



ASX Release

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## Mogul Enters Indian Esports Market Alongside Critical X Mogul signs new revenue partnership highlighting mobile gaming in one of the largest mobile smartphone markets in the world

### HIGHLIGHTS

- Mogul signs partnership with Critical X – an Indian esports organiser
- Critical X to launch Mogul Branded Hub offering paid monthly subscriptions and online tournament series
- Critical X has a large fan base of over 5 million dedicated gamers in India
- Partnership with Critical X includes exposure to the Indian mobile market with an estimated size of 400 million users and a US\$2.4 billion mobile gaming market<sup>1</sup>
- Mogul to retain 80% of revenue from monthly fan subscriptions and 20% revenue from advertising and sponsorship activities by Critical X
- Mogul successfully integrated with local payment gateway, Paytm, to accept payments in India's local currency

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform, is pleased to announce that the Company has entered into a partnership with Critical X, an esports organiser in India. This is Mogul's first partnership in the Indian market.

Critical X is a top contender in India's esports realm with a fan base of over 5 million; as tournament organisers, talent management, and partners with event organiser entities Rage Quit and We Love Lan. Mogul and Critical X have previously collaborated to host free tournaments on the Mogul platform for game titles; PUBG Mobile, Dota Auto Chess and Tekken 7 reaching maximum participant capacity.

Under the new Agreement, Critical X is set to launch a Branded Hub with a paid monthly subscription targeting mobile gamers in India. This subscription feature will offer members exclusive tournaments, priority registration and entry into raffles. Critical X and Mogul will also launch new tournament series for popular mobile game titles Free Fire and PUBG Mobile, offering cash prizes. Mogul will retain 80% of the revenue from the fan subscriptions, and 20% of the revenue from advertising and sponsorship activities.

Launch of the paid monthly subscriptions and pre-registration for tournaments will begin this month.

Under the partnership with Critical X, Mogul has now entered the Indian mobile gaming market. India is the second-largest mobile market in the world, with over 400 million smartphone users<sup>2</sup> and an expected 2020 mobile gaming market worth over US\$2.4 billion<sup>3</sup>. Additionally, Mogul has successfully integrated with local Indian payment gateway, Paytm, to accept local currency payments in the region. Paytm is India's leading payment gateway which offers mobile payments from cards, bank accounts and digital credits in one seamless platform.

<sup>1</sup> Newzoo, The India Opportunity: Tapping into One-Tenth of the World's Gamers, (2019) <https://newzoo.com/insights/articles/the-india-opportunity-tapping-into-one-tenth-of-the-worlds-gamers/>

<sup>2</sup> Candy Tech, *Smartphone Market Share India – 2019*, (2019) <https://candytech.in/smartphone-market-share-india/>

<sup>3</sup> Newzoo, The India Opportunity: Tapping into One-Tenth of the World's Gamers, (2019) <https://newzoo.com/insights/articles/the-india-opportunity-tapping-into-one-tenth-of-the-worlds-gamers/>

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

"This partnership with Critical X is an exciting time for Mogul, as not only can we expand Critical X's offering to their community, but it signifies two key milestones for the Company – entering the massive Indian market and integrating with a local payment gateway, Paytm, to accept payments in India's local currency.

"We are excited to work alongside the Critical X team to develop their subscription and tournament series to engage and expand their large fan base as well as attracting more mobile gamers in the region to Mogul."

Critical X's Director, Abhishek Joshi, commented:

"After building our large fan base, partnering with Mogul will allow us to offer our gamers tournaments and a subscription feature like never before. I'm eager to get closer to our community, providing an entirely new way for them to engage with our brand, while monetising our offer."

**For further information, please contact:**



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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