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Mogul Successfully Hosts 1,500 Tournaments for Silver Slam

HIGHLIGHTS

- **Mogul has successfully completed its first Silver Slam tournament series in partnership with Razer.**
- **Just under 1,500 tournaments were held for the rapidly growing user base.**
- **Mogul will now utilise the data collected and operational learnings to continue to drive future development and expansion.**

Mogul (ASX: ESH) (**the Company**) has successfully completed their inaugural Silver Slam tournament in partnership with Razer with a prize pool value of AU\$275,000.

Over the course of February and early March, the Company hosted just under 1,500 Silver Slam tournaments with up to 20 tournaments being held concurrently. This is a technical and logistical feat which has been received positively from the player base, demonstrating the tournament platform's unique position in the market, able to host vast tournament series with differing game titles and structures simultaneously without interruption.

The Company's efforts across the month of Silver Slam has provided critical insight and opportunity to collect data and improve operations – from technology automation to process – which will now be utilised to drive Mogul's near-term plans for expansion into multiple new markets.

17 game titles were hosted during Silver Slam, with the highest performing titles now continuing to be run on Mogul, including Apex Legends, CS:GO, Dota 2, Mobile Legends: Bang Bang, League of Legends, Arena of Valor, Hearthstone and Rainbow Six Siege. Further to this, Mogul found over the course of Silver Slam that 1v1 tournaments were heavily favoured by platform users. In response, the Company will facilitate more 1v1 and 'solo' tournaments. Near term development efforts will now focus on creating team finder functionality and organiser portals as the Company continues to enhance automation on the platform. These developments and others represent a continued effort to scale the active player base and support the organisations who will help attract them to Mogul, including esports teams, event bodies and brands.

Mogul Chief Strategy and Commercial Officer, Jamie Skella, said:

“Silver Slam was the first tournament series of this scale for Mogul, and we’re thrilled to say that it was a resounding success with sponsors, players, and the business itself. This sets us up to confidently deliver on even grander opportunities ahead of us, while providing insights that will prove highly beneficial for operational and technical success as we expand into other countries around the world very soon.”

-ENDS-

For further information, please contact:

Gernot Abl
Managing Director
Esports Mogul Asia Pacific Limited
T: +61 419 802 653
E: gernot.abl@mogul.gg

Phoebe McCreath
Communications Manager
Esports Mogul Asia Pacific Limited
T: +64 272 381 652
E: phoebe.mccreath@mogul.gg

About Mogul

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** – 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. According to Newzoo, it’s estimated that in 2018 there were 2.3 billion gamers across all platforms globally, and the global games market was estimated to be worth over US\$137.9 billion.¹

About the Mogul Tournament Platform Technology

Mogul 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 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.

¹ Newzoo, 30 April 2018. <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

Mogul 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 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.