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## Mogul Sign World-Leading Esports Team in Industry First Deal

### HIGHLIGHTS

- **Mogul has partnered with one of the world's most recognisable esports brands, Alliance.**
- **In an industry-first deal, Alliance will establish their own annual tournament series and membership offering on Mogul, supporting their fans and European esports.**
- **Under the Agreement, Mogul and Alliance will share the target of onboarding 100,000 monthly subscribers with a mutually beneficial revenue share model.**
- **Alliance's tournaments and membership on Mogul will be promoted to Alliance's following of over 2.2 million fans across Twitch, Twitter, Instagram, and Facebook.**
- **This partnership represents Mogul entering the European market, as they work towards strategic global expansion.**
- **The Company is confident of further material contracts in the near term given a very active pipeline.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company or Mogul**) is pleased to announce that following on from delivering maiden revenues (*ASX Announcement, 1 May 2019*) they have now entered into an industry-first deal, signing one of Europe's largest esports teams, Alliance, in a landmark revenue share deal. Alliance has become one of the most recognisable brands in global esports with acclaimed players such as Adam 'Armada' Lindgren leading Smash, and their legacy as Dota 2 world champions that has created countless memories for the industry.

In this industry-first deal, Mogul will provide its market-leading esports tournament platform to assist Alliance in establishing an annual large-scale event series. This will be the first time an esports team will be able to run a tournament series under their own brand with over US\$50,000 in cash and prizes on the line in 2019 alone. The event series will support amateur and semi-pro players across Europe, allowing Mogul to extend its reach across international esports ecosystem.

Mogul is proud to continue to be pioneers of the esports industry, able to empower teams, event organisers, and brands with state-of-art administration and automation technology to run such large-scale events.

As a part of the binding Heads of Agreement (**Agreement**), while the ability to generate future revenues will be dependent on subscriber numbers, the parties have aligned strategic outreach initiatives to target 100,000 Alliance monthly subscribers by Q3 2020. The expected

subscription fee per member, per month, is US\$5. Of this income, the Company and Alliance will enter a 50/50 revenue share model, aligning the interests of both parties to continue to drive user participant numbers, engagement and community opportunities at Mogul.

Alliance is one of the most prominent esports teams in Europe, with top competitive teams in multiple game titles including Dota 2, Hearthstone, Super Smash Bros. and Fortnite. In 2013, the Alliance Dota 2 team won The International 2013, pocketing the then largest payout in esports history. The team has gone on to win over US\$5,000,000 in cash and prizes. Alliance team members have a large engaged social following with over 1 million followers on their Twitch profiles and an additional 600,000 social followers across their Twitter accounts, in addition to their parent organisation's own social reach. These followers will now be driven to Mogul to compete in tournaments and sign-up for benefits and perks with an Alliance membership.

Alliance currently has a roster of 17 players over five game titles including large key players such as:

- **Adam Lindgren**, ArmadaUGS. Twitch followers: 115, 441<sup>1</sup>. Watch time past 90 days: 248,780 hours.
- **Max Broecker**, Qojqva. Twitch followers: 14, 573<sup>2</sup>. Watch time past 90 days: 1,022 hours.
- **Jonathan Berg**, Loda. Twitch followers: 14, 342<sup>3</sup>. Twitter followers: 150,000.
- **Aydin Sarkohi**, iNSaNiA. Twitch followers: 10, 849<sup>4</sup>. Watch time past 90 days: 5,764 hours.

Mogul and Alliance will now collaboratively plan and host an annual Alliance tournament series in Europe to stimulate grassroots activity and the region's esports industry. Together, they will team up with influencers and ambassadors to promote their tournaments and membership offering to players across Europe and the world.

Partnering with Alliance not only represents Mogul entering Europe as a new market for strategic expansion but spearheads Mogul's team partnership model with shared revenue, which will now be tested and applied in other key markets.

**Mogul** Chief Strategy and Commercial Officer, Jamie Skella, said:

*"The diligent work on Mogul's value proposition for various segments of the industry is now beginning to crystallise, demonstrated by the advocacy and commitment of a global esports powerhouse the likes of Alliance in this milestone deal. Everyone at Mogul is thrilled to mark*

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<sup>1</sup> Twitch, 10 May 2019. <https://www.twitch.tv/armadaugs>

<sup>2</sup> Twitch, 10 May 2019. <https://www.twitch.tv/qojqva>

<sup>3</sup> Twitch, 10 May 2019. <https://www.twitch.tv/liveandletloda>

<sup>4</sup> Twitch, 10 May 2019. <https://www.twitch.tv/insan1a>

*our entry into Europe in collaboration with a brand we all know and admire, as we work toward many more partnerships of this nature in key markets around the world.”*

**Alliance** Chief Executive Officer, Jonathan ‘Loda’ Berg, said:

*“Alliance could not be more excited to be working with Mogul on the planning of a world-class online tournament series and membership offering to support our fan base and grassroots esports across Europe. This partnership represents an opportunity to create entirely new revenue streams for both Mogul’s market-leading technology and the Alliance brand. Together we have devised industry-first value creation strategies and a genuine innovation in commercialisation models for esports teams.”*

-ENDS-

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**About Mogul**

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.<sup>5</sup>

**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. The platform deeply integrates with game title APIs (application programming interface) and rich features to provide gamers with the best user experience possible, including:

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<sup>5</sup> Newzoo, 30 April 2018. <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

- Market-leading administration functionality for brands and partners
- Proven technology across multiple game titles, platforms and devices
- A focuses on supporting grassroots through to semi-pro
- Lifetime player statistics including achievements, ranks and rewards
- Global payment gateways for subscriptions and ticketed tournaments
- Automated accounting and prize pool payouts

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.