



ASX Release

19 November 2019

## Canva Co-Founder Cameron Adams Joins Mogul Board

### HIGHLIGHTS

- 🔹 Cameron Adams, Co-founder and Chief Product Officer of Canva, joins the Mogul board
- 🔹 Appointment follows a pursuit of a new high-profile board member with significant experience in scaling technology businesses and digital media, with a deep understanding of tech products
- 🔹 Cameron's experience to be significant benefit to the Company as it continues to improve the Mogul platform and product offering as well as strengthening its monetisation strategy

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament platform is pleased to advise that Cameron Adams has joined the Mogul Board as a non-executive Director, effective today, 19 November 2019.

Over the past five months the Company focussed on building a board that can provide stronger strategic direction to the Company as it moves to monetisation of its world-class technology with the signing of high-profile revenue generating partnerships and attracting a broader global fan and gamer audience.

Cameron Adams is a Co-Founder and Chief Product Officer of Canva, a Software-as-a-Service graphic design platform, most recently valued at US\$3.5 billion. His experience in scaling a technology business as well as developing and refining a billion-dollar digital product will be a significant asset to Mogul as the Company seeks to be the premier online esports destination for gamers, fans, teams, influencers, publishers and organisers.

Mogul's Managing Director, Gernot Abl, commented:

"Cameron's confidence in Mogul's success - and the incredible value he can add to accelerate that success - is a testament to the accomplishments achieved to date. We're excited to have Cameron on our Board and look forward to working closer with him both at a Board level, as well as Cameron being able to provide invaluable mentoring and guidance opportunities to our team."

Newly appointed Director of Mogul, Cameron Adams, said:

"I'm delighted to take up this appointment with Mogul. Their product is unparalleled within the esports market, and I look forward to helping the team continue to improve it and grow the new monetisation opportunities that have arisen from the launch of Mogul's Branded Hubs earlier this year."

Chief Strategy Officer, Mick O'Kane commented:

"Cameron's experience in developing a digital product worthy of a multi-billion dollar valuation with revenues in the hundreds of millions will be a massive benefit for the Mogul team, providing invaluable insight and guidance in their pursuit of making Mogul the premier online esports destination for gamers, fans, teams, influencers, publishers and organisers. With Cameron now joining the Mogul Board we will continue our strategic review with the benefit of his guidance and network, including considering further board appointments over the coming months."

In conjunction with the appointment of Cameron Adams to the Board, the Company advises that George Lazarou has resigned as a Director effective today. The Board thanks George for his service as a Director, and advises that he will remain engaged as the Company Secretary and Chief Financial Officer of the Company.



Above (Left to Right): Mogul's Managing Director, Gernot Abl, Mogul's newly appointed Director, Cameron Adams, and Mogul's Chief Strategy Officer, Mick O'Kane.

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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 Cameron Adams

Cameron Adams is a Co-Founder and Chief Product Officer at Canva, an online design platform with over 20 million users, most recently valued at US\$3.5 billion. Cameron leads the design and product teams there as well as focusing on future product directions and innovative experiences.

Cameron has significant entrepreneurial experience even outside Canva, having started a design agency in 2001 producing work for global clients such as Atlassian, NEC, TEDx and Sydney Festival. In 2007, Cameron joined Lars and Jens Rasmussen – co-founders of Google Maps – to realise the design vision for their ground-breaking communication tool, Google Wave. In 2011 Cameron founded an ambitious email startup with two other Google alumni before meeting Melanie Perkins & Cliff Obrecht, and deciding to help them build the beginnings of Canva.

Through his work and his writing – which spans five books and numerous articles – Cameron has contributed to the foundations that underpin modern web design and has been asked to speak around the world at events such as South by Southwest, CeBIT, Webstock, and RISE.