

ASX Release  
18th May 2021

## **Mogul to deliver esports tournaments for ReWired Fest, powered by Walmart**

### **HIGHLIGHTS**

- Mogul continues to gain traction in North America with globally recognised brands using the tournament platform for branded esports events
- Mogul has been chosen as the esports platform of choice for the “ReWired Festival” series, hosted near Bentonville, Arkansas
- “The Road To ReWired” represents the first in a multi-year, multi-event program, working alongside event planning group, ReWiredFest LLC
- Master services agreement covers a license fee for 3 months access to the Mogul tournament platform and managed services delivered by Mogul’s industry-leading solutions engineering team
- The ReWired Festival initiative opens a new revenue stream with a strategic partner, laying the groundwork for multiple future events
- Mogul’s innovative Sit’n’Go technology offers festival gamers an ‘always-on’ esports tournament experience

Esports Mogul Limited (ASX:ESH) (“**Mogul**”) is pleased to advise that Mogul has engaged with Inclusion Companies LLC Rogers, Arkansas, May 18th, 2021 --

Inclusion Companies has chosen Mogul as the tournament platform provider for **ReWired Fest**, powered by Walmart. **ReWired Fest** is designed to inspire young minds, BIPOC communities, women, and people with different abilities to pursue careers in STEAM.

**Rewired Fest** ([www.play.rewiredfest.com](http://www.play.rewiredfest.com))

The ReWired Festival powered by Walmart, is an immersive esports and tech experience designed to inspire and encourage young, diverse minds to pursue passions in science, technology, engineering, arts and math (S.T.E.A.M). ReWired’s online esports qualifier tournament begins in June and leads up to our in-person championship finale; a two-day festival celebration in Northwest Arkansas, featuring unbeatable prizes, retro gameplay, music and action sports.

ReWired Fest was created by Inclusion Companies, an events and consulting company focused on driving its client's strategic growth initiatives through consumer events, retail sales, marketing, e-commerce and emerging technology services.

The founders of Inclusion Companies have extensive c-level experience in a broad range of industries including retail, consumer goods, logistics, technology and media. Due to this experience and the

success of many previous events, such as the long-running, annual Geena Davis' Bentonville Film Festival, Inclusion Companies have a well-established relationship with many national retailers.

Inclusion Companies is driving Rewired Fest with an aggressive PR strategy and comprehensive outreach to gamers in North America for the entirety of the online event, running from June to September.

Rewired Fest offers participating gamers a chance to compete for a prize pool of \$100,000 brought to you by ReWired Fest LLC and the sponsorship partners.

Qualifying online tournaments begin in June and run through until September 2021. Players who qualify are then invited to participate in the finals, which will be broadcast live on October 21st and 22nd.

### **Mogul and Inclusion Companies Partnership**

This partnership represents a new and repeatable revenue stream for Mogul as the ReWired Festival represents the first in a multi-year, multi-event series.

The Agreement adds material strategic value to Mogul's push into North America and follows on from Kellogg's North American Halo 5 Tournament Series (*ASX Announcement 11th March 2021*). Showcasing our best-in-class tournament platform technology and services expertise with globally recognised brands assists the Company in developing its sales pipeline.

### **Sit'n'Go Technology Launch**

Mogul's innovative Sit'n'Go technology offers festival gamers an 'always-on' esports tournament experience. For the first time on Mogul.gg players don't have to wait to compete at a specific scheduled tournament time. Now players also have the option to register for the tournament and opt to play right then and there. The site then finds a player of a similar ability who is also looking to play at the same time, matching them to compete against each other on the spot.

In the past, players have reported frustration in having to wait to play in a tournament which may not start for hours, or even days, from the time they sign up. Mogul's dynamic matchmaking feature provides a solution to this, increasing player engagement, day-to-day player retention and provides the immediate gratification necessary to ensure gamers continue to choose esports over traditional media such as TV and music.

### **Continued Traction in North America**

Mogul CEO Michael Rubinelli said "We have made significant investments in furthering forward momentum in the North American market. The opportunity to run the esports component of this event further showcases our platform to the largest brands in the country. The initiative gives further

credibility to the formation of our solutions engineering team, who worked with Inclusion Companies to design the overall tournament experience, game integration, tournament structure and sponsorship tiers. I look forward to sharing more information on our webinar on May 21st so please [click on this link to register](#)."

Inclusion Companies CEO Trevor Drinkwater said "We are very excited to be bringing a new level of activation to the overall ReWired Fest experience. Mogul's technology means we can engage both our target audience and brand sponsors months in advance of the physical event. With gaming being a core content track at the event, an esports tournament experience on the run-up brings our brand sponsors closer to gamers than ever before."

**For further information, please contact:**

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ASX Release authorised by Mr Gernot Abl.

### About Inclusion Companies

Inclusion Companies is an events and consulting company focused on driving its client's strategic growth initiatives through consumer events, retail sales, marketing, e-commerce and emerging technology services. The company has a long, well established relationship with many national retailers and its founders have extensive c-level experience in retail, consumer goods, logistics, technology and media. Inclusion Companies mission is to amplify its client's corporate responsibility initiatives.

### 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 remains gamer obsessed and brand informed, focusing on delivering best in class tournament experiences first and foremost, such that brands can deliver exclusive content and incentives to a receptive audience.

Mogul will continue to generate revenue by building bespoke solutions for brands, creating unique sponsorship-driven esports experiences for players.

**Material Conditions of Agreement**

Term	The agreement remains ongoing, until the completion of provision of services, or until terminated in accordance with the Termination clause below.
Commercial Terms	<p>The revenues generated include an initial payment and ongoing milestone payments spread over 6 months.</p> <p>The Company does not consider the value of the contract to be material.</p>
Termination	The agreement can be terminated by either party giving 30 days Written Notice.