

Mogul Partners with SG Esports

Partnership with an esports organisation with portfolio of teams, streamers, and community groups

HIGHLIGHTS

- 🎮 Mogul partners with SG Esports – an esports organisation with teams, streamers, and community groups within portfolio
- 🎮 SG Esports is the commercial partner of Summoners' Society, a community group which has over 11,000 members in Australia playing 'League of Legends'
- 🎮 Summoners' Society Branded Hub to be launched by Mogul with members and weekly tournaments to be hosted on Mogul's platform
- 🎮 Further validation of Mogul's ability to attract tournament organisers and community groups in addition to teams and publishers

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament and matchmaking platform provider, advises that SG Esports has now partnered with Mogul. SG Esports is an esports organisation with teams, streamers, and community groups.

SG Esports is the commercial managers of Summoners' Society – an Australian community group with over 11,000 members playing 'League of Legends'. SG Esports and Mogul will first launch a Summoners' Society Branded Hub which will then be used for all its weekly 1v1 and 5v5 tournaments and other events.

Sean Callanan, Chief Executive Officer of SG Esports, commented:

"We have been looking for a way to add value to the esports community groups and teams we manage for some time, and now with Mogul, we're able to set up tournaments for grassroots players and communities with ease.

"Summoners' Society will now be able to better engage with existing members and grow its member base of passionate League of Legends players via regular fun competitive tournaments and events."

Partnering with SG Esports represents further validation of Mogul's ability to attract tournament organisers, community groups, talent managers and other esports organisations outside simply focusing on esports teams to grow its member base.

Mark Warburton, Chief Marketing Officer of Mogul further commented:

"The Summoners' Society and SG Esports partnership will allow Mogul to continue to build a deep connection with both teams and community groups within Australia and to support grassroots and amateur tournaments."



Branded Hubs enable community groups such as the Summoners' Society and managers such as SG Esports to centralise their branding and marketing efforts, as well as design and host their own bespoke tournaments and other esports events.

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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 – the **world's most advanced pure-play online esports tournament and matchmaking platform** with automation for major esports titles, including in platform chat and streaming functionality.

Video game players join the global mogul.gg community to play online esports tournaments for glory, cash and prizes in **any game** including major titles Fortnite, League of Legends, CS:GO, Dota 2, Apex Legends, Overwatch, Magic: The Gathering Arena, Rainbow Six and PUBG.

Game publishers use mogul.gg to reduce costs of grassroots esports activations, creating a bespoke Branded Hub to support their game titles, structure leagues and tournaments for players to compete in and support their fanbase and player community with great rewards.

Esports teams use mogul.gg to better serve their fans through engagement and active participation, not just passive viewership, while building new revenue streams through team memberships, team branded tournaments and subscription models.

Tournament organisers and **influencers or game community groups** who want to run tournaments, create and run their LAN or online events use mogul.gg to improve player experiences, reduce accounting costs and create time-saving tournament administration efficiency.

Partners, including some of the **world's largest gaming brands**, join us to engage and monetise their communities using mogul.gg. Our globally distributed team supports partners in Asia-Pacific, North America, Europe and the Middle East.

Mogul's world-class technology stack makes competing and organising tournaments for **PC**, **Mobile** and **Console** game titles easy.

Mogul.gg is a **multilingual** platform with the capability to localise in new languages at speed.



MOGUL

About SG Esports

SG Esports is an esports media business for teams, streamers and community groups to enable growth for the esports industry and produce results on the international stage. SG Esports assets include the Summoners' Society, a League of Legends gamer community group, the Gravitas Academy, a competitor in the 12 team League of Legends Oceanic Challenger Series, and Gravitas, a competitor in the 8 team League of Legends Oceanic Pro League.

About Summoners' Society

Summoners' Society is Australia's oldest and biggest League of Legends gamer community. Many OPL players got their start playing in Summoners' Society tournaments and attending Summoners' Society events & viewing parties. Summoners' Society now have over 40+ staff who help to grow the community every day, some have even moved on professionally to chase their esports dreams. Summoners' Society aims to help grow the community in a positive way that allows players to find friends, to improve their sportsmanship and build on their passion for League of Legends.