

ASX/Media Release
4 April 2019

ASX code: ESH

Mogul Expands into Esports Eco-Systems in New Partnership with Avant

HIGHLIGHTS

- **Mogul has entered a partnership with leading AU esports organisation, Avant, to collaborate on tournaments and feeder series.**
- **Avant will join Mogul's partner incentivisation program, entering into a revenue share model for co-branded tournaments and promotion.**
- **The Company's objective is to build up its organiser partnerships to engage with a variety of communities, increasing revenue while reducing overheads.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to offer further information on their flourishing strategic partnerships. From today, Avant has partnered with Mogul, joining Legacy and Melbourne Melee, in Mogul's ever-growing partner incentivisation program, as the Company works to collaborate with key esports communities to increase its revenue streams. (*ASX Announcements, 28 March 2019 & 1 April 2019.*)

Mogul's partner incentivisation program is a mutually beneficial way to increase revenue as the Company benefits from increased participant numbers driven to the platform, while Avant is compensated for user growth and player participation as a result of referrals and collaborative activity that drives new paying users to Mogul. This aligns the interest of both parties to maximise participant numbers and community opportunities, encouraging Avant to continue to refer players to the tournament platform.

Avant, sponsored by AMD Ryzen and Nighthawk Pro Gaming, is one of Australia and New Zealand's leading esports organisations and operates as its own esports eco-system, investing in, developing, and nurturing professional gaming teams and personalities across multiple esports titles. Partnering with such a large esports organisation is an integral way for Mogul to lodge its world-class tournament platform within important high-profile esports communities.



Under the Agreement (**Agreement**), Mogul and Avant will collaborate to accelerate the adoption of the Mogul tournament platform within this esports eco-system, driving user acquisition. Avant has over 28,000 followers on social media and will now publicise Mogul as their preferred tournament platform through promotion, co-branded tournaments and esports events.

Avant players will be able to compete in Mogul tournaments on an ongoing basis and will be eligible to win the cash prize pools on offer. This ongoing participation enables a revenue stream for Avant players in perpetuity and ensures enduring exposure for Mogul's tournaments and the partnership.

Avant will initially utilise Mogul's tournament platform for a joint feeder series for the popular game title Apex Legends. Planned for the coming weeks, the broader gaming public can compete to be uncovered by Avant, with guaranteed contracts on offer to the talent discovered through Mogul tournaments. Mogul and Avant look forward to discovering the next generation of esports professionals together.

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

"Renowned not only for their performance as a team, but also their acclaimed content and continual pursuit of innovation in this space, I'm excited to be adding Avant and their valued sponsors to our growing list of strategic partners. We have some great initiatives planned for the region together, as Mogul ready ourselves for the application of this model to key markets around the world, before opening up our partnership program and its mutual commercial benefit to the masses."

Avant Chief Executive Officer, Wesley Collier, said:

"The Mogul platform allows us to connect with our fans in a way we that haven't been able to before. We are really excited to be working with Mogul and running fortnightly competitions on the platform for our current and future fan base with our first competition, The Maxibon Apex Legends Trials!"

-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 and Southeast Asia. At its core is Mogul – the world's best tournament and matchmaking

platform with full automation for major esports titles, globally available payment gateways, and automated prize distributions.

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 billion¹.

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
- Automated prize pool payouts.

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.

About Avant

Established in 2013, Avant is one of Australia's and New Zealand's leading esports organisations. Avant invests, develops, and nurtures professional gaming teams and personalities across multiple esports titles. With the rapid global expansion of esports, Avant have set strategic goals and continue to build strong partnerships alongside our partners Bastion Collective which support substantial growth and put Avant at the forefront of esports in Australia and New Zealand.

With over 28,000 followers on social media, Avant keeps fans up to date with the latest news on games and events, as well as the progress and stories of the professional players. Avant creates unique and engaging digital content unlike any other esports organisation in our region – creating meaningful engagement with our fans and telling the unique stories of our players through their triumphs, struggles and daily lives in esports.

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