



ASX Release

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## **First Branded League Hosted on Mogul**

### **Alliance League DOTA 2 tournament to start 13 September**

#### **HIGHLIGHTS**

- Mogul Partner, Alliance, hosting the Alliance League on Mogul Platform
- First Branded League hosted on the platform with fan membership subscription model now live
- Over 80 teams – 400+ players – have joined the tournament in South East Asia and Europe
- Over US\$100k in cash and other prizes on offer
- Launch follows implementation of Pick Up Group and Ladders features in recent weeks

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced tournament and matchmaking platform provider, is pleased to advise that the Alliance League DOTA 2 will commence in South East Asia and Europe on 13 September.

The Alliance League is the first Branded League on the Mogul platform. The ability to host Branded Leagues in addition to Branded Tournaments will be rolled out to other partners with Branded Hubs on Mogul shortly. The Branded League model complements the now live subscription model, allowing Branded Hubs partners to create their own Branded Leagues or Branded Tournaments that can be open to the public or for paid subscribers.

The Alliance League is an open 12-month Dota 2 tournament being run over four seasons, with a cash prize pool of over US\$100,000. The first qualifier, Qualifier 1 Season 1, commences in Southeast Asia and Europe on 13 September. With 3 days to go before the Alliance League starts, already over 80 teams, being 400+ individual players, have registered to join the first online qualifier event

Hosting of Branded Leagues on Mogul follows the recent implementation of Pick Up Groups and Ladder features on the platform in recent weeks. Pick Up Groups is a registration feature that uses intelligent tracking data from gamers to match players of comparable skill and gaming preference into teams. This benefits solo players without a full team to compete in, and smaller groups needing additional members to complete their teams. The Ladders feature allows the Mogul platform to rank players and teams over time within tournaments or leagues.

Gernot Abl, Managing Director of Mogul commented:

“Commencing the first Branded League on the Mogul platform is a significant milestone for the platform, and we are especially pleased that this is with Alliance. Hosting the Alliance League on the Mogul platform represents an industry-first achievement for Mogul. We look forward to working closely with Alliance over the course of the Alliance League, and in other aspects of our partnership.”

With the subscription model now live on Alliance's Branded Hub, Alliance fans are now able to become members of Alliance's Branded Hub with membership levels 'Member', 'Member+', and '#ALLFAM'. Benefits of these subscriptions include priority tournament registration, exclusive member tournaments, the opportunity to win an all expenses paid to Alliance's HQ in Sweden to be with the team for a week, and monthly draw to have a 1 hour coaching session with an Alliance team member.



# MOGUL

## DOTA 2

Developed and published by Valve Corporation, DOTA 2 is a multiplayer online battle arena (MOBA) game. DOTA 2 is played by millions of players worldwide, and has a strong esports following. One of the most well known and lucrative esports tournaments in the world, The International, is a DOTA 2 tournament. The International 9, held in 2019, had a total prize pool of US\$34 million.

Alliance were the winners of The International 3, held in 2013.

**For further information, please contact:**



**MOGUL**

**Gernot Abl**

Managing Director

e: gernot.abl@mogul.gg



**MMR Corporate Services**

**MMR Corporate Services Pty Ltd**

p: +61 2 9251 7177

e: mogul@mmrcorporate.com

**Pheobe McCreath**

Communications Manager

e: pheobe.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 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.