

Company Presentation – December 2018

ESPORTS MOGUL ASIA PACIFIC LTD (ASX:ESH)

Home to Mogul.gg – The World's Best Esports
Tournament Platform

DISCLAIMER



This presentation ("Presentation") has been prepared by eSports Mogul Asia Pacific Ltd ("ESH" or "Company"). You must read and accept the conditions in this notice before considering the information set out in or referred to in this Presentation. If you do not agree, accept or understand the terms of this Presentation, or if you are subject to the laws of any jurisdiction in which it would be unlawful to receive this Presentation or which requires compliance with obligations that have not been complied with in respect of it, you must immediately return or destroy this Presentation and any other confidential information supplied to you by ESH. By accepting this document, you acknowledge and agree to the conditions in this notice and agree that you irrevocably release ESH from any claims you may have (presently or in the future) in connection with the provision or content of this Presentation.

No Offer

This Presentation is not a prospectus, product disclosure statement or other offering document under Australian law (and will not be lodged with ASIC) or any other law. This Presentation is for information purposes only and is not an invitation or offer of securities for subscription, purchase or sale in any jurisdiction (and will not be lodged with the ASIC). This Presentation does not constitute investment or financial product advice (nor tax, accounting or legal advice) or any recommendation to acquire shares of ESH and does not and will not form any part of any contract for the acquisition of shares of ESH.

Summary Information

This Presentation contains summary information about ESH, its subsidiaries and their activities which is current as at the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all the information which a prospective investor may require in evaluating a possible investment in ESH or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act. While ESH has taken every effort to ensure the accuracy of the material in the presentation, neither the Company nor its advisers have verified the accuracy or completeness of the information, or any statements and opinion contained in this Presentation.

Not Investment Advice

Each recipient of this Presentation should make its own enquiries and investigations regarding all information in this Presentation including but not limited to the assumptions, uncertainties and contingencies which may affect future operations of ESH and the impact that different future outcomes may have on ESH. This Presentation has been prepared without taking account of any person's individual investment objectives, financial situation or particular needs. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own investment objectives, financial situation and needs and seek legal, accounting and taxation advice appropriate to their jurisdiction. ESH is not licensed to provide financial product advice in respect of ESH shares.

Investment Risk

An investment in ESH shares is subject to known and unknown risks, some of which are beyond the control of ESH. ESH does not guarantee any particular rate of return or the performance of ESH nor does it guarantee any particular tax treatment. An investment in ESH should be considered as Highly Speculative and High Risk due to the start up nature of the Company and its proposed business.

Financial Data

All dollar values in this Presentation are in Australian dollars (A\$ or AUD) unless otherwise stated.

Forward-Looking Statements

This Presentation may contain forward looking statements. The Australian words 'anticipate', 'believe', 'expect', 'project', 'forecast', 'estimate', 'likely', 'intend', 'should', 'could', 'may', 'target', 'plan' and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. Forward-looking statements are subject to risk factors associated with the Company's business, many of which are beyond the control of the Company. It is believed that the expectations reflected in these statements are reasonable but they may be affected by a variety of variables and changes in underlying assumptions which could cause actual results or trends to differ materially from those expressed or implied in such statements. There can be no assurance that actual outcomes will not differ materially from these statements. You should not place undue reliance on forward-looking statements and neither ESH nor any of its directors, employees, advisers or agents assume any obligation to update such information.

Disclaimer

None of ESH's respective advisers or any of their respective affiliates, related bodies corporate, directors, officers, partners, employees and agents, have authorised, permitted or caused the issue, submission, dispatch or provision of this Presentation and, except to the extent referred to in this Presentation, none of them makes or purports to make any statement in this Presentation and there is no statement in this Presentation which is based on any statement by any of them.

To the maximum extent permitted by law, ESH and its respective advisers, affiliates, related bodies corporate, directors, officers, partners, employees and agents exclude and disclaim all liability, including without limitation for negligence or for any expenses, losses, damages or costs incurred by you as a result of your participation in an investment in ESH and the information in this Presentation being inaccurate or incomplete in any way for any reason, whether by negligence or otherwise.

To the maximum extent permitted by law, ESH and its respective advisers, affiliates, related bodies corporate, directors, officers, partners, employees and agents make no representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of information in this Presentation.

Statements made in this Presentation are made only as the date of this Presentation. The information in this Presentation remains subject to change without notice.

CORPORATE OVERVIEW



Capital Structure

Ticker	ASX:ESH
Share Price (as at 10 December 2018)	\$0.019
Total Listed Shares on Issue	1,269m
Total Shares On Issue	1,269m
Market Capitalisation	~\$24.1m
Debt	Nil
Enterprise Valuation	\$20.46m
<u>Funding</u>	
Cash	\$2.64m
Prepaid Marketing	\$1m
<u>Total Funds</u>	\$3.65m

Options

346m listed options exercisable @ 5c, 30 Oct 2019

Investment Focus

- Drive user acquisition and activity across SEA initially, then globally through Razer channels
- Mobile App and Arena for mobile
- Expansion of corporate and strategic partnerships
- Develop monetisation features such as subscriptions and pay-to-play tournaments



Share Holder Breakdown

- Top 10 Share Holders hold 31% of the shares on issue
- Top 20 Share Holders hold 44% of the shares on issue
- Top 50 Share Holders hold 64% of the shares on issue

MOGUL HIGHLIGHTS – 2H 2018



ELEVATED RAZER RELATIONSHIP TO STRATEGIC SHAREHOLDER

- Razer Inc. ~A\$2bn market capitalisation, Hong Kong listed



PROVED OUT WORLD CLASS TECH

- **Scalable** global tournament platform with the best social features and user experience
- Fully **automated** tournament functionality with the 3 biggest esports games (CS:GO, LoL & Dota 2)
- Esports Elite – professional esport streaming & esport match voting
- Mogul News – unique content portal
- **MOLPay** – largest SEA payment provider integrated
- Subscription monetisation functionality built
- Pay-to-Play **monetisation** product development commenced



FIRST MOVER IN MOBILE

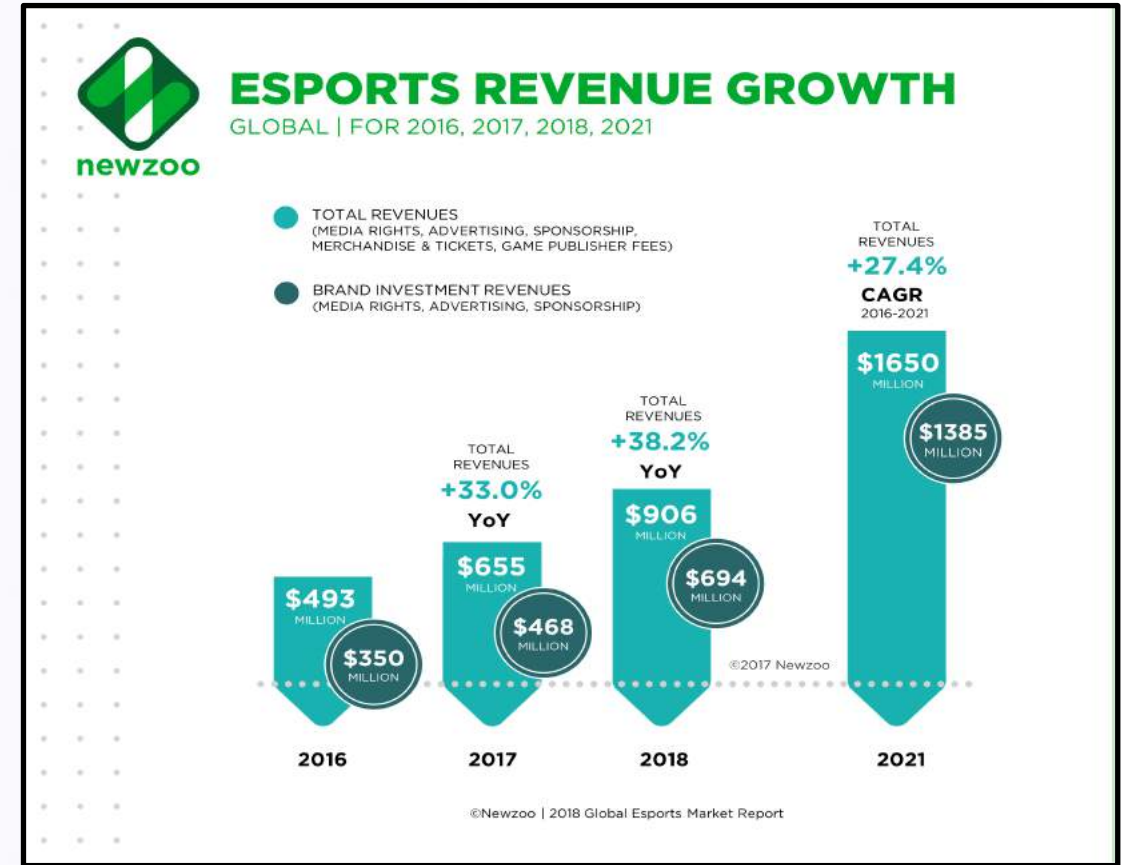
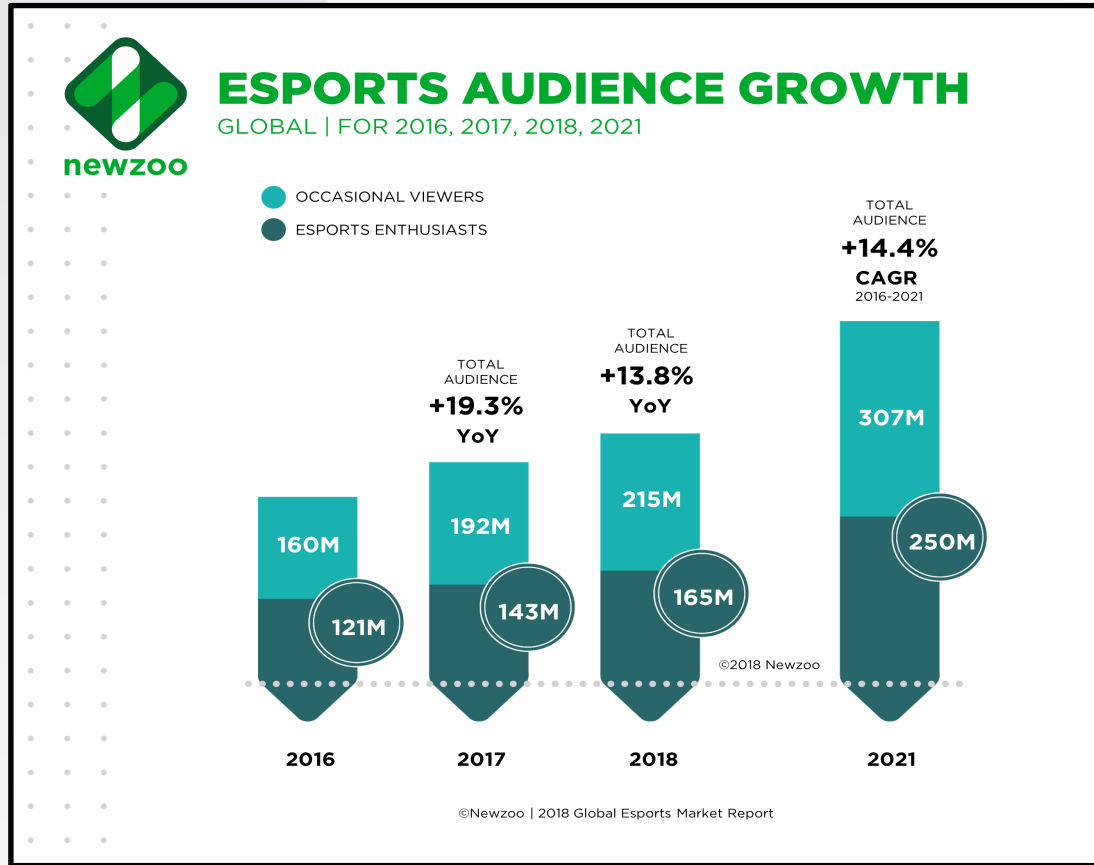
- Companion Mobile App for Android delivered to the Google Play Store
- Mogul for Mobile development commenced. Expected release in Q1 2019



EXTENDED REACH INTO ESPORTS & PAYMENT ECO-SYSTEMS

- SEA Games & ONE Championship
- Singtel
- Riot, Valve, Super Evil Megacorp & Mineski
- MOLPay










ESPORTS MARKET OPPORTUNITY



- Esports is a subset of the estimated US\$140bn+ global video games market
- Millennial audience (81% are 18 to 34 years old), male target group with a high income
- Revenues will grow with a CAGR (2016-2021) of +27.4% to reach US\$1.65bn by 2021
- Year on year audience and participation growth
- Asia-Pacific accounts for 53% of esports enthusiasts in 2018

RECENT ESPORTS TRANSACTIONS



 <p>EPIC GAMES Raised A\$1.6b</p> <p><u>Investors</u> KKR ICONIQ Capital Smash Ventures aXiomatic Vulcan Capital Kleiner Perkins Lightspeed Venture Partners</p>	 <p>AXIOMATIC Raised A\$69.0m</p> <p><u>Investors</u> Michael Jordan Curtis Polk David Rubenstein</p>	 <p>SWIFT (TSM) Raised A\$51.0m</p> <p><u>Investors</u> Stephen Curry Andre Iguodala Bessemer Venture Partners</p>	 <p>TEAM VITALITY Raised A\$31.0m</p> <p><u>Investors</u> Tej Kohli</p>	 <p>QG REAPERS Raised A\$19.0m</p> <p><u>Investors</u> Toutoushidao Fund</p>
<p>(Continuation of Epic Games transaction details)</p>	 <p>CLOUD9 Raised A\$69.0m</p> <p><u>Investors</u> Valor Equity Partners TrueBridge Capital Partners Reimagined Ventures Robert Hohman</p>	 <p>OVERACTIVE MEDIA Raised A\$29.0m</p> <p><u>Investors</u> Sheldon Pollack Michael Kimel</p>	 <p>TURTLE ENTERTAINMENT (ESL) Raised A\$23.0m</p> <p><u>Investor</u> Modern Times Group</p>	 <p>RAZER Invested A\$3.0m</p> <p><u>Co-Investor</u> Co-Investment with the Malaysian Government into Malaysian Esports</p>

MOGUL.GG – WORLD'S BEST ESPORTS PLATFORM



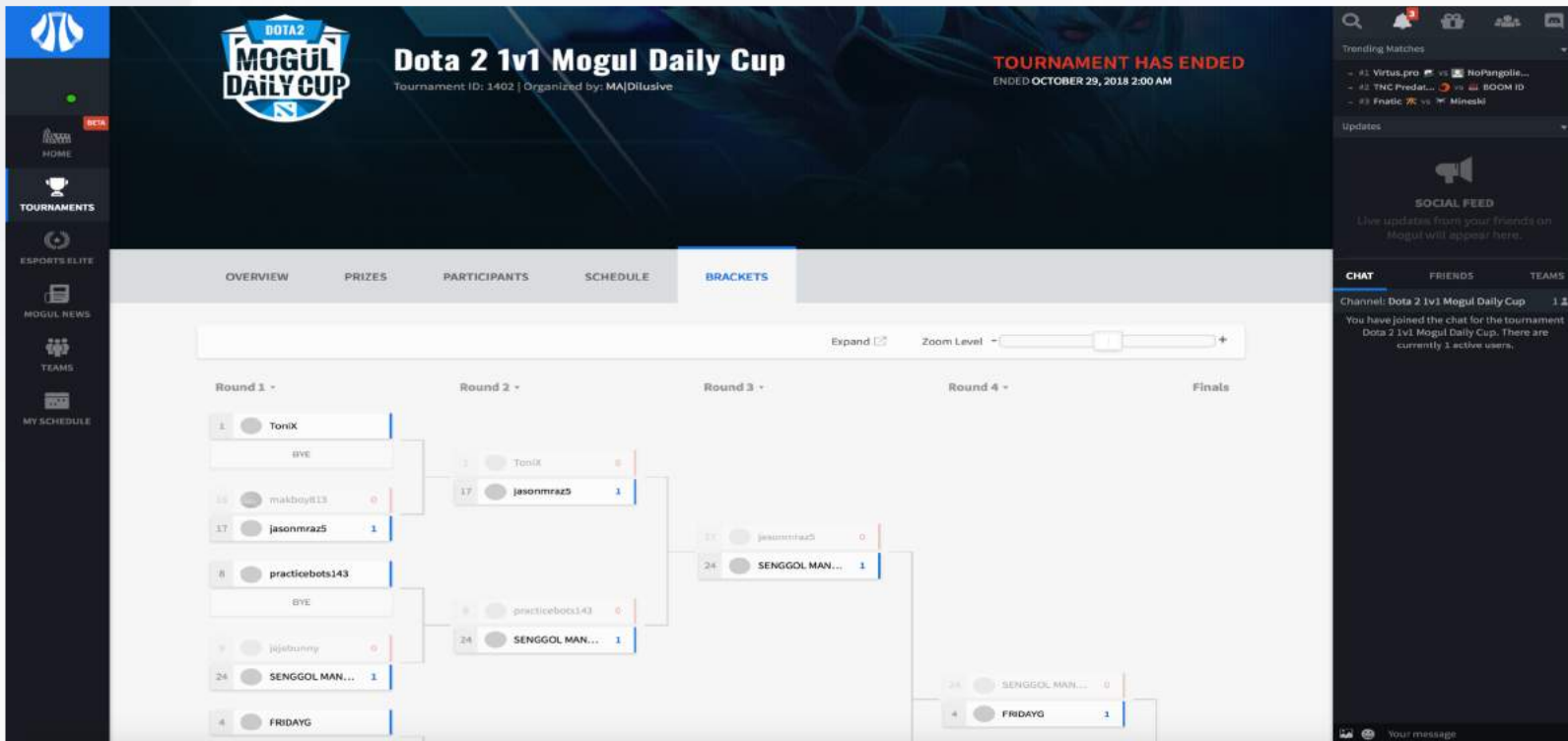
Fully Automated Esports Tournament Platform

GAME PUBLISHERS can integrate their titles to grow any game into an esport.

TOURNAMENT ORGANISERS can run online qualifiers and major championships.

GAMERS of all levels can play competitive esports from F2P to P2P.

BRANDS can reach and engage with millennials via targeted tournaments and leagues.



Tournament Features



Fully Automated Tournament Platform

Mogul is deeply integrated with the leading global esports titles.

It is the only platform that allows completely automated tournament play and results across multiple games.



World-Class Technology Stack

Mogul's technology brings together esports organisers, professional players and fans with ease. Using game API's for integration, tournaments can be custom designed. This deep integration on the platform provides gamers with the best user experience possible.



Managed Esports Tournaments for any Game

Mogul.gg offers the ability to customise all aspects of any tournament. Including bracket size, game type and map selection. Event organisers can broaden their reach and drive online proliferation for their live events.



Multi-Lingual Platform

Mogul.gg supports English, Thai and Vietnamese languages.

Our technology supports multiple language strings which can easily be expanded into additional languages.

MOGUL.GG – HOME TO THE BIGGEST GAMING TITLES



Mogul.gg is one of only two platforms to offer fully automated tournaments for three of the major global esports titles on PC.



Full automation offers a more efficient and streamlined user experience and is the easiest way to play any type of esports competition.



Mogul technology can add value to console and mobile developers and tournament organisers with managed tournaments.



Managed tournaments can turn any game into an esports.

Registered Users: 34m+
Monthly Users: 11m+

Registered Users: 24m+
Monthly Users: 10m+

Registered Users: 100m+
Monthly Users: 80m+

Registered Users: 40m+
Monthly Users: 20m+

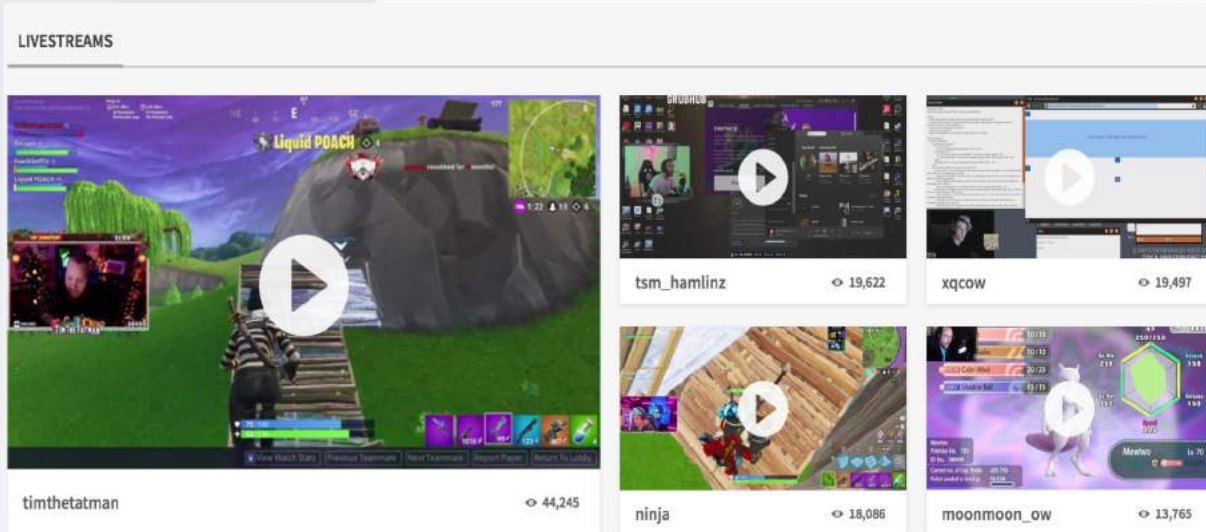
Registered Users: 100m+
Monthly Users: 10m+

Registered Users: 24m+
Monthly Users: 10m+



MOGUL.GG – MULTI-MEDIA ENGAGEMENT FOR ESPORTS FANS

Watch Live Streams of Popular Tournaments



MOGUL USERS can watch live streams of professional tournaments and popular streamers.

STREAMERS & TOURNAMENTS can broaden their reach streaming on Mogul.gg.

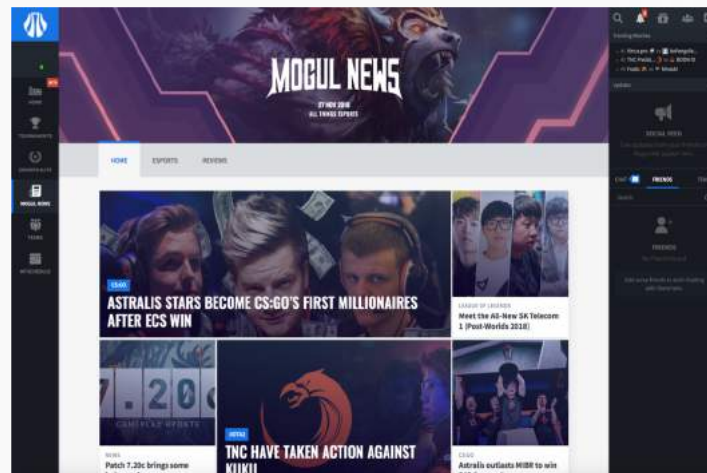
Esports Elite: Unique Match Voting Feature



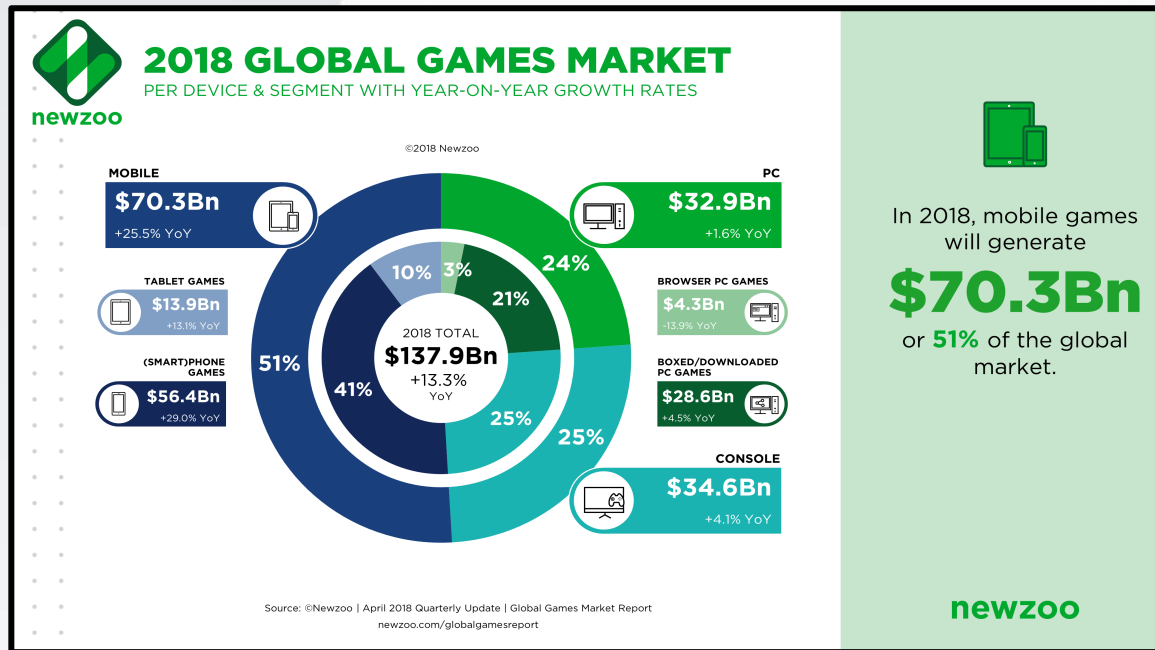
ESPORTS FANS can test their knowledge and support their favourite teams by voting for who they think will win professional or trending tournaments.

News Platform

PARTNERS can add to Mogul created content on Mogul News by enabling competitive and passive gaming fans to follow the latest esports news, insider content and esports commentary.



MOBILE ESPORTS – THE NEW FRONTIER



- Estimated that in 2018, mobile games will generate US\$70.3bn with 25.5% year-on-year growth
- Mobile games represent 51% of the global games market
- The increasing share of high-end smartphones are seen as a major positive indicator for the future of mobile gaming and mobile esports specifically
- Razer's phone is First Mover & Best in Class. It's built for gaming and great for everyday use
- Opportunity to play anywhere, anytime

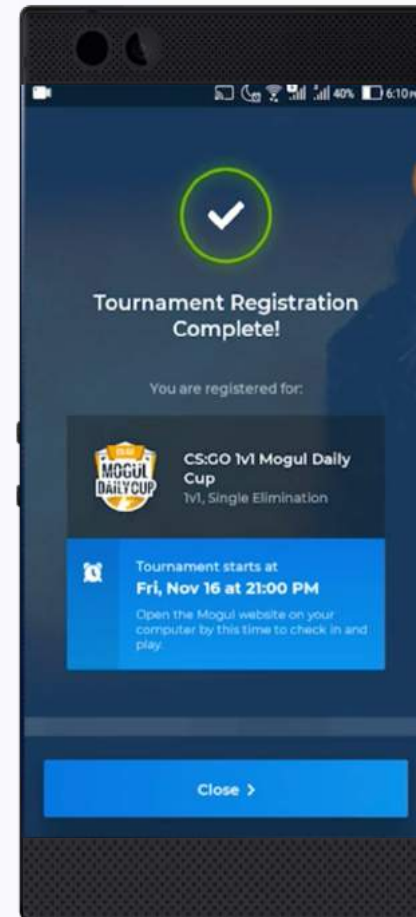
THE MOGUL APP – A WORLD FIRST



- Gamers worldwide will have access to all of Mogul's tournaments – always ready to play and engage
- First mover advantage to be given to the Razer phone when the Mogul mobile app and functionality is released in Q1 2019



- The app will offer fully automated tournament play, as well as other features previously only available on PC
- Users can:
 - Create and manage their own teams
 - View in-depth statistics
 - Keep track of upcoming matches and tournaments
 - Communicate with other players
 - Stay up to date with all things esports



- The use of the Mogul Tournament Creation Wizard will automatically make tournaments available to mobile
- The app will strengthen partnerships with associated gaming companies
- Mogul's chosen mobile app technology allows rapid expansion into the iOS market as soon as released for Android public access

ON TRACK FOR GROWTH AGAINST COMPARABLES



World Class Technology



FACEIT
CHALLENGE YOUR GAME

StriveWire ⚡

WORLD GAMING

Multiple Automated Tournament Modes



Multiple Fully Integrated Games



Mobile App



Open API for Game Developers



Player Admin Functionality



Brand Sponsorship Tournaments



Language Localisation



Prized Tournaments



Automated Logic for Bracket and Tables



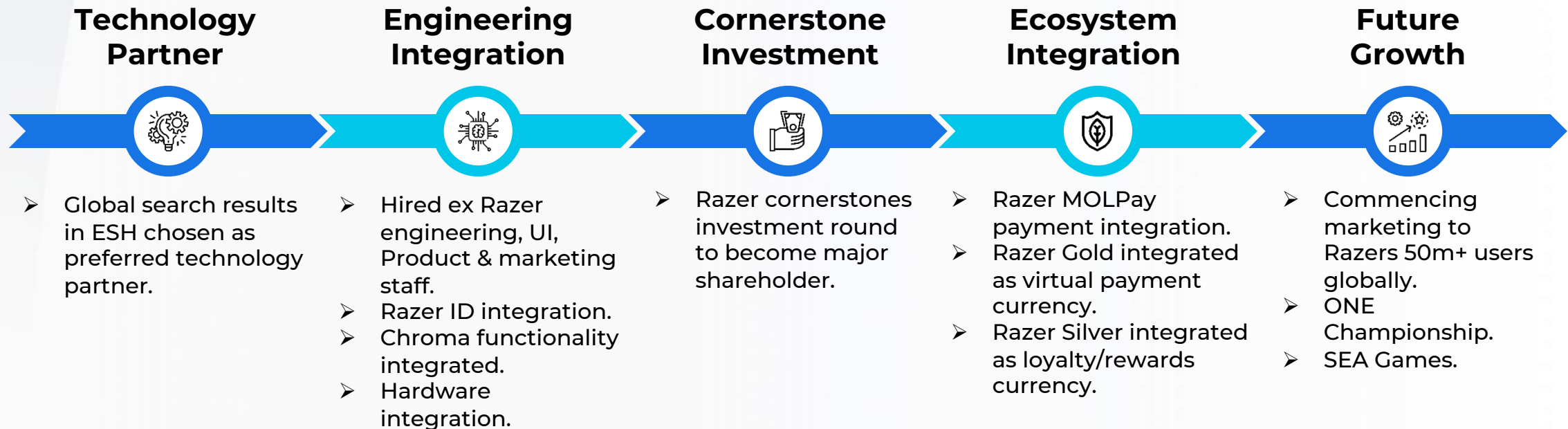
- Mogul's tech investment has validated Mogul.gg with FACEIT as the two best online esports tournament platforms
- FACEIT have proven user growth leads to monetisation when built off a scalable technology stack
- Mogul's exclusive relationship with Razer has established us within the World's Largest Integrated Gaming Eco-System
- Mogul's unique beach-head in Asia positions us for successful growth

STRATEGIC MAJOR SHAREHOLDER

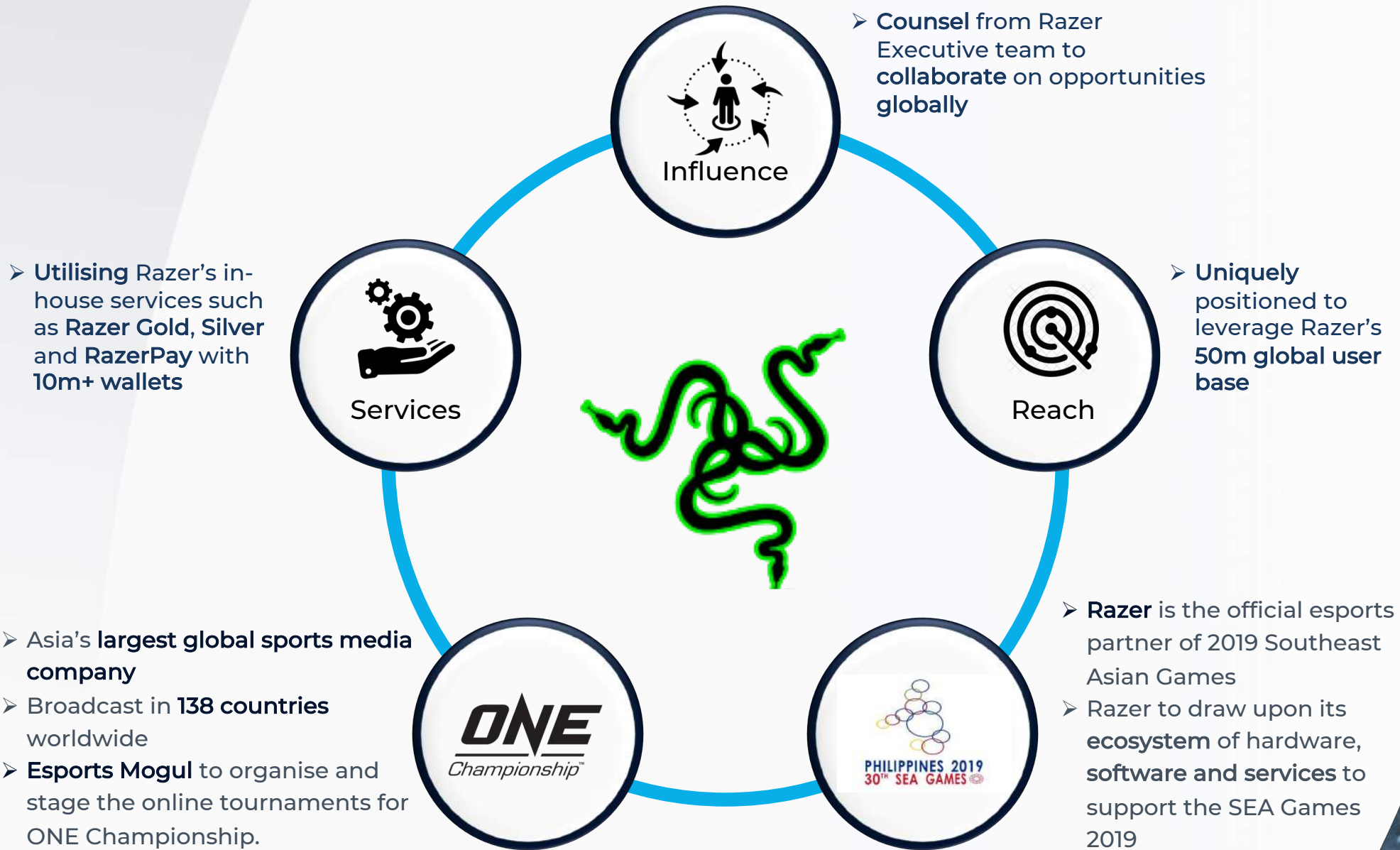


<p>RAZER INC. HK Listed Mkt Cap ~A\$2bn HQ in Singapore & San-Francisco.</p>	<p>WORLD'S LEADING BRAND World's largest eco-system of hardware, software & services esports teams and influencers.</p>	<p>FOR GAMERS BY GAMERS 50m users worldwide spanning every continent.</p>	<p>RAZER GOLD & SILVER Monetisation & loyalty rewards. World's largest virtual credits for games & entertainment with 10m+ wallets and growing.</p>	<p>RAZER PAY SEA's largest diversified online and offline payment solutions provider with 1m+ physical acceptance points.</p>
---	--	--	--	--

THE STRENGTHENING RELATIONSHIP WITH RAZER



THE RAZER & MOGUL ADVANTAGE



STRATEGIC PARTNERS



GAME PUBLISHERS



- Developers of CS:GO & Dota
- Developed Steam, a popular video game distribution platforms in the world with 46m users
- ESH deeply integrated with CS:GO & Dota 2



- Developed League of Legends
- The most played game in the world (80m+ active monthly players)
- ESH integrated with League of Legends



- Developed Vainglory, a mobile game that was named the best mobile app 2016
- ESH partnered with SEM to run their World Championships in 2017

GAMING COMMUNITIES



- Broadcast, live event and pro team company
- 150+ cyber cafes in SEA
- Own professional esports teams
- ESH & Mineski delivering weekly Dota 2 & CS:GO events in 2018/2019



- Asia's leading communications group serving 685m+ customers
- ESH was the platform provider for the Thailand qualifiers for Singtel's PVP Esports Championship



- Largest online gaming platform in the LATAM
- 14m+ users & 7,000 cybercafes
- Available in Spanish and Portuguese
- ESH to deliver online esports tournaments into the region in 2019



- Live streaming platform owned by Amazon
- The leading social video platform
- 100m active monthly members + 2m streamers



- Leading payment gateway in SEA
- 100% owned by Razer
- 15m+ users
- ESH integrated with MOLPay

ON TRACK TO DELIVER SCALABLE GROWTH



Category	Delivered Features	Future Features
Publisher Integration	<ul style="list-style-type: none"> ✓ Riot ✓ Valve 	<ul style="list-style-type: none"> ➤ Additional publishers – including mobile
Partnership Integration	<ul style="list-style-type: none"> ✓ Razer ID Login ✓ Facebook Login 	<ul style="list-style-type: none"> ➤ More Partnership Integrations
Tournament Organisers	<ul style="list-style-type: none"> ✓ Singtel PvP ✓ Vainglory World Champs ✓ Tournament Wizard 	<ul style="list-style-type: none"> ➤ ONE Championships ➤ SEA Games ➤ More tech advances
Payment Integration	<ul style="list-style-type: none"> ✓ MOLpay ✓ Razer Gold 	<ul style="list-style-type: none"> ➤ Additional Payment Providers
Mobile	<ul style="list-style-type: none"> ✓ Mobile App (alpha) 	<ul style="list-style-type: none"> ➤ Mobile App ➤ Integrate with Mobile Titles
Regional Localisation	<ul style="list-style-type: none"> ✓ English ✓ Thai ✓ Vietnamese 	<ul style="list-style-type: none"> ➤ Regional Expansion
Esports Innovation	<ul style="list-style-type: none"> ✓ Elite Esports ✓ Tournament Wizard ✓ Mobile 	<ul style="list-style-type: none"> ➤ Innovative tournament formats ➤ Unique streaming engagement

MULTIPLE GROWTH ENGINES



World class tournament platform, tech innovation including mobile



Uniquely positioned relationships to capture market share



Integrated esports & payment eco-systems for scale



Ride on the rising tide of gamers, the gaming industry and esports



Accelerated growth trajectory for mobile gaming



Leverage assets for user growth then monetisation initially through subscriptions

ESPORTS MOGUL BOARD



Gernot Abl

Managing Director

- Law, Corporate Finance and Consulting background
- 16+ years experience in corporate advisory
- Gaming, Resources, Energy, Utilities and Public sector experience
- Lifelong successful gamer



Adam Jackoby

Non-Exec Chairman

- Entrepreneur, innovator, advisor and business consultant
- Founder and Chief Steward MiVote Democracy Movement
- 20+ years global history starting fast growth businesses in sport and media
- Master of Entrepreneurship (Cambridge)



George Lazarou

Non-Exec Director/CFO

- 20+ years experience as a chartered accountant across industry
- Extensive experience in M&A, valuations and advisory



Supported by:

Mick O'Kane

Strategic
Advisor

- Adviser to start-ups and growth businesses in sports, media, entertainment and technology
- Held senior roles at NOVA, Cricket Australia and Dainty Group

MOGUL TEAM LEADERS



Kris Robinson
Chief Operating Officer

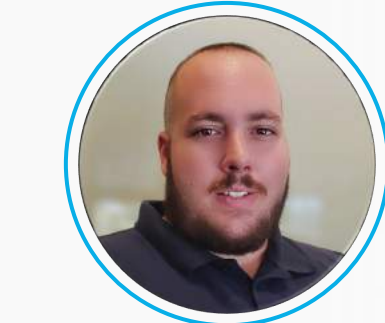
- Entrepreneur and experienced digital software and marketing executive
- CPO & Commercial Director for Ladbrokes – invented worlds first “Odds Boost” product
- COO for online poker and casino business Poker.com



Rob E Connolly
Chief Product Officer

- 10+ years managerial experience in the gaming industry
- Product Manager and Product Developer for Razer Inc.

Supported By:



Travis Howle
Chief Technical Officer

- 18+ years gaming industry experience
- Senior Software Manager with Razer Inc.
- Provided engineering solutions for the FBI

Penny Horsfield, Operations Manager

Phoebe McCreath, Communications Manager

Tyler Smith, Backend Engineer

Michael Zeljak, SDET



Tobias Guse
Senior Software Engineer

- 5+ years working with major technology companies
- Primary front end UI/UX Software Engineer with Razer Inc.



Marian Kaufmann
Chief Marketing Officer

- Online Marketing Specialist for Razer Inc. in Europe
- Introduced Google’s Squared Online, to Germany, Switzerland and Austria
- Built marketing operations for the London-based professional learning and consulting company AVADO Learning



Sean May
Esports Director

- 6+ years in esports roles focused on facilitating growth
- Co-founded Exertus esports (now owned by scuff gaming)
- Director of Business at Gaming Grids
- Manager of Platform Operations at Razer Inc., tasked with all operation functions for Razer Arena



INVESTMENT HIGHLIGHTS



Australia's first ASX listed esports business



Mogul.gg is home to the world's best esports tournament platform



Major shareholder is Hong Kong-listed company, Razer Inc. with 50m+ users globally



Strong relationships with game publishers, event operators and media companies



Experienced and passionate operational and engineering team with strong history of innovation in online gaming & poker

Contact Us



Gernot

Abl

Managing Director

gernot@esportmogul.com

+61 419 802 653