

ASX/Media Release
31 January 2019

ASX code: ESH

Quarterly Activities Update – Period Ending 31 December 2018

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

In the Company's busiest quarter yet, the focus has been on executing feature developments and user acquisition-based activity in order to remain at the forefront of the esports market.

QUARTERLY ACTIVITY HIGHLIGHTS

- **Development was completed for a one of a kind tournament management system.**
- **GameGeek.gg merged with Mogul News to boost platform offerings.**
- **Mogul's VIP Subscription functionality was completed.**
- **The Mogul mobile android application was developed and submitted to the Google Play store in a closed alpha release.**
- **The suite of gamer platforms was successfully rebranded to 'Mogul'.**
- **Esports Mogul will organise online tournaments for ONE Championship's US\$50m esports series.**
- **Mogul launched a referral incentive to drive user acquisition.**
- **Development commenced for additional user-acquisition based features.**
- **Mogul and Razer announced the launch of their inaugural tournament series with a prize pool of over AU\$275,000.**

Development Complete for Tournament Management System

In early October, the Company's technology team completed development for a one of a kind tournament management system which allows partners and third-party organisers to create their own tournaments on Mogul.gg. (**Mogul**). (*ASX Announcement, 10 October 2018.*)

Previously, a lot of manpower was involved to set up third-party tournaments on Mogul. The tournament management system, however, is a highly intuitive and comprehensive solution that allows anyone with access to easily create their own tournament designs through the fully customisable options.

The system is now being used in-house and in the setup of partner-run and sponsored tournaments. The Company looks forward to adding this feature to the VIP Subscription model allowing users to set up their own tournaments with ease.

GameGeek.gg Merges with Mogul News

Mogul strengthened their content platform, Mogul News, by merging GameGeek.gg to operate under the Mogul News brand. *(ASX Announcement, 17 October 2018.)*

Mogul News now produces a high calibre of native content which is used as a cohesive marketing tool to drive dedicated gamers and readers to Mogul and aid in user acquisition.

Mogul's VIP Subscription Functionality Complete

As a part of monetisation preparations, the Company completed development for the VIP Subscription feature which will ultimately allow users to access exclusive tournaments, private Esports Elite leaderboards, extra rewards for Daily Tournaments and challenges, profile personalisation and customised prizing rewards. *(ASX Announcement, 24 October 2018.)*

The final stages of integrating with payment providers are currently underway, at which time the VIP Subscription feature will be ready for release.

The Mogul Mobile Android Application

In November 2018, the Company submitted their world first and unparalleled Mogul Android Mobile App to the Google Play Store in a closed alpha release. *(ASX Announcement, 1 November 2018.)*

The Mogul App is the first mobile application in the world that deeply integrates with APIs from game developers such as Riot Games and Valve Corporation to offer a fully automated tournament gaming experience on mobile.

Mobile esports dominates a staggering 51% of the global gaming market, which is a demographic the Company can now tap into and acquire onto Mogul.

Rebrand the Suite of Gamer Platforms to Mogul

Due to rapid growth and ongoing feature releases across all Mogul service offerings, the previous company name 'Mogul Arena' was no longer an accurate representation of the brand. In November 2018, the Company chose to align all service offerings under the umbrella of 'Mogul', allowing each feature to stand independently. *(ASX Announcement, 5 November 2018.)*

These include:

Mogul Arena: <https://arena.mogul.gg/>

Mogul News: <https://news.mogul.gg/>

Esports Elite: <https://vote.mogul.gg/>

Mogul Android App: Set for release in the near term.

Esports Mogul to Organise Online Tournaments for ONE Championship's US\$50m Esports Series

As part of the launch of Asia's largest global esports championship series, ONE eSports, the Company was honoured to be chosen to organise and stage the online esports tournaments on Mogul. *(ASX Announcement, 8 November 2018.)*

ONE Championship intends to invest up to US\$50 million alongside other key partners into ONE eSports to create Asia's largest global eSports Championship Series. The Company is confident their involvement will not only springboard user acquisition but drive awareness of the Mogul brand within Asia.

Mogul Launches Referral Incentive to Drive User Acquisition

In November 2018, Mogul launched a Refer-a-Friend feature to drive user acquisition. *(ASX Announcement, 19 November 2019.)*

Refer-a-Friend is an effective and creative way to simultaneously onboard users while lowering the cost of user acquisition. As part of the referral program, users are given a unique URL to share with their friends and will be rewarded with Razer Silver credits in return. The new user is also incentivised to join Mogul and play in tournaments with these credits.

Development Commenced for User-Acquisition Based Features

At the end of 2018, the Company's technology team began development for new user-acquisition based features which will aid in monetisation preparations. *(ASX Announcement, 4 December 2018.)*

Mogul Spotlight was designed to entice Esports Enthusiasts who enjoy watching streamers and influencers play competitive esports. Through Mogul Spotlight, users can watch professional streams and be rewarded for their viewership. They will be prompted to enter raffles throughout the stream and as the viewer threshold grows, the prizing will increase to various tiers.

Mogul Wallet will become the financial hub of Mogul and this feature will be essential for users to deposit and withdraw funds from the platform when the Company releases its various monetisation features in coming months.

Mogul and Razer Set to Launch Inaugural Tournament Series with Prizing Value in Excess of AU\$275,000

In late December 2018, the Company announced their inaugural tournament series, Silver Slam, set to kick off next month. *(ASX Announcement, 20 December 2018.)*

In preparation for Silver Slam, Mogul has increased their game title catalogue to now support 16 of the most popular game titles across mobile, PC and console platforms. Silver Slam will run from 5 February to 3 March, with a prize pool of over AU\$275,000 in cash, prizes and Razer Silver up for grabs.

The Company has already seen an increase in users sign up on Mogul and register for Silver Slam, while an aggressive marketing campaign has just begun and will run until the end of the event in order to drive user acquisition. The Company is confident that the addition of game titles and platforms supported by Mogul, as well as the prize pool, will truly entice users to all Mogul service offerings.

For more information on Silver Slam, head to <https://arena.mogul.gg/silver-slam>.

POST REPORTING PERIOD HIGHLIGHTS

Mogul Reaches Milestone of 1 Million Registered Users

The Company is proud to announce they have met their first major milestone, reaching one million registered users across all Mogul service offerings. (ASX Announcement, 30 January 2019.)

The recent increase in registered users is largely attributed to the integration of new game titles in preparation for Silver Slam, as well as accelerated marketing activity, strategic partnerships with the likes of Razer Inc. and Mineski and continued feature releases.

Future Outlook

Esports Mogul Managing Director, Gernot Abl, said:

“The last quarter of 2018 was incredibly busy and beneficial for the Company. As you can see, we shifted our focus to partnerships and monetisation features in order to prepare for commercialisation.

We are pleased to have had extremely positive results with user acquisition, reaching the milestone of one million registered users across all Mogul service offerings. I look forward to keeping the market informed on the outcome of the inaugural Silver Slam tournament series and all other activities in the coming months.”

-ENDS-

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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** – 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. According to Newzoo, it’s estimated that in 2018 there were 2.3 billion gamers across all platforms globally, and the global games market was estimated to be worth over US\$137.9 billion.¹

About the Mogul Tournament Platform Technology

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

¹ Newzoo, 30 April 2018. <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>