









ASX Release

4 July 2019

Mogul Successfully Hosts Australian Apex Open Tournament Over 3,850 Apex Legends Games Played During Mogul Tournament

HIGHLIGHTS

-  **Australian Apex Open tournament series completed – launch of tournament model in the Oceanic Market**
-  **Over 3,850 Apex Legends games played during the tournament**
-  **Strong growth in users on the mogul.gg platform as well as brand awareness**
-  **30,000+ hours total streaming time of Mogul related content via video platform, Twitch.**
-  **Data and operational learnings to drive future tournament strategy globally**
-  **Launch of the Organiser Hubs technology for hosting bespoke esports tournament expected shortly.**

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's best and most advanced tournament and matchmaking platform provider is pleased to advise that the Australian Apex Open launched in April 2019 has now completed, with 3,854 Apex Legends games played, with a total prize pool of A\$35,000.

The hosting of a tournament of this size across Australia is a significant milestone for Mogul, demonstrating Mogul's unique tournament platform offering and market positioning. Hosting the Australian Apex Open has driven a massive growth of Mogul's reach in the esports market, with visits to Mogul.gg increasing by +637%, social media awareness and mentions increasing by +2804%, and over 6.65 million Facebook users viewing Australian Apex Open specific marketing content. Additionally, a total streaming time of 34,678 viewing hours of Mogul-related content via video platform, Twitch.

The Australian Apex Open has provided critical data on both players in the region, as well as provided further operational learnings for Mogul as it looks to drive its tournament strategy into global markets, with larger tournaments across more titles.

The tournament represents a strong validation of the Mogul technology and model in advance of the launch of the Company's Organiser Hub technology. Once launched, partners and esports organisations will be able to design and host their own bespoke esports tournaments in a wide range of titles with ease, cutting down what is currently a time consuming technical and marketing process.

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

"The Australian Apex Open was a great launch into the Oceanic esports scene for Mogul and we're thrilled with the results in terms of brand exposure, reach and the significant number of games played during the tournament

"We are now reviewing the data from the Australian Apex Open tournament, and will look to further improve the platform in advance of moving to the next step of growth with the imminent



launch of the Organiser Hubs technology, which has the potential to revolutionise the way esports tournaments are hosted globally.”

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About Mogul

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**) is an ASX listed esports media and software business. Mogul owns and operates the mogul.gg tournament platform technology – the **world’s best and most advanced tournament and matchmaking platform** with automation for major esports titles, including in platform chat functionality.

Having secured strong game-publisher relationships, mogul.gg 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.

Mogul’s top-class technology stack enables esports fans to compete and organise tournaments with ease. The platform deeply integrates with game title APIs (application programming interface), offering rich features, providing gamers with the best user experience possible, and organisers with a unique and seamless way of hosting and marketing esports tournaments with features including:

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|  Automated gameplay experience |  Achievements, ranks and rewards |
|  Multiple tournament modes |  Match reminder notifications |
|  Friendly esports communities |  Easy tournament administrative access |
|  Lifetime player statistics |  Automated prize pool payouts. |

In addition to online PC games such as Dota 2, League of Legends, CS:GO, Starcraft II, and PUBG, 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.