

ASX/Media Release
30th April 2018

ASX code: ESH

Quarterly Activities Update – Period Ending 31 March 2018

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to present the Quarterly Activities Update for the period ending 31 March 2018.

Esports Mogul remains the at the forefront of the esports industry, with the only deeply integrated and fully automated online tournament platform, Mogul Arena. Over the last quarter, the Company has focused on user acquisition and engagement, which has led to many exciting activities and feature releases.

QUARTERLY ACTIVITIES HIGHLIGHTS

- **Esports Mogul became deeply integrated with the world’s biggest esports game, League of Legends.**
- **The Company launched their monthly tournament series worth A\$50,000 – Mogul Mayhem and Mogul Shootout.**
- **The Company officially partnered with the professional esports team, ORDER.**
- **Esports Mogul launched an innovative voting feature, Esports Elite, in conjunction with Razer.**

League of Legends Integration

The Company continued to build upon its already impressive game count for Mogul Arena by integrating with the extensive esports title, League of Legends. (ASX Announcement, 30 January 2018).

League of Legends, published by Riot Games, is a popular multiplayer battle arena game, with over 100 million active users each month and a large competitive scene. Mogul Arena is one of two platforms globally to have integrated with this title, making this a considerable relationship for Esports Mogul.

Monthly Tournament Series

In March, Mogul Arena kicked off their biggest monthly tournament series yet, worth A\$50,000. (ASX Announcement, 7 March 2018).

In partnership with Mineski, gamers can go head-to-head in their choice of either CS: GO or DOTA 2 to win cash and prizes. Teams of five can register for free for the weekly qualifying rounds, with the hopes of competing in the prestigious final scheduled at the end of each month.

Currently, only one monthly tournament has been completed, however, the Company has already seen a great increase of both user acquisition numbers and engagement to Mogul Arena. As well as this, there is now a larger brand awareness of the tournament platform through the Mineski partnership and promotional activities via social media.

ORDER Partnership

ORDER is a professional esports team based in Oceania who have quickly propelled themselves to become Australia's strongest CS: GO team. In March, Esports Mogul formed a strategic partnership with the team as a part of their ongoing Australian subscription monetisation strategy. (ASX Announcement, 14 March 2018).

During games on Mogul Arena, players will be able to win the opportunity to play against ORDER, which will drive user acquisition and brand awareness for both parties, as gamers, esports enthusiasts and ORDER fans are offered a unique and exciting user experience.

This is part of Esports Mogul's ongoing monetisation strategy which will continue to thrust the business forward in one of the fastest growing industries in the world.

The Launch of Esports Elite

Also during this quarter, Esports Mogul released an innovative new feature on Mogul Arena, Esports Elite. (ASX Announcements, 15 March 2018 & 22 March 2018.) Gamers and esports enthusiasts can test their knowledge and back their favourite players and teams by predicting the outcome of professional matches across a variety of games and genres.

This interactive new feature is in line with the Company's global growth strategy and tapped into the ever-growing esports audience who enjoy watching esports rather than playing themselves.

Supporting this new feature is the Company's long-time partner, Razer, who offer Razer zSilver and other prizes to the winners of Esports Elite. This ground-breaking feature has seen users flock to Mogul Arena to play for free as well as utilise the live stream of professional matches, in conjunction with Twitch.

Since the launch of Esports Elite, hundreds of thousands of votes have been cast, with an average of 14,000 votes per day.

POST REPORTING PERIOD HIGHLIGHTS

- **User acquisition is at an all-time high, with over 300,000 registered users on Mogul Arena.**
- **Mogul Arena is set to launch in Latin America in partnership with Axeso5.**

- Esports Mogul received a cash injection after successfully divesting interest in ChallengeMe for A\$465,000.
- The Company released their unique content portal, Mogul News.

User Acquisition Update

Following the quarter, Esports Mogul is proud to report they have significantly increased the user acquisition numbers on Mogul Arena to now sit at over 300,000 users.

The large increase is attributed to the ongoing feature releases of Esports Elite, Mogul News and the monthly tournaments series, as well as accelerated marketing activity.

Latin American Launch

In the second quarter of 2018, Esports Mogul plans to launch Mogul Arena into Latin America. (ASX Announcement, 4 April 2018.)

With a brand new partner on board and one of Latin America's largest online video game publishers, Axeso5, Mogul Arena will be rolled out into Axeso5's network of over 7,000 cybercafés. In addition to this, Axeso5 has an extensive registered user base of over 14 million active gamer accounts, to which esports events will be strongly marketed.

In addition to this, Esports Mogul is will also release two of its localised language features, Portuguese and Spanish, as the first step in an extensive localised language strategy plan for 2018.

The Latin American gaming market is an extensive market for Esports Mogul to break into as it was valued at \$4.4 billion in 2017, which accounted for 4.1% of the global gaming market. It also promises a large growth potential after growing 13.9% year-on-year from 2016-17.

Divested Interest in ChallengeMe

In April, Esports Mogul successfully divested its equitable interest in the German-based esports company ChallengeMe Esports GmbH. (ASX Announcement, 16 April 2018.)

As the result of this agreement the Company received:

- ~A\$280,000 in an upfront cash payment
- ~A\$45,000 in a deferred payment (deferred for 24 months)
- 71,650 shares in US-based Unikrn Inc. valued at ~A\$140,000 (deferred for 24 months).

This cash injection will largely support the ongoing feature releases on Mogul Arena as the Company finalises and prepares the monetisation strategy for release.

The Launch of Mogul News

Mogul Arena is proud to have launched a content portal, Mogul News, which has turned Mogul Arena into more than *just* a tournament platform, and rather a hub for all things esports related. (ASX Announcement, 24 April 2018.)

Fans and gamers alike will be able to read all the latest gaming news, Mogul Arena updates and exclusive interviews with the best of the gaming industry. Mogul News is supported with content from Esports Mogul's 70% owned subsidiary company GameGeek.gg, which has a large content base and social media presence. Explore Mogul News right here, <https://news.mogularena.com/>.

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About Esports Mogul Asia Pacific Limited

Esports Mogul is an ASX listed (ASX: ESH) esports media and software business, with an initial focus on Australia, Asia and Latin America. At its core is **Mogul Arena** – the world's best tournament and matchmaking platform with full automation for major esports titles.

Esports is one of the fastest growing industries in the world. It's estimated that there are currently 2.2 billion gamers across all platforms globally, and in 2017 the total video game market size was estimated to be US\$116 billion.

About the Mogul Arena Tournament Platform Technology

Mogul Arena is proud to be the world's best online esports tournament platform offering not only full tournament automation but also state of the art esports empowering social features. Given strong game-publisher relationships, Mogul Arena is already **deeply integrated** with the leading global esports titles, and is the only platform that allows **completely automated** tournament play and results across multiple games.

The top-class technology stack enables esports fans to compete and organise tournaments with ease. Esports enthusiasts can also follow streamers and elite esports results from around the globe. The platform deeply integrates with game title APIs (application programming interface) and rich features to provide gamers with the best user experience possible, including:

- Automated gameplay experience
- Multiple tournament modes
- Friendly esports communities
- Lifetime player statistics

- Achievements, ranks and rewards
- Match reminder notifications
- Easy tournament administrative access.

Mogul Arena can also provide semi-automated brackets for **any game** including mobile (e.g. Vainglory) and console (e.g. NBA 2k) titles for strategic partners and brands.

Mogul Arena is currently available in English with plans to roll out a localised language function in Thai, Spanish, Portuguese, Vietnamese, Chinese and Indonesian.