

ESPORTS MOGUL ASIA PACIFIC LTD
(ASX:ESH)

ESPORTS  MOGUL

THE WORLD'S BEST GLOBAL
ESPORTS PLATFORM

COMPANY PRESENTATION
FEBRUARY 2019

INVESTMENT SUMMARY – WHY INVEST IN ESPORTS MOGUL TODAY?

✓ RIGHT INDUSTRY ✓ RIGHT PLATFORM TECHNOLOGY ✓ RIGHT GEOGRAPHIC MARKET ✓ RIGHT PARTNERS



Gain exposure to the exponentially growing esports industry in a 'pure play' ASX listed investment



Mogul.gg is home to the world's best esports tournament platform – proven technology across multiple game titles and devices.



Currently scaling user acquisition and user activity now with 1.5m+ registered users and growing daily

Preparation for monetization from multiple revenue streams complete and now poised for revenue growth



Initially targeting South East Asia – the fastest growing esports market in the world



Major shareholder and strategic partner is Hong Kong-listed eSports giant, Razer Inc. providing access to 50m+ users globally



ESPORTS MOGUL ASIA PACIFIC LTD

ASX CODE
ESH

ISSUED SHARES
1,283m

OPTIONS
\$0.05 Exp
30/10/2019
346m

SHARE PRICE
As at 25/02/2019
\$0.017

MARKET CAP
~\$21.8m

ENTERPRISE VALUE
\$19m

CASH
As at 31/01/2019
\$1.9M

PREPAID MARKETING
Tournament Prizes
\$0.9M

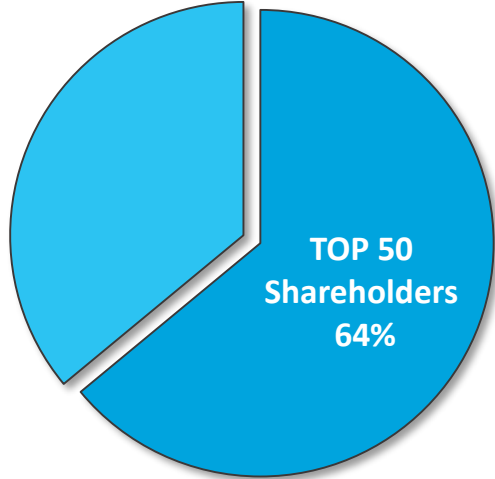
TOTAL FUNDS
\$2.8M

Esports Mogul Asia Chart

Intraday 1m 3m 6m 1yr 5yr 10yr



MAJOR SHAREHOLDER
Razer Inc.* | 5.82%
*Global leader in esports hardware, software & systems
Top 50 Shareholders represent 64%



ESPORT IS VIDEO GAMES AS A COMPETITIVE SPORT

ESPORTS IS GROWING EXPONENTIALLY IN TERMS OF COMPETITORS, SPECTATORS AND REVENUE EVERY YEAR

GLOBAL VIDEO GAMES MARKET



US\$140 BN ANNUAL REVENUE

FASTEST GROWING SPORT



FASTEST GROWING SPORT
IN THE WORLD

ESPORTS YoY AUDIENCE GROWTH



CAGR >15%
>450M PEOPLE IN 2019
SURPASSED TRADITIONAL SPORTS
AUDIENCES

ESPORTS YoY REVENUE GROWTH



COMPOUND ANNUAL GROWTH RATE
(CAGR) > 27%
US\$1.65 BN BY 2021

GLOBAL PLAYERS



2.2 BN+ GAMERS GLOBALLY

MILLENNIAL AUDIENCE



81% MILLENNIALS
DEMOGRAPHIC

LEADING SPORT FRANCHISES INVESTING



MAN CITY & BARCELONA
STEPH CURRY & 76'ers
ADELAIDE CROWS & ESSENDON

MEDAL SPORT



2019 SOUTH EAST ASIA GAMES

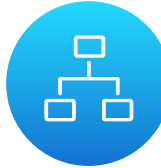
Esports Mogul is a leading esports company that provides gamers, game developers, tournament organisers, spectators and sponsors with an advanced dedicated online platform.

WHO IS ESPORTS MOGUL?

ESPORTS MOGUL IS A LEADING ESPORTS MEDIA PLATFORM



First ASX listed company focused on the exponentially growing esports sector



Home to the world's best online esports tournament platform – Mogul.gg



Mogul.gg has capability to host multiple major game titles across Console, PC and Mobile devices



Platform for gamers of all skill levels to compete against each other for cash, prizes, and qualification into live esports events



Provides esports spectators and enthusiasts with a centralised game streaming, voting and news hub

MARKET OPPORTUNITY – INITIAL FOCUS SOUTH EAST ASIA (SEA)

ASIA-PACIFIC ACCOUNTED FOR 53% OF ESPORTS ENTHUSIASTS IN 2018.



With 1.5m+ users across all service offerings, Mogul.gg already has one of the largest number of APAC users of any platform in the region



Compound Annual Growth Rate of >36.1% makes South East Asia the fastest growing esports region in the world



Home to strategic partners Razer, Singtel, ONE & SEA Games

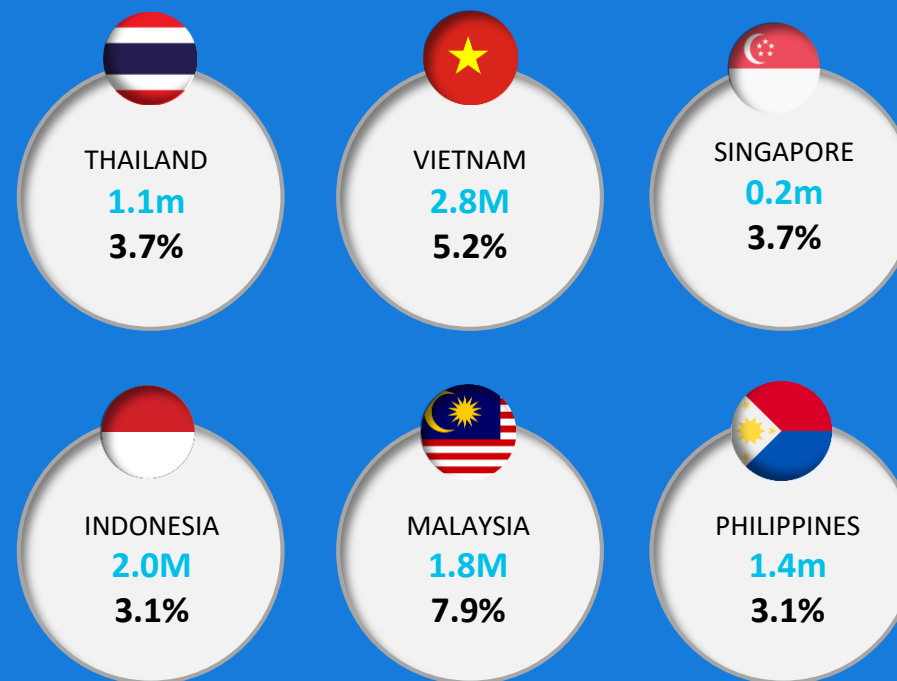


Relationship with Razer and their ecosystem of payment systems provides significant advantage to overcome payment provider fragmentation



Mogul Technology offers the advantage of enabling language localization across all SEA languages

Growth (CAGR) of >36.1% makes South East Asia the fastest growing esports region globally



NUMBER OF ESPORTS ENTHUSIASTS
SHARE OF ONLINE POPULATION

RAZER IS THE WORLD LEADER IN HIGH PERFORMANCE GAMING HARDWARE, SOFTWARE AND SYSTEMS.



Largest global brand in esports



Cornerstone investor, major shareholder (5.8%)
& strategic partner



HKSE Listed with Mkt Cap of ~A\$2.4bn



Headquarters in Singapore & San-Francisco

ADVANTAGES OF THE RAZER STRATEGIC PARTNERSHIP



REACH

Uniquely positioned to leverage Razer's >50m global user base



INFLUENCE

Razer Executives and Mogul collaborate on opportunities globally



ONE CHAMPIONSHIP

Razer has partnered with ONE - Asia's largest global sports media company. **Mogul** to organise and stage the online tournaments for ONE Championship in 2019.

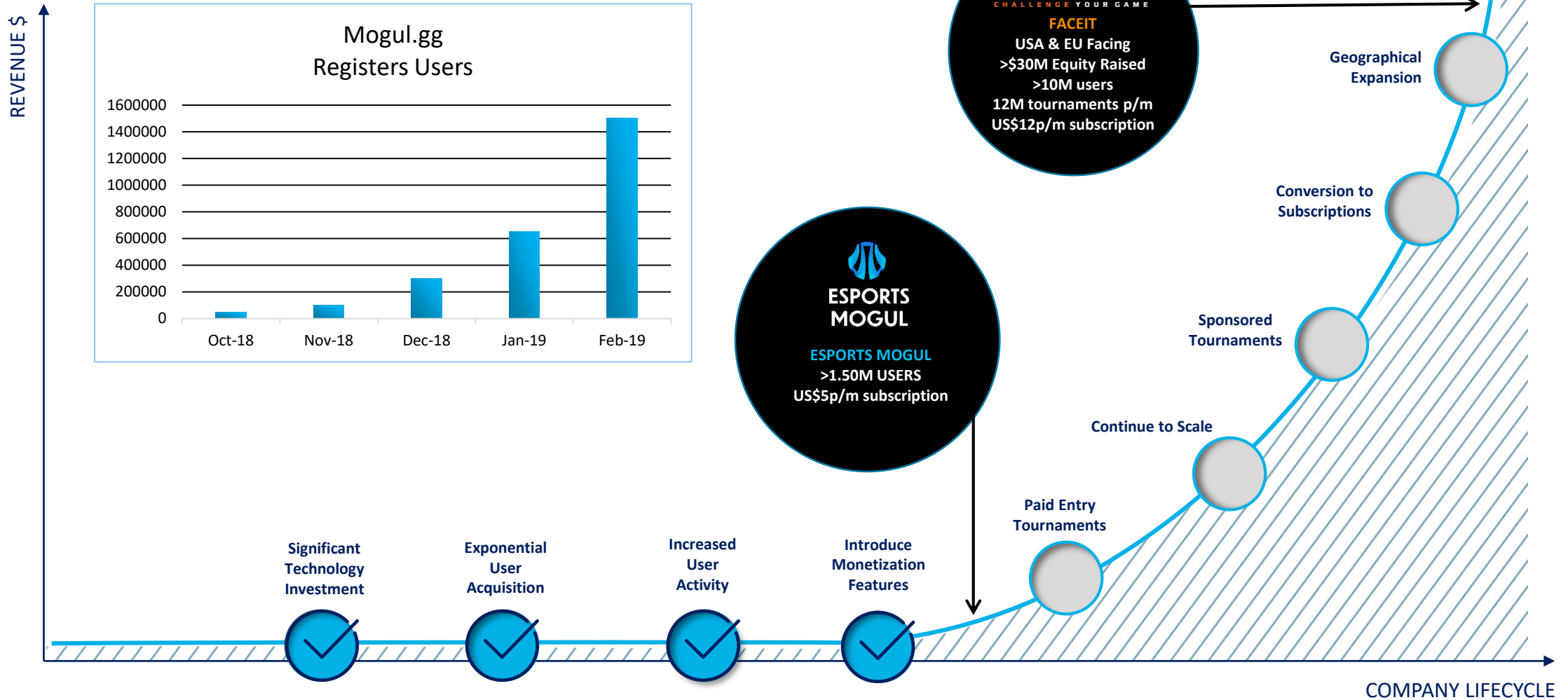


SEA GAMES

Razer is the official esports partner of 2019 SEA Games





POISED FOR REVENUE GROWTH AND SCALE



POISED FOR REVENUE GROWTH AND SCALE


 **SIGNIFICANT ACCELERATION IN USER ACQUISITION**
From 350,000 to >1,500,000 users across all Mogul service offerings in less than 2 months

 **MONETISATION FEATURES NOW READY**
Paid Tournament Entry and Subscriptions functionality now complete

 **LAUNCHED "SILVER SLAM"**
Inaugural SEA focused tournament series across PC, Mobile & Console - Driving user acquisition & activity and partner engagement

EXTENDED REACH INTO ESPORTS ECO-SYSTEMS
Singtel and ONE Championships 

PROVED OUT WORLD CLASS TECHNOLOGY STACK
Scalable and Automated 

FIRST MOVER IN MOBILE
Companion App Delivered 



MULTIPLE REVENUE STREAMS



Tournament hosting fees received from 'pay to play' paid entry tournaments. Revenues can range from \$0.10 to \$10+ per tournament entry

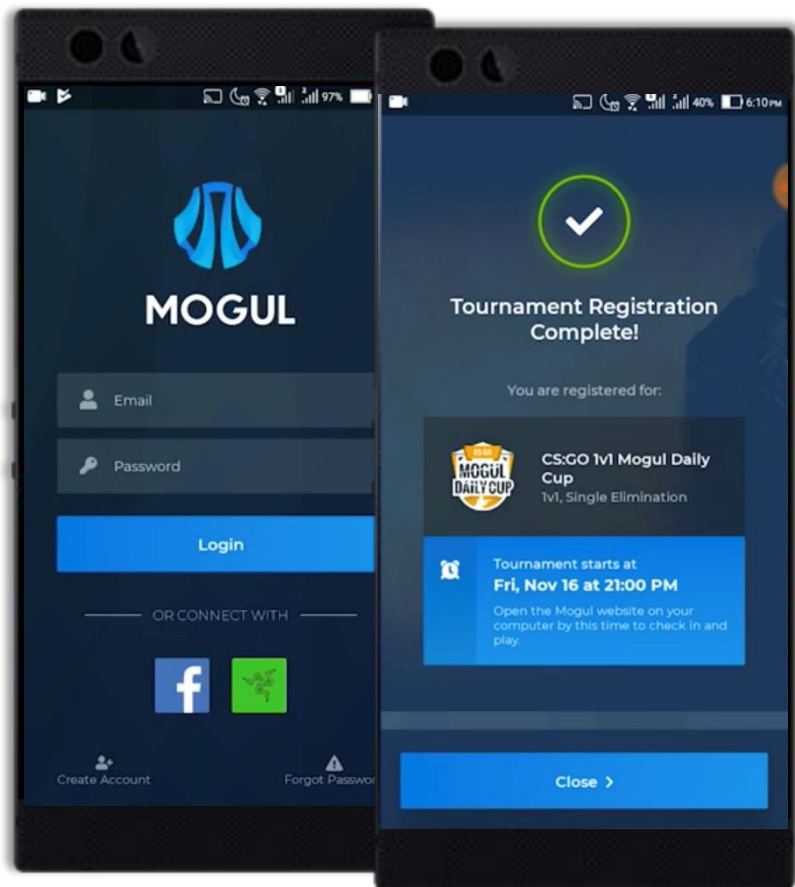
Revenues generated from establishment and management of corporate sponsored esports events

Revenue from Premium Gaming Subscription services. Starting from US\$4.99p/m

Mogul lets esports stars monetise their brand through hosting events for their follower community. Mogul to revenue share with the organiser

MOBILE TO PLAY A SIGNIFICANT ROLE IN ESPORTS

ESPORTS MOGUL HAS DESIGNED A UNIQUE MOBILE INTERFACE TO TAKE ADVANTAGE OF THE FASTEST GROWING SUB SECTOR IN ESPORTS



REVENUE
US\$70.3BN

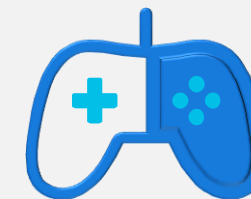
from mobile games
in 2018

Mogul Companion
App ready for release
in Q2 & Q3 2019



REVENUE
GROWTH
25% YoY

First mover advantage
with fully integrated
release 2019



MARKET
SHARE **51%**

of global games
market

Mogul App will offer all
Mogul's tournaments
on mobile device





EXPERIENCED TEAM

Board Of Directors And Advisors



Gernot Abl

Managing Director



Adam Jacoby

Non-Exec Chairman



George Lazarou

Non-Exec Director & CFO



Mick O'Kane

Strategic Advisor

Executive management team



Jamie Skella

Chief Strategic & Commercial Officer



Marian Kaufmann

Chief Marketing Officer



Travis Howle

Chief Technical Officer



Rob E Connolly

Chief Product Officer

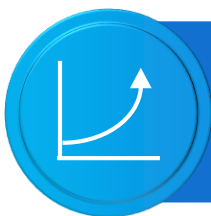


Sean May

Director of Platform Operations

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