



Mogul Partners with Tier One Entertainment

Mogul to Launch New Branded Hub, Fan-Focused Memberships and Tournaments with Leading Southeast Asian Influencer Talent Agency

HIGHLIGHTS

- 🎮 Mogul has partnered with influencer and streaming talent management agency, Tier One
- 🎮 Tier One to have their own Branded Hub for fan membership, monthly subscriptions and online tournaments
- 🎮 Mogul will become the exclusive platform provider for all Tier One and Tier One influencer and streamer talent online events
- 🎮 Tier One influencers have over 7.6 million followers on social media and over 62 million views on YouTube and Twitch
- 🎮 Mogul to retain 40% of revenue from monthly subscribers, memberships and user acquisition

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 advise they have entered into a partnership agreement with Southeast Asian influencer talent agency Tier One Entertainment (**Tier One**). Mogul and Tier One will launch a Branded Hub which will generate revenues from fan memberships and monthly subscriptions.

Tier One is an influencer talent agency based in the Philippines with a wide reach spanning across Southeast Asia with a stable of 200+ gaming streamers and influencers in the region. Collectively, Tier One influencers have a following of over 7.6 million with combined views of over 62 million on YouTube and Twitch. Under the partnership, Mogul will become the exclusive platform provider for all Tier One influencer and streamer online tournaments which will now be integrated on a Branded Hub.

Branded Hubs powered by Mogul are highly attractive for organisations like Tier One and their roster of leading influencers and streamers who are able to run tournaments for their grassroots and amateur esports and video game communities and fans. Tier One's Branded Hub will feature individuals such as Biancake with a combined social following of over 1.3 million fans. Tier One's Branded Hub will enable centralised tournament creation, administration, branding and marketing within one easy to use interface.

Branded Hubs are a way for influencers to establish profiles on Mogul to include their own marketing and branding, embed their own streaming channel, and support their fan base and community as well as promote their own events with a high level of customisation.

Mogul and Tier One have entered into a revenue-share arrangement with respect to monthly subscribers, memberships and user acquisition to Mogul. The initial monthly membership fee paid by users of the Tier One Branded Hub to Mogul is expected to be US\$2 per month of which Mogul will retain 40%. Subscription functionality benefits Tier One by creating a new strong revenue stream for the organisation, and for Mogul represents a further monetisation of its world-class technology.



Mogul's Chief Marketing Officer, Mark Warburton, commented:

"We're thrilled to extend our influencer and streamer outreach and partnerships in Southeast Asia alongside Tier One. Tier One is a strong esports organiser for Mogul to partner with and we look forward to working closely with their talented influencers and streamers in entertaining and supporting the grassroots video games and esports communities in the region over the coming months."

Tier One's Chief Executive Officer, Irymarc (Tryke) Gutierrez, commented:

"Tier One was built to support gamers and help them reach their dreams to become role models in the gaming industry. Over two years and 200 streamers later, that's just the beginning. With Mogul as a partner, we can bring our pro gaming talent discovery program called Ascend to greater heights and find the next generation of players. This partnership also allows us to support our streamers equipping them with the world-leading tools from Mogul to interact with their respective communities."

Tier One and Mogul expect to launch their Branded Hub this month.

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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's platform attracts esports teams, tournament organisers, influencers, community groups, game publishers, and players of any skill level with a centralised esports offering built on an industry leading tournament and matchmaking platform.

- 🎮 Gamers join the mogul.gg community to compete for glory, cash and prizes in all the major esports game titles – cross-platform and title agnostic
- 🎮 Game publishers are able to reduce the cost of grassroots esports activations, supporting their game titles through Branded Hubs
- 🎮 Esports teams get better fan engagement and active participation while building new revenue streams through team memberships, branded tournaments, and fan subscriptions
- 🎮 Tournament organisers, influencers, and community groups can run their own online events – improving player experience, monetising their audience, reducing operating costs, and saving time in event administration and management



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About Tier One Entertainment

Tier One Entertainment was founded by Tryke Gutierrez and cosplay and gaming star Alodia Gosiengfiao. Together, they sought to revolutionise the esports landscape in Southeast Asia.

By focusing on the development of truly talented, top-calibre personalities, Tier One's mission is to connect brands with the unique gaming audience like never before.

For more information, visit www.tier.one