



ASX Release

16 December 2019

Mogul Investor Presentation

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform, has released an updated investor presentation for December 2019.

HIGHLIGHTS

- Mogul owns and operates the mogul.gg tournament platform – the world's most advanced pure-play online esports tournament and matchmaking platform
- Mogul is positioned as a value creating tech hub for esports organisations delivering bespoke solutions to game publishers, teams, organisers, and influencers
- Mogul's Addressable Partner Audience, its fan and gamer base it can target with partners, has exceeded 17 million since commercial launch of Mogul Branded Hubs in the past six months
- Mogul Branded Hubs offer partners a custom esports domain, brand identity integration, data aggregation, sponsor promotions, and streaming channel promotion
- Mogul Branded Tournaments simplify the hosting of bespoke tournaments and other online esports events on a game title and player platform agnostic system with automatic resulting capability
- For gamers and fans, Mogul offers centralised access and engagement opportunities with their favourite teams, influencers, and game titles, as well as a strong competitive gaming environment
- For partners, Mogul reduces costs and increases simplicity of managing their esports presence as well as enabling monetisation of their strong fan and gamer base delivering a highly dependable revenue stream

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ASX Release authorised by Mr Gernot Abl.

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ESPORTS MOGUL

(ASX:ESH)

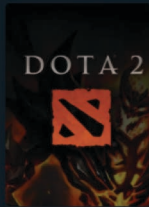
Investor Presentation | December 2019



MOGUL



Fortnite



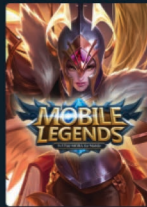
Dota 2



League of Legends



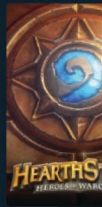
Counter-Strike: Glo...



Mobile Legends



Arena of Valor



Hearthstone

Alliance League Season One Has Begun

Head to the Alliance League as season one qualifiers have kicked off but don't you fear, you can still SIGN UP for free and play your way up the ladder where your path to glory awaits and a piece of over US\$100,000 and many more prizes are up for grabs!

[LEARN MORE NOW](#)
 Search for tournaments

 GAMES:
ALL

 REGION:
ALL

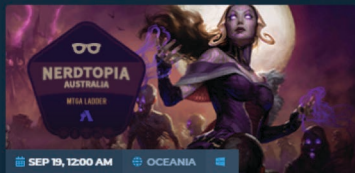
 PLATFORM:
ALL

 ENTRY:
ALL

 SORT BY:
STARTING SOON

☐ VIP ONLY

SUGGESTED FOR YOU

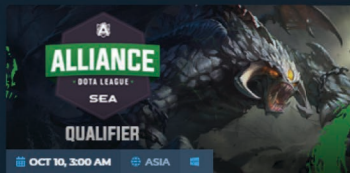

Nerdtopia MTGA Ladder: Season 1

1 v 1, Ladder

[OPEN TO PUBLIC](#)
[FREE ENTRY](#)

MTG Arena Mogul Championship: Ladder

1 v 1, Ladder

[OPEN TO PUBLIC](#)
[FREE ENTRY](#)

[SEA] Alliance League: Open Ladder Qualifier SIQ2

5 v 5, Ladder

[OPEN TO PUBLIC](#)
[FREE ENTRY](#)

ESPORTS MOGUL LIMITED (ASX:ESH)

GLOBAL ONLINE ESPORTS TOURNAMENT PLATFORM

The premier online esports destination for teams, influencers, publishers, organisers, gamers, and fans.

THE 'MOGUL' PLATFORM

Global Online Esports Tournament Platform

TOURNAMENT HOSTING

An industry leading tournament hosting platform with integration into many of the leading esports titles with support for multiple formats: PC, console and mobile gaming

ENGAGEMENT PLATFORM

Offering centralised custom esports content including streams, sponsorships, upcoming tournaments using Mogul's Branded Hubs as well as a unique premium custom domain: mogul.gg/hub/partner

PAID SUBSCRIPTIONS

Enabling fans of specific partner teams, influencers, organisers, and publishers to further engage with those brands through exclusive content and access enabled by paid subscriptions - monetising their existing fan base

DATA AGGREGATION

First party opted in data sharing giving partners data on their user and fan base powering potential further value add, enabling data-driven decision making in partners' internal workflows

MOGUL TARGET VERTICALS

Mogul positioned as a **value creating tech hub** for esports organisations
delivering bespoke solutions to each partner group

ESPORTS GAME PUBLISHERS

Providing a 'turn-key' solution for publishers to monetise grassroots fan base, capture gamer/user data, and significantly reduce cost and time spent fostering engaged gamer communities around game titles.



Publisher Market Examples

ESPORTS TEAMS

Driving fans of teams to paid subscriptions to a bespoke Branded Hub on the Mogul platform unlocking a new unique revenue opportunity for global teams outside sponsorships and prize winnings.



Teams Market Examples

ESPORTS ORGANISERS

Targeting leagues, community groups, esports academies, brands, sponsors to provide bespoke tournament organisation as well as fan engagement and marketing solutions with a highly active gamer audience.



Organiser Market Examples

ESPORTS INFLUENCERS

Influencers and influencer talent managers can showcase brands, events, sponsors, streams and tournaments on the single centralised platform with efficient influencer audience monetisation via subscriptions.



Influencer Market Examples

BILLION DOLLAR ESPORTS MARKET

A **value creating tech hub** within a multi-billion dollar esports ecosystem

GAME PUBLISHERS



US\$107bn*

revenue in 2018 by Top 25 public video game companies.

**Newzoo Dec 2018*

ESPORTS TEAMS



US\$1.6bn*

valuation of top 10 global esports teams.

**Forbes Oct 2018*

TOURNAMENT ORGANISERS



US\$208m*

invested in organiser companies in 2018.

**Deloitte April 2019*

INFLUENCERS



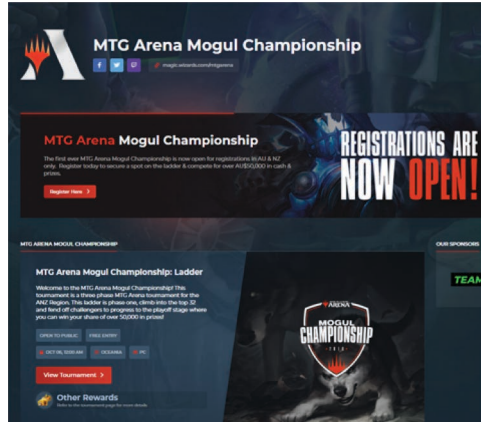
**Ninja: 22m followers
earns US\$500K p/m**

Vertical Includes talent agencies, esports stars & streamer talent

**Business Insider Aug 2019*

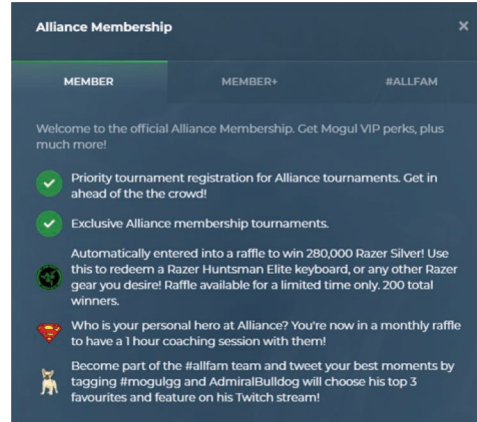
GAMER-FACING PLATFORM

For gamers and fans, the Mogul platform offers centralised access and engagement opportunities with their favourite teams, influencers and game titles as well as a strong competitive gaming environment



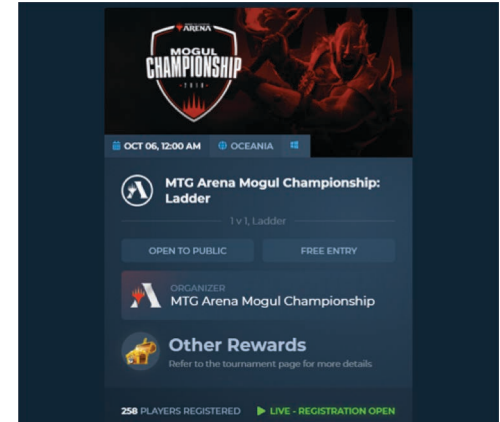
BRANDED HUBS

Branded Hubs are a centralised place to follow and engage with esports teams, influencers, specific game titles or publishers and community organisations.



FAN-FOCUSSED SUBSCRIPTIONS

Fans and gamers can become paid subscribers to their favourite Branded Hubs, gaining access to exclusive content, tournaments and experiences.

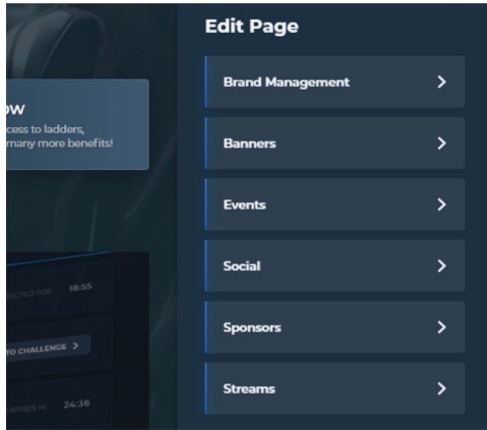


BRANDED TOURNAMENTS

Gamers of all skill levels from amateur, semi-pro, and pro, can participate in tournaments hosted in the Mogul platform across all the largest esports titles on PC, console and mobile.

PARTNER-FACING PLATFORM

Reduce costs and increase simplicity of managing their esports presence as well as monetise their strong fan and gamers base delivering a highly dependable revenue stream



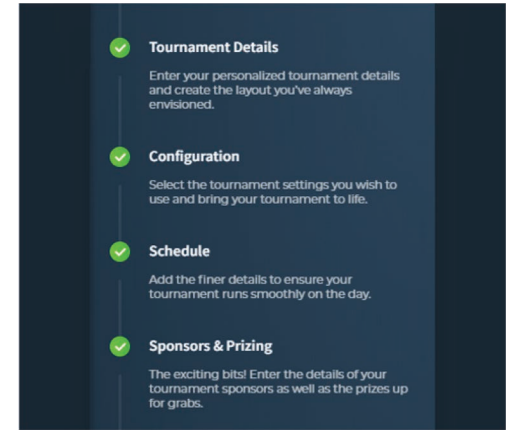
BRANDED HUBS OPPORTUNITY

Branded Hubs are able to be established quickly and are tailored to the requirements of the partner.



SUBSCRIPTION REVENUES

Unlocking a new highly dependable revenue stream for partners by encouraging their fans to purchase paid subscriptions - Mogul revenue share with partners.



TOURNAMENT HOSTING

A world class tournament hosting platform that is title-agnostic enabling tournaments to be hosted in all the leading and 'hot' game titles.

BRANDED HUBS

Custom esports domains for partners in a matter of minutes: mogul.gg/hub/yourbrandname

BRAND IDENTITY INTEGRATION

Bespoke designs developed to meet partner brand guidelines and UI preferences for a seamless user experience for fans and gamers.

DATA AGGREGATION

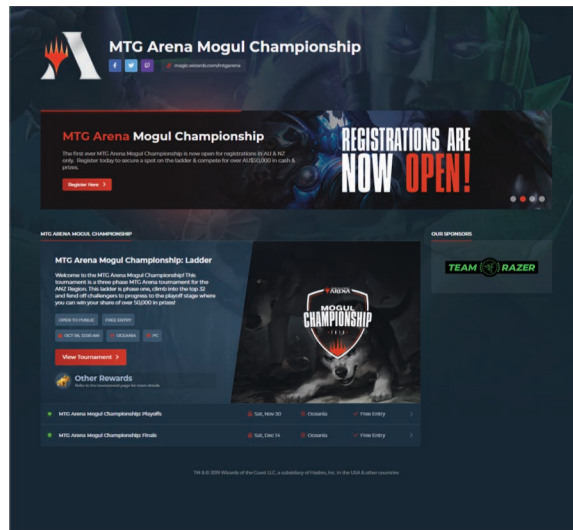
First-party opted in data sharing with end-to-end user interaction views & segmentation enabling data-driven marketing decision making by partners.

PROMOTING SPONSORS

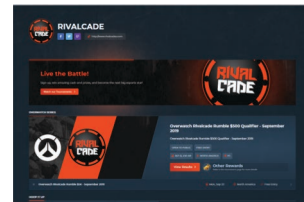
Feature sponsor brands on the Branded Hub via banners and videos & in your tournaments, visible platform-wide.

STREAMING CHANNELS

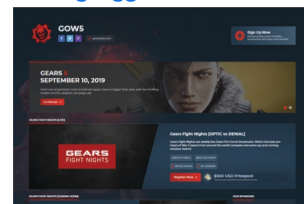
Top streaming channels integrated into the user dashboard.



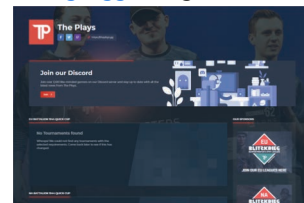
mogul.gg/hub/wizards



mogul.gg/hub/rivalcade



mogul.gg/hub/gearsofwar



mogul.gg/hub/theplays

BRANDED TOURNAMENTS

Simplify hosting of tournaments and other online esports events to bespoke specifications on a game title and player platform agnostic system with automatic resulting

MOGUL COMMAND CONTROL

World class platform allowing tournament control and oversight to administrators and operators.

GLOBAL PAYMENT GATEWAYS

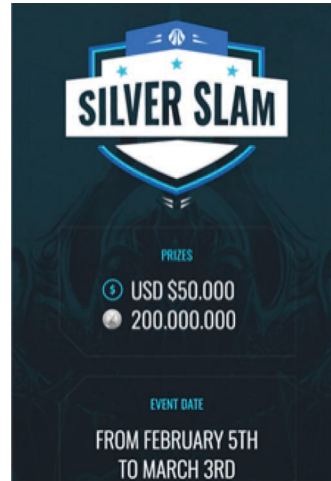
Automated prize pool distribution and seamless gamer withdrawals reducing administration time and cost.

REDUCING MARKETING COST

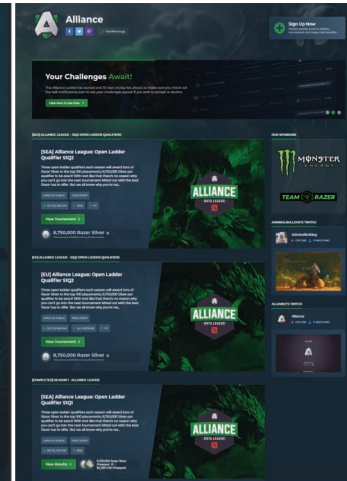
Platform automation and simplicity reduces operating and administrative costs in hosting tournaments and other marketing events.

TITLE + PLATFORM AGNOSTIC

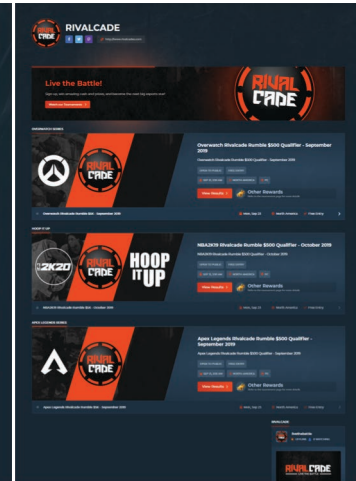
Mogul supports all leading esports game titles and gaming platforms with automated resulting capabilities.



MOGUL OWNED



PARTNER & MOGUL CO-MARKETED

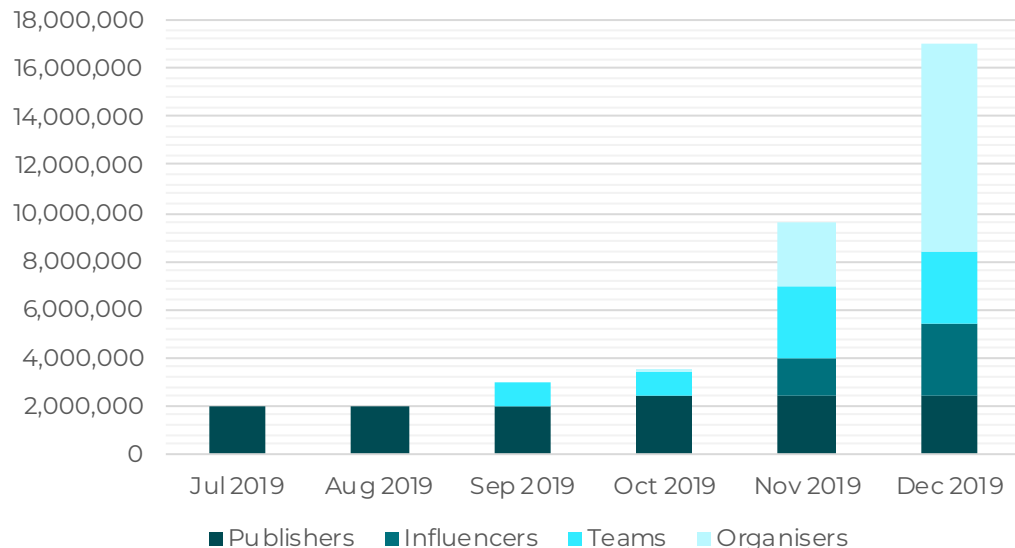


PARTNER OPERATED AND MARKETED

ADDRESSABLE PARTNER AUDIENCE

APA is the aggregate base of fans and gamers of signed Mogul partners across all verticals

Mogul Addressable Partner Audience



Mogul's Addressable Partner Audience is calculated as the aggregate of Mogul's partners' unique social media followers and fan base – date aligned to partner Organiser Hub launch

WHAT IS APA?

Mogul's APA is the total fan and gamer base that it can target to join the Mogul Platform. A larger APA is a larger potential audience who could become paid Mogul subscribers on partner Branded Hubs.

TARGETING OF APA

Targeting with partners can be organic through social channels, or utilisation of paid social advertising and the use of a look-a-like list from within existing social channels and streaming platforms.

FUTURE APA GROWTH

As additional high profile, popular teams, organisers, influencers, and publishers partner with Mogul worldwide into 2020, Mogul expects its APA to continue to rapidly increase.

GLOBAL GAMER AUDIENCE

GLOBAL ESPORTS gaming audience penetration at 18% of total addressable gaming audience and growing fast

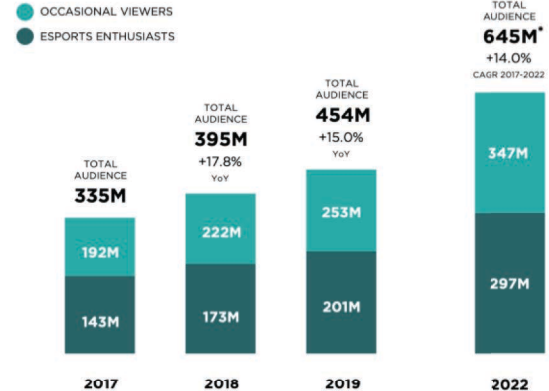
2.5 billion

TOTAL GAMERS GLOBALLY 2019



ESPORTS AUDIENCE GROWTH

GLOBAL | FOR 2017, 2018, 2019, 2022



*Due to rounding, Occasional Viewers (347M) and Esports Enthusiasts (297M) add up to 645M.
©Newzoo | 2019 Global Esports Market Report

EXISTING GLOBAL PARTNERS



PUBLISHERS: HASBRO (GLOBAL)

Signed partnership with Hasbro to launch a Magic: The Gathering Arena branded hub on mogul.gg. MTGA has been played 1bn+ times since Sep 2018.



ESPORTS TEAM: TEAM SECRET (GLOBAL)

Strategic partnership with global North American based esports leader Team Secret to launch paid monthly member subscriptions and branded events.



ESPORTS TEAM: ALLIANCE (EUR+SEA)

Industry first strategic partnership with major European esports team Alliance to launch monthly member subscription with branded tournaments.



INFLUENCERS: TIER ONE AGENCY (SEA)

Exclusive platform provider for all influencer & streaming talent to have their own branded hub for fan membership, subscriptions & online tournaments.



ORGANISERS: SARENA (MIDDLE EAST)

Signed partnership with Sarena, the largest esports organiser in the Middle East based in Saudi Arabia to activate multi-channel esports projects.



ORGANISERS: AEL & SUMSOC (AUS)

Signed with AEL (largest AU collegiate organiser) and LoL Community Group Summoners Society. Shifting 20,000+ users from competitor platforms.



RAZER: STRATEGIC INVESTOR (GLOBAL)

Global strategic partnership with major shareholder, gaming giant Razer Inc (HK: 1337) (A\$2.4bn mkt cap) to co-market to esports teams and organisers.

BOARD OF DIRECTORS



GERNOT ABL
MANAGING DIRECTOR

- Over 15 years experience in management, business strategy and corporate finance
- Significant experience in the online gaming and technology industries
- Previous roles include Management Consulting at Deloitte and various private and public company directorships with a focus on early stage technology



CAMERON ADAMS
NON-EXECUTIVE DIRECTOR

- Co-Founder & Chief Product Officer of CANVA, an online design platform with over 20 million users, most recently valued at US\$3.5 billion
- Significant prior entrepreneurial experience having started a design agency in 2001 working with clients including Atlassian, NEC, TEDx and Sydney Festival
- In 2007 joined Google Maps co-founders Lars & Jens Rasmussen to realise the design vision for their groundbreaking communication tool, Google Wave



ADAM JACOBY
NON-EXECUTIVE CHAIRMAN

- Director of Innovation & Entrepreneurship - Swinburne University of Technology Innovation Precinct
- Founder & Chief Steward MiVote
- 2017 & 2019 Codex World's Top 50 Innovator
- Previous roles include Founder / CEO in various sports, media and technology start-ups

SENIOR EXECUTIVE TEAM



GERNOT ABL

MANAGING DIRECTOR

- Over 15 years experience in management, business strategy and corporate finance
- Significant experience in the online gaming and technology industries
- Previous roles include Management Consulting at Deloitte and various private and public company directorships with a focus on early stage technology



MARK WARBURTON

CHIEF MARKETING OFFICER

- Global gaming industry veteran with over 20 years experience leading market entry, marketing and sales for global brands including Blizzard, Sierra Online, Activision, Microsoft Xbox, Samsung, P&G and Gsk
- Deep online subscription, microtransaction and free-to-play consumer platform experience
- Led marketing and sales launch of many major global esports franchises for Blizzard, Valve and Microsoft's Xbox business into APAC and China



MICK O'KANE

CHIEF STRATEGY OFFICER

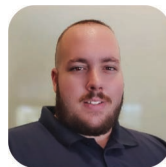
- Senior consulting, finance & executive roles across private, public, start-up and global companies
- Consulting experience includes focus on sports, media and technology and various private company directorships
- Over 20 years experience in sports, media, entertainment and tech businesses including with PWC, Datum IT, NOVA, Cricket Australia and Dainty Group



JAMIE SKELLA

CHIEF OPERATING & PRODUCT OFFICER

- World Economic Forum Technology Pioneer Award winner
- Acclaimed User Experience (UX) leader with former appointments at Tatts Group & the AFL
- Highly regarded technologist as founder of, or advisor to, multiple emerging technology startups
- Industry expert; owner of Australia's first esports bar and former player in Australia's best Counter-Strike team



TRAVIS HOWLE

CHIEF TECHNICAL OFFICER

- World class technical development and gaming background
- Seasoned tech executive with diverse industry experience including the FBI, Gaming Grids and Razer Inc.



SEAN MAY

DIRECTOR OF TOURNAMENT OPERATIONS

- Strong esports and gaming industry experience including roles with Gaming Grids, Razer Inc and co-founder of Exertus esports team
- Video Game industry experience across business development, operations and user satisfaction

CAPITAL STRUCTURE

\$24.5m
Market
Capitalisation

At 4 December 2019

2,200+
Shareholders

36.9% Top 20
4.5% Razer Inc (HK:1337)
at 4 December 2019

\$0.015
ASX.ESH

Market Price at
4 December 2019

\$3.97m
Dec 2019 Cap Raise

Cash Raised in Dec 2019
Capital Raising at \$0.01

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INVESTORS

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