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Mogul Partners with AFL's Adelaide Crows' Esports Team for Tournament Collaboration

HIGHLIGHTS

- **Mogul has entered into a partnership with Legacy Esports, owned by AFL football team, the Adelaide Crows.**
- **The partnership is in line with the Company's strategic expansion into new regions, continuing to drive active player growth through collaboration with key parties.**
- **The first partnership activity will pit members of the public against Legacy's Fortnite players with Razer laptops up for grabs, all hosted on Mogul's tournament platform.**

Mogul (ASX: ESH) (**the Company**) has entered into a first of its kind partnership with Adelaide Football Club-owned esports team, Legacy Esports. The partnership Agreement (**the Agreement**) is part of the Company's expansion strategy, targeting key partners and organisers to drive active player growth.

Legacy Esports (**Legacy**) is one of the most established and successful teams in the flourishing Oceania esports scene. This partnership comes with many firsts, as Legacy was the first esports organisation to be signed in the mainstream Australian sports landscape, as well as now proudly being the first Australian team of ambassadors to join Mogul, maintaining Mogul as pioneers of the esports industry.



The strategic collaboration between Mogul and Legacy will provide joint growth avenues for both parties as they work together on Mogul-hosted tournaments. The partnership will bring about strategic synergy including generating competitive esports interest from communities and expanding into the mainstream sports landscape.

The two parties will join forces to devise and orchestrate ongoing community engagements and charitable events, to push Mogul deeper into the esports scene as well as mainstream communities.

As part of the Agreement, Legacy players will not only play on the Mogul tournament platform to compete for cash prizes but work to encourage and engage their large fan base to actively participate in Mogul tournaments. In the first partnered tournament series members of the public can go head-to-head with Legacy's world-class players in the hope of securing tens of thousands of dollars worth of gaming laptops, supplied by the Company's partner Razer Inc.

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

"Mogul couldn't be prouder to work together with the iconic Legacy Esports as a landmark partnership for the region. One of many forthcoming partnerships of this kind, it represents our ability to support the industry with market-leading tournament technology, and have industry actors share in our success as we grow. This partnership model is truly win-win in nature – I'm excited about the role it will play as an economic accelerator for everyone involved."

Legacy Esports Chief Operations Officer, Nigel Smart, said:

"We're extremely excited to partner with Mogul and look forward to working with the Mogul team to drive innovation, creativity and excitement around the Mogul platform."

-ENDS-

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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.

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.

About Legacy Esports

Legacy Esports is one of the most established and successful organisations in the burgeoning Oceanic Region.

The team formerly known as Avant Garde Ascension officially became Legacy Esports in 2014. Since then, the team has experienced immediate and long-lasting success in the Oceanic Region.

The team's goal is to build a brand that both players and fans can get behind as they represent Oceania internationally.

Legacy Esports has been the International WildCard Representative for 2014, and has played in the finals of the OPL every split to date, as well as having team members compete in the international All Stars event, and represent OPL in the Rift Rivals 2017 event in Vietnam.

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

Legacy Esports has a range of teams catering to a wide fan base including League of Legends, Fortnite, Overwatch and StarCraft II.

In 2017, AFL Club the Adelaide Crows bought Legacy Esports which was a first for the Australian mainstream sporting landscape.