

## **Mogul to Add New Languages and Launch Fastrack Localisation Capability**

**Roll out of new localisation process to rapidly increase market penetration  
in new regions**

### **HIGHLIGHTS**

- Mogul engineering proprietary work soon to be completed enabling platform-wide localisation into any future language within days
- Simplified Mandarin, Arabic, and Portuguese to be new languages launched reflecting current partner demand in markets with lower prevalence of English
- These languages are additional to the platform's existing language localisations in Thai, Vietnamese and Indonesian
- Mogul platform localised names and other localised intellectual property retained by Mogul
- Localisation will drive increased market penetration – initial focus on the Middle East and South America

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform is pleased to advise that the Company is soon to complete the development of proprietary platform localisation technology which will enable Mogul to launch the Mogul platform in new languages within days.

The three new languages added to the Mogul platform are; Simplified Mandarin which is spoken by 1 billion people worldwide, Arabic spoken by over 350 million people, and Portuguese spoken by over 250 million people globally. These new languages are the second, sixth, and ninth most spoken languages in the world respectively<sup>1</sup>. The new languages serve as valuable additions to those already supported by Mogul: Thai, Vietnamese and Indonesian. Being localised will improve Mogul's penetration into these key markets, making the platform far more accessible to fans and gamers, and being more attractive to global partners.

Localisation is a far more complex process than translation in that localisation ensures the entire platform is not just a copy of the English version but is entirely developed within the target language addressing grammar, syntax, as well as non-textual considerations to ensure a native-like experience for the user. Combined with Mogul's recent payment platform upgrades, the Mogul platform is ready for global scalability.

The intellectual property created in the localisation process is entirely owned by Mogul and will be a major asset as the Company scales worldwide.

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

"Mogul is laser-focused on new platform features and functions of which revenue can be directly or indirectly derived. Localisation into new markets will help drive market penetration and growth with the capability to launch fully localised in a new market within mere days post project commencement.

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<sup>1</sup> Ethnologue, *Top 200 Most Spoken Languages*, (2019) <https://www.ethnologue.com/guides/ethnologue200>



“The entire Mogul team is looking boldly ahead to engage with new partners, millions more competitive video game players and esports enthusiasts throughout the remainder of 2019 and into 2020.”

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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