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FOR IMMEDIATE RELEASE

MMR Corporate Appointed as Advisor to Drive Market Awareness

Esports Mogul Limited (**ASX: ESH**) (the **Company** or **Mogul**), the world's best online esports tournament and matchmaking platform providing automation for major esports titles, is pleased to announce that it has engaged corporate advisory firm MMR Corporate Services Pty Ltd (**MMR Corporate**) as Relationship Advisors to develop Mogul's international corporate market profile.

MMR Corporate will act as Media and Relationship Advisors to Mogul as it implements its business model.

Under MMR Corporate's engagement with Mogul they will closely work with its Managing Director, Gernot Abl and his corporate team.

MMR Corporate's brief includes providing Mogul with advice on business media and investor engagement, as well as providing Mogul with general corporate advisory services.

MMR Corporate offers a comprehensive corporate advisory service for start-ups, private companies and ASX listed companies. It also has a strong track record in raising early stage capital, as well as capital for advanced projects. It is headquartered in Sydney, Australia.

Mogul's Managing Director, Gernot Abl said, *"Mogul has engaged MMR Corporate to assist the Company in reaching out to investors and media in articulating the Company's business. MMR Corporate's engagement is very timely as Mogul is on track to deliver some highly anticipated milestones."*

"We look forward to working closely with the MMR Corporate team to deliver successful outcomes for the benefit of the Company and our shareholders."

For further information, please contact:



MMR Corporate Services Pty Ltd
Level 2, 131 Macquarie Street
Sydney, NSW 2000 Australia

P: +61 2 9251 7177 | **E:** Mogul@mrrcorporate.com

Company Contacts:

Gernot Abl
Managing Director
Mogul
T: +61 419 802 653
E: gernot.abl@mogul.gg

Phoebe McCreath
Communications Manager
Mogul
T: +64 272 381 652
E: phoebe.mccreath@mogul.gg

About Mogul

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

Esports is one of the fastest growing industries in the world. According to Newzoo, there are now more than 2.5 billion gamers across the world. Combined, it's estimated they will spend US\$152.1 billion on gaming across all platforms globally in 2019, representing an increase of +9.6% year on year.¹

About the Mogul Tournament Platform Technology

Mogul is proud to be the world's best online esports tournament platform offering not only 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:

- 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.

¹ Newzoo, 18 June 2019.

<https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market/>