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## Mogul Enters AU Market with Region's Largest Cash Prize Apex Tournament

### HIGHLIGHTS

- Mogul has just launched Australia's largest cash prize Apex Legends open tournament as they enter the region.
- The tournament will work to aggressively drive active user growth, maximise brand awareness and revenue within Australia.
- Apex Legends was named the second most popular PC game title worldwide in February.
- The Australian Apex Open runs from 15 April to 19 May with a prize pool of AU\$35,000 on the line for the top teams.

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) has officially entered the Australian market, launching its first major cash prize tournament series with the popular game title Apex Legends. The Australian Apex Open will run from 15 April to 19 May with a prize pool of AU\$35,000 on the line for the top teams.



Apex Legends is a battle royale game developed by Respawn Entertainment which was released to PC and console in February this year. Just eight hours after the initial launch Apex Legends had 2.5 million players<sup>1</sup>, and later that month hit 50 million players<sup>2</sup>. Since its

<sup>1</sup> <https://www.vg247.com/2019/02/06/apex-legends-two-and-a-half-million-players>

<sup>2</sup> <https://www.polygon.com/2019/3/4/18249837/apex-legends-50-million-players>

launch, Apex Legends has taken out multiple top rankings such as the most watched game on Twitch<sup>3</sup> and the second most popular PC game worldwide for February<sup>4</sup>.

Following Mogul's market-leading technology success in Southeast Asia with their Silver Slam tournament series (*ASX Announcement, 21 March 2019*), entering new markets, such as Australia, is the next step in strategic growth and globalisation. The Australian market has a large revenue potential, listed as one of the top gaming markets in the world for 2018<sup>5</sup>.

The Australian Apex Open is an important way for the Company to drive new active users to the Mogul tournament platform, increasing brand awareness and ultimately driving revenue through a combination of sponsorship, VIP subscriptions and paid entry tournaments.

This PC exclusive event will run qualifying tournaments for four weeks, where teams must compete in a minimum of four matches to earn points. The top 20 teams will progress to the finals to compete for a share in AU\$35,000. This tournament has been specifically structured to not only drive user acquisition but encourage repeat users.

For more information on the Australian Apex Open, head to the Mogul website: <https://mogul.gg/australian-apex-open>

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

*"Open to everyone, the Australian Apex Open is the first big money tournament for all Australians to compete in, not just a select group of invitees, and it's free to enter. We're excited to bring Apex to Australia in a big way, and expect to be running similar regionally focused launch events to drive early exposure in other new markets as we enter them in the near future."*

-ENDS-

**For further information, please contact:**

Gernot Abl  
Managing Director  
Mogul  
T: +61 419 802 653  
E: [gernot.abl@mogul.gg](mailto:gernot.abl@mogul.gg)

Phoebe McCreath  
Communications Manager  
Mogul  
T: +64 272 381 652  
E: [phoebe.mccreath@mogul.gg](mailto:phoebe.mccreath@mogul.gg)

### **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

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<sup>3</sup><https://newzoo.com/insights/articles/apex-legends-generated-more-live-twitch-viewership-than-fortnite-in-february/>

<sup>4</sup> <https://newzoo.com/insights/rankings/top-20-core-pc-games/>

<sup>5</sup> <https://newzoo.com/insights/infographics/australia-games-market-2018/>

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 billion<sup>6</sup>.

### **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.

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<sup>6</sup> Newzoo, 30 April 2018. <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>