



ASX Release

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## **Mogul Releases Next Generation Ladder Functionality**

### **Partners with Ubisoft to Launch Mogul Ladder Masters showcasing Tom Clancy's Rainbow Six Siege**

#### **HIGHLIGHTS**

- Mogul launches next-generation ladder functionality
- Unique ladder features such as Instant Challenge and PUG-Style
- Unparalleled user interface and experience with sophisticated back end technology
- Mogul Ladder Masters launch spearheaded in partnership with Ubisoft esports title Tom Clancy's Rainbow Six Siege

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform the world's most advanced pure-play online esports tournament platform is pleased to advise they have released the next generation of esports ladder functionality.

Enhanced esports and gaming ladder functionality has been a highly requested platform feature which brings an additional form of competition to competitive gaming on the Mogul platform. Mogul Ladders are a progression system of competitive play which allows teams and individuals to be ranked on their results against opponents and actively challenge others to create mini-leagues for game titles with high engagement.

Ladder systems are currently rare within competitive esports environments. Mogul has developed unique functions for their Ladders which include the 'Instant Challenge' and 'PUG-style' features all encompassed in a stunning user interface and experience.

**Instant Challenges** enables players to strike fast and engage in challenges for matches straight away with their opponents. Unlike typical ladders and tournaments, Instant Challenges throw away the need for future scheduling, instead letting competitors challenge each other for points, positions, and glory, immediately. This presents a market-differentiating feature to keep players engage frequently across sustained periods of time, maximising time spent on site and the amount of gameplay and enjoyment experienced by Mogul users.

**PUG-Style** (Pick-Up Groups) pairs up solo playing individuals into a team to compete in tournaments, based on skill and experience level. This is a key new feature to Mogul which allows the platform to match solo gamers looking to join a team of comparative skill and gaming preferences based via intelligent matching. These PUG teams then have full access to Mogul as if they are their own registered team, enabling all team management features on the platform.

Mogul's Chief Product Officer, Jamie Skella, commented:

"Mogul Ladders are well and truly the next generation of gaming. Currently, ladder systems in the industry are rare and exist mostly within pre-formed leagues. We've been able to develop a ladder functionality which lets anyone at any time jump into their favourite game title and challenge others for glory, cash and prizes."



# MOGUL

Video game publisher and Mogul partner, Ubisoft, will feature predominantly in the launch of Mogul Ladder Masters today with their popular esports title Tom Clancy's Rainbow Six Siege in the ANZ region. Teams and individuals using Mogul Ladders will be ranked on their results against opponents, with the goal of reaching the number one spot on the Ladder.

Mogul Ladder Masters in ANZ will also support other esports titles of CS:GO, League of Legends, Tekken 7 and Fortnite. In Southeast Asia, Mogul Ladder Masters will feature esports titles Hearthstone, Arena of Valor, Mobile Legends Bang Bang, League of Legends and CS:GO.

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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.

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 Tom Clancy's Rainbow Six Siege

Alongside a thriving professional esports scene and a community of over 50 million registered players, Tom Clancy's Rainbow Six Siege puts players in the middle of a fast-paced, ever-evolving multiplayer experience grounded in the selection of unique Operators. Using the right mix of tactics and destruction, Rainbow Six teams engage their enemies in sieges, where both sides have exclusive skills and gadgets at their disposal. Defenders prepare by transforming the environments around them into modern strongholds, while attackers use recon drones to gain intel for carefully planning their assault. With access to dozens of Operators inspired by real world counter-intelligence agents from



around the globe, players can choose exactly how they want to approach each challenge they encounter. Through the constant addition of new Operators and maps that add to the depth of both strategy and combat, the unpredictability of each round of Rainbow Six Siege sets a new bar for intensity and competition in gaming.

#### About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2018-19 fiscal year Ubisoft generated Net Bookings of €2,029 million. To learn more, please visit [www.ubisoft.com](http://www.ubisoft.com).

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