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Mogul Selected as the Exclusive Platform Provider for Australian Esports League Tournaments

HIGHLIGHTS

- **Mogul has been selected as the exclusive platform provider for Girl Gamer Oceania, run by the Australian Esports League.**
- **Under the Agreement, Mogul will provide technology to support the Girl Gamer Sydney Festival and online qualification series.**
- **In the lead up to and during Girl Gamer Oceania, Mogul will receive widespread publicity and marketing exposure.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce they will be the exclusive platform provider for the Australian Esports League's annual Girl Gamer Sydney Festival.

The Australian Esports League (AEL) run large national competitive tournaments across multiple platforms, including grassroots activity in high schools and universities. Girl Gamer, run by AEL, is proud to be the biggest celebration of women in esports worldwide with the Girl Gamer Sydney Festival being supported by the NSW Government and showcased as a part of VIVID Sydney in June.

Under the Agreement (**Agreement**), Mogul will be the exclusive tournament platform provider for the Girl Gamer event, orchestrating both online qualifier tournaments and live LAN finals for a range of game titles including CS:GO, Overwatch and Super Smash Bros. Ultimate over May and June. As the host of these tournaments, Australian Esports League and Girl Gamer competitors, including international players and teams, will register and compete using the Mogul platform.

Involvement in this landmark national event provides Mogul new access to teams, players, and brands. The Company benefits from increased active player numbers driven to the platform alongside exposure through the mainstream press, aligning the interests of Mogul and the Australian Esports League for future collaboration.

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

"It's a privilege to be collaborating with Darren Kwan and the AEL, kickstarting our work together on Girl Gamer – a critically important event for the esports industry, locally and globally. Their advocacy means a tremendous amount to us, providing the opportunity not

only to deliver best-in-class administration tools for Girl Gamer, but lay the groundwork for supporting AEL's broader activities and player base. This includes brand new online tournament content, bolstering value for players through subscriptions at Mogul.gg, and generating new revenue opportunities that will prove an economic accelerator for the large grassroots community in Australia."

Australian Esports League Managing Director, Darren Kwan, said:

"Critical Hit Entertainment Pty Ltd, the company behind the Australian Esports League, is excited to welcome Mogul as the exclusive platform provider for Girl Gamer. Mogul will add significant value to our online and LAN events, helping elevate professionalism from an operational perspective, while creating administrative efficiencies that improve the quality and outcome of every aspect of the event. We look forward to continuing to strengthen our relationship with Mogul in the near future, and the opportunity for their technology to support the largest grassroots membership of players in the country with AEL."

-ENDS-

For further information, please contact:

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

Phoebe McCreath
Communications Manager
Mogul
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.

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

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.