

SEA powerhouse Buriram United launches Branded Hub on Mogul

HIGHLIGHTS

- Buriram United FC (BUFC) is Thailand's leading football club
- Buriram United Esports (Buriram United) partners with Mogul
- Buriram United have launched their own Branded Hub with tiered subscription-based memberships garnering ~1,000 monthly paying subscribers in the first 48 hours
- Mogul will also host Buriram United branded tournaments over the next 12 months across some of the largest PC and mobile esports game titles in the world
- Mogul and Buriram United have entered into a monthly license fee and revenue share agreement for the fan based subscription membership model
- Buriram United have full responsibility for and will invest in tournament prizing and marketing activity

Mogul, the world's most advanced tournament and matchmaking platform, is pleased to advise that Buriram United have signed a partnership agreement, and recently launched their Branded Hub, Buriram Proving Ground, on Mogul mogul.gg/hub/buriramunitedesports/.

Buriram United FC (BUFC) is a powerhouse in SEA football. Established by Newin Chidchob in only 2010, the club has risen to become the most popular among Thailand's 70 million strong population, securing six league titles in the process. In 2018 they signed a collaboration agreement with Borussia Dortmund of the Bundesliga, including sharing knowledge on use of technology and sports science.

BUFC was foundational to Chidchob's vision to make Buriram Thailand's "capital city of sports". The club was boosted in 2011 when he built the 32,600 capacity, FIFA and AFC standard stadium, Chang Arena (or "Thunder Castle"). Chidchob expanded his sporting vision in 2014 building the Chang International Circuit. The CIC is an FIA Grade 1 and FIM Grade A motorsport circuit which has hosted the MotoGP since 2018. Buriram United Esports was founded to extend this vision further.



The Buriram hub draws on Mogul's hub technology to create a new media channel for their community. The custom hub domain gives them a premium landing page for online and offline promotion. It delivers another showcase for their sponsors and multi-channel communication to the community via embedded video, streaming and connection to all their existing social channels. Tournament hosting will drive high level community engagement with multiple brand touch points. Buriram's choice of both Free to Play and Pay to Play offerings has already enabled both strong data aggregation and subscription revenue from day one. Mogul's language localisation delivers this whole experience in Thai. Buriram have full responsibility for and will invest in tournament prizeing and marketing activity.

Mogul's Managing Director, Gernot Abl, commented:

"Buriram is an amazing success story. We are very proud to join forces with them as they extend their vision into esports. We are aligned strategically with Chaichanok and see opportunity for esports to bring brands, community and traditional sports together. We note FC Barcelona and Tencent's recent esports collaboration as one example of many emerging globally. For Mogul we believe we can really help brands and organisations bridge the gap to new generations through esports. I look forward to our partnership with Buriram growing as we navigate this together."

Buriram United Esports' Chief Executive Officer, Chaichanok Chidchob, said:

"Mogul gives us the perfect platform to engage with our community all year round. The Buriram community is significant and incredibly loyal but like all traditional sports organisations we face the challenge of engaging with new generations. Seeing this trend globally drove our vision to expand into esports. We feel like esports is a great bridge for connecting the new generation within traditional sports. We see Mogul as our long-term technology partner to deliver our vision"

Mogul CEO, Michael Rubinelli added:

"Our launch with Buriram has me excited on a number of levels. I admire their vision and passion for connecting esports to traditional sports. It's something I've experienced first hand from my time at EA and seeing the fan engagement that comes with titles such as the John Madden Football series. For Mogul it leverages the assets of our hub technology that drives increased brand awareness and builds heightened consumer loyalty that a progressive partner like Buriram will use to their full advantage. Early but strong data on mobile esports popularity among the Buriram United community, especially Arena of Valor, correlates nicely with significant engagement Mogul has had with other mobile titles like MLBB."



Above: Buriram United FC's 32,600 capacity stadium, Chang Arena, affectionately known to fans as the "Thunder Castle".



Above: Example of Buriram United Esports' out-of-home promotion of their Mogul hub.
-ENDS-

For further information, please contact:

Gernot Abl

Managing Director

Mogul

T: +61 419 802 653

E: gernot.abl@mogul.gg

ASX Release authorised by Mr Gernot Abl.

About Buriram United F.C and Buriram United Esports

Buriram United is Thailand's premier football club.

Established by Newin Chidchob in only 2010, the club has risen to become the most popular among Thailand's 70 million strong population, securing six league titles in the process. In 2018 they signed a collaboration agreement with Borussia Dortmund of the Bundesliga, including sharing knowledge on use of technology and sports science.

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About Esports Mogul (ASX:ESH)

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 through branded tournaments.
- 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