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Mogul Ignites Grassroots Activity in Partnership with Esports Organiser Melbourne Melee

HIGHLIGHTS

- **Mogul has joined forces with esports event organiser, Melbourne Melee, to support strategic grassroots activity.**
- **Melbourne Melee currently uses a global competitor tournament platform and will be the first announced partner to make the transition to Mogul's market-leading technology.**
- **The Company's objective is to build up its organiser partnerships to engage with a variety of communities, increasing revenue while reducing overheads.**
- **Initial partnership activity will be ticketed events where local competitors will compete on the Mogul tournament platform for cash prize pools.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) has entered its first partnership with an esports events organisation, Melbourne Melee Inc. (**Melbourne Melee**). This partnership will accelerate the ever-growing adoption of Mogul's market-tested tournament platform, targeting key partners and organisers to drive mutual active player growth.

This comes just days after the Company announced its partnership with professional esports team, Legacy Esports, which drives additional activity and revenue for both organisations as a part of Mogul's partner incentivisation program. (*ASX Announcement, 28 March 2019.*)

The Agreement (**Agreement**) with Melbourne Melee is the Company's first official partnership which supports grassroots activity in Fighting Game Communities (FGC) through best-in-class tournament administration systems and the co-development of new mutually beneficial revenue streams. The Company's objective is to secure key strategic organiser partnerships to engage with a variety of communities, increasing revenue and reducing overheads. Eventually, the Company intends to open the doors for any organisation to begin running mutually beneficial initiatives on Mogul, even outside of bespoke strategic relationships.

The partner incentivisation program, which Melbourne Melee has joined, aligns interests to maximise participant numbers and create greater opportunities for enduring engagement. The program creates mutually beneficial objectives for the joint growth of revenues and encourages ongoing Melbourne Melee tournament activity through the referral of players to Mogul and activity to support them in an ongoing fashion.



Mogul's best-in-class and widely used technology will now be Melbourne Melee's preferred tournament platform as they begin to transition their community from a global competitor platform.

Melbourne Melee is Melbourne's premiere competitive Super Smash Bros. community who facilitate tournaments, meetups, LAN events (local area network) and streams for Super Smash Bros and other fighting game communities, with up to 15,000 concurrent viewers on their LAN event broadcasts. Through strategic collaboration, the partnership will see both parties devise and support online community engagement. Players of Melbourne Melee will have the opportunity to compete in Melbourne Melee branded tournaments as well as native Mogul tournaments and FGC events with cash prizes up for grabs.

Initial partnership activity will be ticketed LAN events where local competitors will compete on the Mogul tournament platform for cash prize pools.

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

"As a Melbournian and FGC enthusiast, I'm excited to welcome Melbourne Melee to Mogul. One of many future partnerships of this kind, this gives us the opportunity to support grassroots through state-of-art tournament technology which is already in-market, a superior user experience, and a mutually beneficial financial model that enables organisers like Melbourne Melee to do bigger and better things for their community as they continue to bring players to Mogul."

Melbourne Melee President, Cailan Kingsbury, said:

"Melbourne Melee is excited to be working with Mogul. This partnership allows us to bring our community together on a platform that offers them a better experience, more access to events and exposure to the broader esports and gaming community. We look forward to growing with the Mogul team."

-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.

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