



ASX Release

9 July 2019

Mogul's Organiser Hubs Technology Readies for Commercial Launch Alliance to be first partner on Organiser Hubs Technology

HIGHLIGHTS

- **Mogul Organiser Hubs technology readies for launch expected in August 2019**
- **Team Alliance, one of the world's most recognisable esports brands to be first user**
- **Organiser Hub technology will revolutionise esports tournaments and esports brand marketing – to become the premier destination for esports fans and gamers**
- **Complete esports marketing platform – offers brands centralised and simplified marketing and offers fans greater engagement, unique benefits, and more competitions**
- **Subscription model launching to deliver strategic annuity revenue stream to Mogul – brand new fan engagement and monetisation channels for organisers on platform.**

Esports Mogul Limited (ASX: ESH) (**Mogul or the Company**), the world's most advanced tournament and matchmaking platform provider, is pleased to announce that Mogul's Organiser Hubs technology is nearing commercial launch. The Mogul Organiser Hubs technology represents a significant step towards developing strong revenue streams from the Mogul platform.

Once launched, the platform will revolutionise the way esports tournaments are created, operated, and marketed. Further, as Mogul's subscription model is launched alongside the Mogul Organiser Hubs, the platform has the potential to become the premier destination for esports fans and gamers.

The Mogul Organiser Hubs technology is a unification of Mogul's demonstrated tournament organising and hosting technology and a new esports focused content platform. Partners and esports organisations will be able to develop their own Hubs which include centralised media content and game streams, new exclusive content where offered, as well as allowing partners and organisations to create and host their own tournaments using the Mogul technology.

The combined offering of these services on mogul.gg cements Mogul's position as the premier destination for esports gamers and fans alike to compete across many titles, follow their favourite teams, access centralised content, and be a part of the esports community, connecting with other players as well as fans and supporters of teams on the platform.

Partners and esports organisations will benefit from being able to centralise their marketing and fan outreach efforts. Further, the ability to design, host, and market their own bespoke themed tournament experience at any time on the Mogul Organiser Hubs technology is revolutionary – taking a process involving many staff and weeks or months to achieve, into a seamless ten-minute process.

The subscription model being rolled out into the Mogul Organiser Hubs will create a core revenue stream for Mogul where it will be able to deliver strategic annuity revenue per partner or organisation with their own Mogul Organiser Hub. Mogul may enter into revenue share agreements with partners allowing them to share in the returns and incentivise them to further



promote mogul.gg. The subscriptions will be highly attractive to fans who will benefit from access to special tournaments, merchandise, exclusive content, competitions, and other valuable benefits.

The first partner to have their own Mogul Organiser Hub is one of the most recognisable esports brands in the world, Alliance. Alliance, a global esports team and brand, will be using their Mogul Organiser Hub to engage directly with their fans, create new fans, and develop tournaments across the broad number of game titles available on the Mogul platform.

Chief Executive Officer of Alliance, Jonathan 'Loda' Berg, commented:

"Mogul's subscription offering is a fantastic way for Alliance to engage with our fans like we never have before, build specific tournaments and allows us to create entirely new revenue streams for our company. We are excited to be spearheading this feature in partnership with Mogul."

The existing agreement with Alliance will see subscriptions for Alliance's fans on their Mogul Organiser Hub offered at US\$5 per month. In return for subscribing, Alliance fans will be able to access exclusive content, perks offered by Alliance, and be able to compete in Alliance created custom tournaments on the mogul.gg platform. In context, Alliance has over 1,000,000 followers on their Twitch.tv account alone – exemplifying the massive revenue potential of this model for both Mogul and its partners.

USA-based esports organisation, The Plays, also sees extreme potential in using the Mogul Organiser Hubs.

The Plays Operations Lead, Sean McDougall, commented:

"The Organiser Hubs will allow us to seamlessly run tournaments and host prizes to keep our community engaged. Return fans are a great way to boost our future events."

Mogul expects to complete final testing and development work on the Mogul Organiser Hubs technology, with an expected commercial launch in August 2019 combined with a rollout of the subscription model. Mogul will also look to secure additional partners and esports organisations to create their own Mogul Organiser Hub as it continues to establish itself as the premier destination for esports fans and gamers.

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

"The Mogul Organiser Hubs technology is a core addition to the Mogul offering, attracting brands, event organisers, league operators, and teams to the mogul.gg platform as it gains momentum with fans who will appreciate the centralisation of content, the exclusivity of the offering, the ability to connect directly with their favourite teams, organisations, and players, and being able to play their favourite game titles competitively.

"This package is really a unique offering in the +\$152 billion gaming market, and we expect to be making further improvements in the near future to enhance the experience for gamers, fans, teams, and partners. We have the potential to develop a massive new revenue stream as this platform rolls out globally."



MOGUL

For further information, please contact:



Gernot Abl
Managing Director
e: gernot.abl@mogul.gg



MMR Corporate Services Pty Ltd
p: +61 2 9251 7177
e: mogul@mrrcorporate.com

Phoebe McCreath
Communications Manager
e: phoebe.mccreath@mogul.gg

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:

- 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.

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.