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ASX RELEASE

# Execution of Share Sale Agreement – eSports Mogul

## Key Points

- » Execution of Share Sale Agreement based on Transaction Terms referenced in ASX announcement of 3 February 2016; and
- » VTM to now seek shareholder approval for transaction and lodge Prospectus with ASIC

Volta Mining Limited (“Company”) (ASX: VTM), is pleased to announce it has executed a conditional Share Sale Agreement (“SSA”) to acquire 100% of the issued capital of eSports Mogul Pty Ltd (“ESM”).

The SSA has been executed on the basis of the terms outlined in the Company’s ASX announcement on 3 February 2016.

## 1. Indicative Timetable

| Event  | Date          |
|--|---------------|
| Despatch of Notice of Meeting  | 29 April 2016 |
| Lodgement of Prospectus with ASIC  | 16 May 2016   |
| Prospectus offer opens   | 23 May 2016   |
| Suspension of the Company’s securities from trading on ASX at the opening of trading | 31 May 2016   |
| Annual General Meeting   | 31 May 2016   |
| Prospectus offer closes  | 13 June 2016  |
| Issue of all New Shares  | 17 June 2016  |
| Completion of the Proposed Transaction   | 17 June 2016  |
| Satisfaction of ASX conditions for reinstatement                                     | 24 June 2016  |
| Commencement of trading of New Shares on ASX under the new ASX code “ESH”            | 30 June 2016  |

\* These dates are indicative only and are subject to change. The Directors reserve the right to amend the timetable without notice.

## 2. About the eSports Mogul Business Model

### Role of eSports Mogul (“ESM”)

ESM has a 10 year exclusive, non-transferrable, non-assignable right to advertise, market and promote the eSports Hero Inc (“**ESH**”) platform (“**ESH Platform**”) in the APAC region, subject to meeting ongoing performance conditions.

As a marketing company, ESM’s role will be to generate quality traffic to the ESH Platform and engage users on an ongoing basis. Under the terms of the Platform Licence Agreement (“**PLA**”), ESH will distribute 65% of any revenue attributable to the APAC region to ESM and ESH will retain 35% of the revenue for providing the services outlined below in the “Role of ESH” section.

ESM will be leveraging a range of proven gamer related media using the below tools to drive its virtuous circle.



### Role of ESH

Under the terms of the PLA, ESH will be responsible for the following:

1. Providing access to and hosting the ESH Platform
2. Providing technical oversight and development
3. Maintaining contracts with end users
4. Maintaining contracts with payment providers
5. Maintaining any operational and player trust accounts

## The ESH Platform

With an estimated 1.7bn<sup>1</sup> global video gaming population the opportunity to build the ultimate eSports portal is enormous. The ESH Platform will provide a range of engagements for users. These engagements will make them feel part of a vibrant eSports community. Component elements that the platform will supply from day one include:



### Learn

Casual and hard core gamers alike need to feel the site will actively enhance their play. This will be served through:

- Best in class video sharing of excellent play from users and non-users. Including voice overs from experts within each different video game category (e.g. First Person Shooter, MOBA, Sports) as well as specific experts to the title (e.g. DoTA2, League of Legends, FIFA); and
- Streaming forums for walk throughs and explanations from tournament winners as well as recognised experts or trainers from each video game title of interest.

### Share

The ability to share, socialise and engage on both a broad group level as well as a closed group of chosen friends. This will be served through:

- Integration with Facebook, Twitter, Instagram and other social media outlets. Enabling fans to link back articles, streams, game snapshots or simply alert friends of upcoming events of interest; and
- Chat facilities throughout the platform segmented into different areas of interest. From a direct friend on friend feed to a specific team based chat to a broad messaging across the whole site ecosystem.

### Stream

Integration with streaming services such as Twitch.tv, Azuba, YouTube Gaming and others provide global exposure, enabling users to:

- Live stream their content - be it a walk through, game, shout-cast, or relevant eSports report such as their attendance at a tournament;
- Link in friendship groups and a wider audience base to watch the user play;
- Attract followers to start their rise of status amongst the eSports community; and
- Prove their worth in order to be recruited to a professional team.

<sup>1</sup> NewZoo Report & <http://www.statista.com/statistics/293304/number-video-gamers>

## **Compete**

Play against other users within the ecosystem. Game functionality will be delivered on a title by title basis to include:

- 1 vs 1 games;
- 5 vs 5 games;
- Bracketed knock out rounds (like the Australian Open or Wimbledon); and
- Large scale tournaments (like PGA Tour).

## **Watch**

Twitch.tv's 100 million unique visitors a month show the depth of interest in players wanting to watch others play. Our platform will enable users to tune in to games across their title of interest (e.g. FIFA) across their structure of interest (e.g. all of the categories listed above in the 'Compete' section)

## **Buy**

The ESH Platform will have a dedicated shop where users will be able to purchase:

- Digital downloaded games at a discount to traditional retailers such as Amazon or Steam;
- Skins or other tradable accumulations that gamers build and swap with each other; and
- Products from future sponsors and partners. This will include PC's, Modems, Monitors and other hardware.

## **Recruit**

eSports teams are quickly becoming the new franchise acquisition. Our intentions are to:

- Leverage tournaments to showcase talent;
- Create elite groupings of players for different countries and regions;
- Partner with other businesses to recruit and train these players to become professional players; and
- Leverage this newly found Professional status through ongoing engagement in the platform as well as ancillary benefits such as everyday players having competed against them and the platform being known as a recruitment hotbed.

## **Stargaze**

Playing against the best players in the world.

- ESH and ESM will recruit noted players in order to have public matches against our general population;
- Professional players will also join the forums, send emails to fans and be generally made available to engage with fans; and
- We will also aim to have professionals embedded in team play activity. With the ultimate goal to have 5 v 5 matches that include one professional on each team.

Combining these eight elements underneath one platform will allow us to drive our business goals of:

- Acquiring millions of regular visitors;
- Creating a rationale to have multiple visits with long durations of time on site;
- Recruiting best in class individual players and teams as well as casual and hard core gamers; and
- Creating compelling content for all range of enthusiasts.

## Sources of Revenue

The principal revenue sources flowing from the eSports Hero Platform will be as follows:

1. Advertising Revenue
2. Merchandise Sales
3. Tournament Fees
4. Data resale
5. Strategic Alliances

- ENDS -

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