




Mogul Partners with Critical Hit – Aust Esports League

Mogul to be the Exclusive Platform Provider for all Australian Esports League Tournaments and Events

HIGHLIGHTS

-  Mogul has partnered with Critical Hit Entertainment, owner of the Australian Esports League, running national tournaments across a number of game titles on PC, console, and mobile
-  Mogul to be the exclusive tournament hosting platform provider to Critical Hit and AEL
-  Mogul and AEL to launch a monthly subscription offering for fans and paid entry into some tournaments – Mogul to retain 40% of revenue

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform is pleased to advise they have entered into a partnership agreement with Critical Hit Entertainment Pty Ltd (**Critical Hit**), the owners of the Australian Esports League (the **AEL**).

The AEL run a number of large national tournaments across multiple esports titles including grassroots high school and university leagues. The AEL's premier national leagues include the AEL University Cup, the AEL High School Cup, the AEL Open, and the AEL Corporate Cup. The AEL have also been involved in the Girl Gamer Oceania 2019 festival and other high profile esports events in Australia. Mogul's partnership with Critical Hit will see the Mogul platform be exclusively used for all AEL's events and leagues following the launch.

Mogul and Critical Hit will collaborate on launching a mutually-beneficial subscription offering for AEL fans, as well as potentially launching new premium paid entry tournaments with bigger cash prizes. From the revenue, Mogul will retain 40% earned from these new activities.

Mogul's Chief Marketing Officer, Mark Warburton, is pleased to offer mutually-beneficial opportunities to esports organisations.

"Mogul has worked closely with partners to develop features that will not only offer a superior user experience but a mutually-beneficial financial model that will kickstart new revenue streams and ultimately allow organisers like AEL to do bigger and better things for their player community.

"We're thrilled to be partnering with Darren and his team at the Australian Esports League to further grow our participation in the Australian esports scene and more deeply support grassroots activity for the next generation of esports players."

Darren Kwan, Managing Director of Critical Hit Entertainment, has previously used the Mogul platform during Girl Gamer Oceania 2019 and is excited to roll out Mogul's state-of-the-art technology across all Critical Hit and AEL tournaments and leagues.

"Mogul's technology added significant value to our online and LAN tournaments during a trial at a previous event. Mogul offers operational and administrative efficiencies as well as a player experience like no other. We are delighted to strengthen our relationship with Mogul as we roll out the Mogul platform across all Critical Hit and AEL tournaments and leagues."

AEL and Mogul expect to launch the AEL 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

About Critical Hit Entertainment

Critical Hit Entertainment is an esports event management and production company. Critical Hit Entertainment was established in 2011 and is responsible for the delivery of the Australian Esports League as well as offering esports event development and production as a service.

About The Australian Esports League

The Australian Esports League (AEL) is a provider of premier esports competitions in Australia, attracting competitors from across the nation.

Established in 2013, the vision of the AEL is to develop the most entertaining, engaging and respected esports experience in Australia. In addition to the development of its own league, the AEL develops and produces esports events on behalf of others. They have been responsible for numerous esports competitions across a broad range of titles, including League of Legends, Dota 2 and Counter-Strike. The AEL is currently responsible for hosting the Australian Qualifiers for the annual IeSF World Esports Championship, now in its 9th year. The AEL was also recently responsible for delivering Nintendo Australia's first-ever esports competition, hosting the AUNZ 2017 Splatoon Cup.