razer's MOLPay was selected to power the monetisation strategy in Southeast Asia.**

Chief Marketing Officer Strengthens the Team

In August, Esports Mogul was delighted to welcome Mr Marian Kaufmann to the team in the role of Chief Marketing Officer to drive marketing activities for both Esports Mogul and Mogul Arena. *(ASX Announcement, 8 August 2018.)*

Mr Kaufmann previously worked as the Online Marketing Specialist for Razer in Europe, so has extensive marketing experience and esports knowledge, making him a perfect fit for this role.

Since accepting this role, Mr Kaufmann has offered an in-depth analysis of user behaviour and had considerable input into the wider company strategy to accelerate user acquisition.

Development of the Mogul Android App

In August, Esports Mogul commenced development for the Mogul Android App, the newest inclusion to the Mogul Arena brand. *(ASX Announcement, 23 August 2018.)*

The in-house technology team utilised the industry-dominating React Native framework to build the app, which will comprise of two releases.

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Version 1, which has now entered quality assurance testing *(ASX announcement, 25 October 2018)*, is designed to be a companion to the desktop version of Mogul Arena and enhance the existing platform. Pending Google Play Store approval, this is set for alpha release next month.
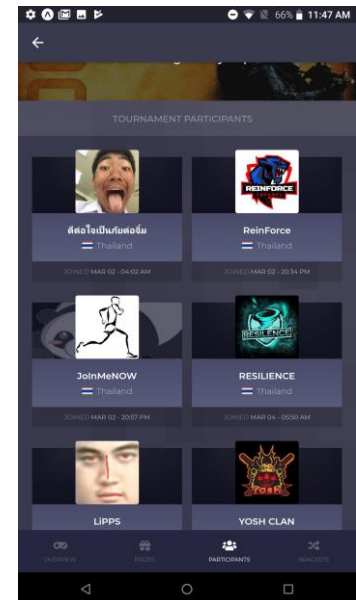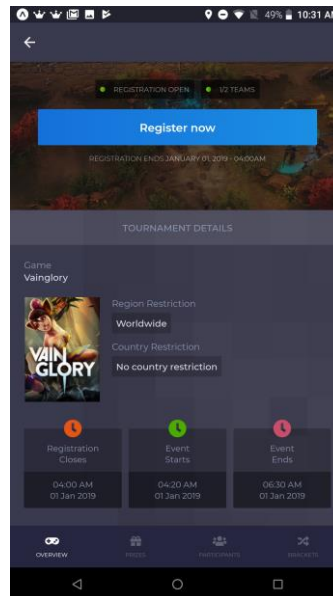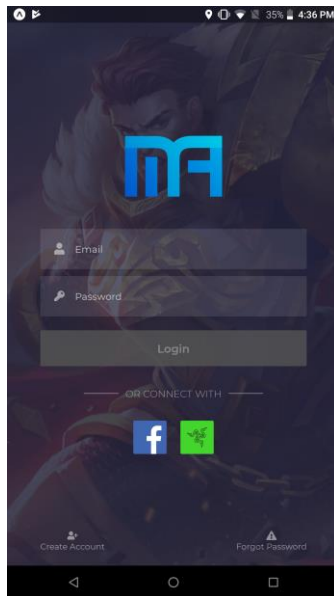
The second version of the Mogul App is planned for release in Quarter 1 2019, and will facilitate additional native features to smartphone users. The second release will target integration with leading mobile esports titles, opening up partnership opportunities with the ever-growing mobile sector.

Platform Provider for the Thailand Dota 2 Qualifiers of Razer and Singtel's PVP Esports Championship

Throughout September, Mogul Arena was proud to host the Thailand qualifying tournaments for Singtel and Razer's US$300,000 tournament, the PVP Esports Championship. *(ASX Announcement, 28 August 2018.)*

The PVP Esports Championship was organised by Singtel Group, with the support of major gaming companies including Razer and MET, which are dedicated partners of Mogul Arena.

The winners of the qualifiers then headed to Singapore to take on other teams qualifying from around the globe, as well as professional esports teams invited to participate in the tournament grand finals held in Singapore from 5 – 7 October 2018.

Supporting this qualifying tournament allowed Mogul Arena to be directly marketed to a wide range of esports enthusiasts across the globe, as well as a sold out crowd at the live event.

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Razer's MOLPay Selected to Power Mogul Arena's Monetisation Strategy

Through strategic collaboration with Razer, the Southeast Asian payment gateway MOLPay was selected to be integrated with Mogul Arena in the initial steps of moving towards monteisation. *(ASX Announcement, 19 September 2018.)*

MOLPay is Southeast Asia's largest payment gateway provider, with its technology powering the online transactions of household brands such as Starbucks, Expedia, and Sephora for millions of Southeast Asian customers daily.

By integrating MOLPay, Esports Mogul and Mogul Arena will be able to accept in-game purchases and other transactions from all over Southeast Asia, no matter the local currency. Esports Mogul will join the ranks of gaming industry stalwarts like Sony PlayStation, Facebook Gameroom, and Wargaming, all of whom are already using MOLPay to monetise their games and digital content in the region.

Since the initial announcement, Esports Mogul is pleased to offer the update that Mogul Arena has begun the integration process with MOLPay for the first monetisation feature – VIP Subscription. *(ASX Announcement, 24 October 2018.)*

POST REPORTING PERIOD HIGHLIGHTS

Development Complete for Tournament Management System

In October, Mogul Arena completed development for a one of a kind tournament management system where partners and third party organisers can independently create tournaments. *(ASX Announcement, 10 October 2018.)*

The system is a highly intuitive and comprehensive solution that allows anyone with access to easily create their own tournament designs through the fully customisable options. Esports Mogul is confident this system will broaden B2B partnerships, sponsorship opportunities and become a staple of the VIP Subscription feature.

GameGeek.gg Merges with Mogul News

Mogul Arena strengthened their content platform, Mogul News, by merging GameGeek.gg to operate under the Mogul News brand. *(ASX Announcement, 17 October 2018.)*

Esports Mogul completed the acquisition of the remaining 30% of GameGeek Pte Ltd it did not previously own, with the consideration paid being 10 million fully paid ordinary shares which are subject to a 12-month voluntary escrow period.

Mogul News now produces a high calibre of native content which is a used as a cohesive marketing tool to increase user acquisition to Mogul Arena.

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Future Outlook

Esports Mogul Managing Director, Gernot Abl, said:

"Esports Mogul again had an incredibly strong third quarter driven by development of additional Mogul Arena product features, development of our Mobile App and preparing for monetisation by commencing the integration with MOLPay.

We don't plan to slow down now and in the last quarter of 2018, Esports Mogul will not only release the Mogul App but increase user acquisition activities in conjunction with our partners Razer, Cloud Alliance and Mineski. We will also kickoff our monetisation strategy with the implementation of the VIP Subscription feature powered by Razer's MOLPay. I look forward to keeping the market informed throughout what will no doubt be our most exciting quarter to date."

-ENDS-

For further information, please contact:

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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

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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.