



ASX Release

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## Mogul Celebrates Esports Inclusion into SEA Games with Online Challenge

### HIGHLIGHTS

- 🎮 Mogul and Razer to host the SEA Games Esports Online Challenge
- 🎮 Mogul technology to enable the Challenge to be available to any gamer in Southeast Asia to play at home or in PC Cafes during the SEA Games

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform today announces that Razer™, the leading global lifestyle brand for gamers, and Mogul will run the SEA Games Esports Online Challenge in parallel to the 2019 Southeast Asian Games (**SEA Games**).

The SEA Games is a biannual event supervised by the International Olympic Committee. It is one of the most celebrated multi-sport events in the region, with an estimated 500 million viewers<sup>1</sup> across all sports over the course of the games. Esports will be making its inaugural appearance as a medal event, with Razer as the Official Esports Partner.

As the official esports partner of the SEA Games for 2019, Razer has led the charge in establishing an esports medal event at the SEA Games for the first time ever. This achievement is a significant milestone in boosting the global status of esports. To celebrate this historic event, Mogul in partnership with Razer, have launched the SEA Games Esports Online Challenge to encourage esports fans in the region to join in on the SEA Games.

Mogul's world-class technology will allow the SEA Games Esports Online Challenge to be available to Southeast Asian gamers either at home or in PC gaming cafes throughout the region and will run concurrently to the SEA Games, from 28 November 2019 until 20 December 2019. Gamers will be able to compete playing the same titles as the professionals – Hearthstone, Mobile Legends: Bang Bang, Arena of Valor and Dota 2.

Mogul's Managing Director, Gernot Abl, commented:

"Mogul is thrilled to be partnering with Razer to run the SEA Games Esports Online Challenge as esports is recognised as a medal sport for the first time. This is a historic moment for esports and Mogul showcasing Mogul's industry-leading, world-class platform and technology making such an event possible."

David Tse, Global Esports Director at Razer, commented:

"Razer is excited to draw on our esports expertise as Official Esports Partner of the SEA Games to support the SEA Games Esports Online Challenge. The inclusion of esports as a medal event is an important step for the esports industry and utilising Mogul's platform to allow players to join in at home or in PC cafes, is a great way to connect professional and grassroots players across the region."

The SEA Games Esports Online Challenge will be run on Mogul's Branded Hub technology, where a Razer branded hub has been created to host this event. For gamers within the Southeast Asian region, registrations are now open on Mogul at [mogul.gg/hub/seagames](https://mogul.gg/hub/seagames).

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<sup>1</sup> 2019 SEA Games, *About*, (2019). <https://2019seagames.com/about.html>



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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

### About Razer

Razer™ is the world's leading lifestyle brand for gamers.

The triple-headed snake trademark of Razer is one of the most recognised logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Razer's award-winning hardware includes high-performance gaming peripherals and Blade gaming laptops.

Razer's software platform, with over 70 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma (a proprietary RGB lighting technology system), and Razer Cortex (a game optimiser and launcher).

In services, Razer Gold is one of the world's largest virtual credit services for gamers, and Razer Fintech is one of the largest online-to-offline digital payment networks in SE Asia.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has 18 offices worldwide and is recognised as the leading brand for gamers in the USA, Europe and China. Razer is listed on the Hong Kong Stock Exchange (Stock Code: 1337).