



## Mogul Partners with Wizards of the Coast on Magic: The Gathering Arena Mogul to launch MTG Arena Mogul Championship

### HIGHLIGHTS

- 🏆 Mogul partners with Wizards of the Coast launching a Magic: The Gathering Arena Branded Hub
- 🏆 Wizards of the Coast is a division of Hasbro Inc (NASDAQ:HAS)
- 🏆 Magic: The Gathering Arena is an online strategy card game with over 1 billion games played since Sept 2018
- 🏆 Mogul and Wizards of the Coast will also launch MTG Arena Mogul Championship 2019
- 🏆 Championship registration opens today, the tournament starts on 7 October 2019 playing for a prize pool of over AU\$50,000

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament and matchmaking platform provider, is pleased to announce that Mogul has partnered with Wizards of the Coast (**Wizards**), a publisher of fantasy games for both tabletop and digital platforms.

Wizards, a division of Hasbro Inc (NASDAQ:HAS), own the world's most popular strategy trading card game, **Magic: The Gathering** which has evolved in to **Magic: The Gathering Arena (MTG Arena)**, the latest digital expression of the original strategy card game. Since the Open Beta of MTG Arena in September 2018, over 1 billion games of MTG Arena have been played.

Wizards and Mogul have today launched a MTG Arena Branded Hub, which enables MTG Arena players on Mogul to compete with and challenge other players on ladders.

Through the partnership, Mogul and Wizards are launching the MTG Arena Mogul Championship 2019, inviting any player from Australia or New Zealand to compete for a prize pool of over AU\$50,000 in cash and prizes. Registration is now open and the Championship will commence on 7 October 2019.

Mark Warburton, Mogul's Chief Marketing Officer commented:

"Wizards of the Coast is a great addition to Mogul's partner roster and we're delighted to offer our innovative platform features to the tournament championship. We look forward to developing more opportunities with Wizards of the Coast and Hasbro as our platform continues to expand and delight players."

Wilkin Chan, Wizards of the Coast's Regional Marketing Manager APAC shared:

"We are thrilled to have Mogul as a partner as we continue to increase competitive play opportunities in Australia and New Zealand. This partnership with Mogul opens up new horizons of what we can offer our players and we hope our ANZ fans are as excited as we are about this additional way to engage with Magic: The Gathering Arena."



# MOGUL

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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 most advanced pure-play online esports 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.

## About Wizards of the Coast

Wizards of the Coast brings people together through their shared love of games. Magic: The Gathering, Dungeons & Dragons, and other Wizards games are enjoyed by friends around the world, both at gaming tables and on digital platforms. Wizards of the Coast bring together world-class creators in game design, worldbuilding, fantasy art, and interactive events to create unforgettable moments.

Wizards of the Coast is a subsidiary of Hasbro Inc. (NASDAQ:HAS). For more information, visit [www.wizards.com](http://www.wizards.com).

## About Magic: The Gathering Arena

Developed in-house by Wizards of the Coast's Digital Games Studio, Magic: The Gathering Arena brings the same rich strategy and gameplay of the beloved tabletop game to PC in quick, intense, head to head battles. In Magic: The Gathering Arena players can jump right into Quick and Competitive Play using one of the five carefully crafted pre-built decks earned in the tutorial and can customize their own decks from an expansive library of current Magic cards. The game is free to download and lets players battle for rewards including in-game currency, cards, and booster packs.