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## **Mogul Sparks Marketing Firepower Appoints Mark Warburton as Chief Marketing Officer**

### **HIGHLIGHTS**

- **Mogul has appointed Mark Warburton as Chief Marketing Officer.**
- **Mr Warburton has extensive experience in the global video games and consumer sectors in leading management, sales, business development and marketing efforts for global brands including Blizzard, Xbox, Samsung, P&G and GsK.**
- **The global role is responsible for consumer marketing, new market entry, partnership development as well as game developer and publisher relations.**

Esports Mogul Limited (ASX: ESH) (**the Company** or **Mogul**) is pleased to announce the appointment of Mark Warburton to the team in the role of Chief Marketing Officer. Mr Warburton has an extensive 18 years' experience in the video games and esports industries, as well as a background in leading marketing, business development and sales teams for global corporations.

Following the recent oversubscribed placement (*ASX Announcement, 20 May 2019*), Mr Warburton will be responsible for developing and executing the global marketing strategy, steering market entry to maximise Mogul's global expansion plans and extend on newly developed commercialisation strategies such as the recent industry-first deal with Alliance (*ASX Announcement, 17 May 2019*). Mr Warburton will also drive partner development globally, collaborating with esports teams, leagues, grassroots organisations, influencers, consumer brands and game creators. These responsibilities are essential in optimising user acquisition as the Company continues to significantly drive revenue for Mogul globally.

Mr Warburton has extensive experience within Asia, China and Australia, and is uniquely positioned to lead sales and marketing within the Company's current and future regions. He comes with deep online subscription, microtransaction and free-to-play consumer online platform experience. Mr Warburton's previous roles include VP APAC Marketing Blizzard, GM Sales ANZ Activision Blizzard, VP APAC Sierra Online, VP APAC Activision Blizzard (previously Vivendi Games). In these roles, Mr Warburton led the sales, marketing, and launch preparations across Asia Pacific for now-dominant global esports franchises such as Counter-Strike, Overwatch, HearthStone and World of WarCraft and led growth of the StarCraft brand.



Mr Warburton was also China and Asia Regional Director Gaming at Microsoft where he led, developed and optimised business strategy and investment driving the Xbox and Game division in the Asia and ANZ regions.

Having lived in Sydney, Shanghai and Singapore, Mr Warburton has played pivotal roles in market-entry across Japan, Korea, Taiwan, Singapore, Thailand and China. Within Australia, Mr Warburton has advised on esports strategy for Fox Sports and secured sponsorship for Riot's League of Legends OPL esports franchise.

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

*"Mogul couldn't be happier to welcome Mark Warburton to the team. He could not have come more highly endorsed by industry heavyweights we spoke with, including former Blizzard executives who attributed their early success in Asia to Mark. His appointment represents an aggressive acceleration of the Company's opportunity to drive significant future revenues through innovative partnership models across the globe. This includes team subscriptions, league memberships, publisher relationships, and more."*

**Mogul** Chief Marketing Officer, Mark Warburton, said:

*"I'm thrilled to be joining Mogul to help drive the continued development and expansion of the world's best online esports tournament platform. It is an exciting opportunity at an important inflexion point for the esports industry worldwide."*

-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>1</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. 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
- Automated 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.

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