



ASX Release

14 October 2020

Mogul Raises \$8m in Significantly Oversubscribed Placement

HIGHLIGHTS

- \$8 million raised in a well supported, significantly oversubscribed placement
- Funds to fast track continued innovation of Mogul's market-leading tournament platform across PC and Mobile and acceleration of the monetisation strategy focused on brands and building out leading edge technologies and features that drive exceedingly high player engagement
- Mogul owns and operates the mogul.gg tournament platform – the world's most advanced pure-play online esports tournament and matchmaking platform
- CPS Capital Group Pty Ltd acted as Lead Manager and Broker to the Raise

Esports Mogul Limited (ASX: ESH) (Mogul or the Company) is pleased to announce it has received binding commitments to raise A\$8m in an exceptionally well-supported placement with CPS Capital as the Lead Manager. Mogul is now fully funded for at least the next 24 months.

The Placement received strong support from new institutional shareholders and High Net Worth shareholders as well as continued support from existing shareholders. This includes a \$50,000 investment from Mogul's Chairman, subject to shareholder approval, which will be sought at a General Meeting of shareholders.

Mogul's Chairman, Gernot Abl, commented:

"We're pleased to have received such significant support for this placement, raising a total of \$8 million. Investor appetite was so significant that it well exceeded the Company's placement capacity. We have made significant strides as a company over the course of the previous year. Securing Cameron Adams and Kate Vale as directors of the Company and Michael Rubinelli as our CEO has been well recognised by the market.

"We now look forward to the next 12 months as we seek to capitalise on our world-class technology platform, further delivering against our monetisation



strategy around brands, and continuing to secure partnerships with game publishers for both PC and Mobile.”

Jason Peterson, Managing Director of, CPS Capital said:

“We’re excited to be the lead manager to Mogul’s \$8 million placement. We’ve seen the significant progress the Mogul team have made this year and are excited to be part of their long term future.”

Under the Placement, the Company will issue 800,000,000 million fully paid ordinary shares (**‘New Shares’**) at an issue price of \$0.01 per New Share under the Placement, which represents a 23.08% discount to the Company’s 15 day volume weighted average share price.

New Shares will be issued alongside a free attaching listed option on a 1 for 2 basis, with an exercise price of \$0.02, expiring 31 October 2022 (**‘Placement Options’**).

The Placement will be conducted in two tranches. Tranche 1 will issue 306,459,949 New Shares under the Company’s 7.1 capacity and 193,540,051 New Shares under the Company’s 7.1A placement capacity for a total of 500,000,000 shares. Funds received from Tranche 1 placement will total ~\$5,000,000.

The Company expects to complete allotment of the New Shares to be issued under the Tranche 1 placement on or before Friday, 23 October 2020.

Tranche 2 of the Placement of up to 300,000,000 New Shares together with approximately 150,000,000 free attaching options (**‘Option’**) for every two New Shares issued. Funds received from Tranche 2 will total ~\$3,000,000.

The Options issued in Tranche 2 will be listed, exercisable at A\$0.02 on or before 31 October 2022. Issue of Tranche 2 and the Tranche 1 Placement Options will be subject to Shareholder approval at the Company’s General Meeting anticipated to be held late November. A prospectus will be issued by the Company when the listed options are issued.

The funds raised in this Placement will be used to support continued innovation of Mogul’s world-class tournament platform, accelerate monetisation strategy around brands, further international partner expansion, and continuing to secure partnerships with PC and Mobile game publishers.

CPS Capital, who acted as Lead Manager, received a 2% Management Fee on all funds raised and a 4% Placement Fee on funds raised through CPS Capital.

Additionally, the Company will issue 82,000,000 Broker Options including the Lead Manager (subject to shareholder approval) on the same terms as the Placement Options.



For further information, please contact:

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ASX Release authorised by the Board of Directors.

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