

ASX/Media Release  
1 November 2018

ASX code: ESH

## The Mogul Android App Submitted to Google Play Store

### HIGHLIGHTS

- **The closed alpha release of the Mogul Android App version 1 has been submitted to the Google Play store.**
- **Mobile esports dominates 51% of the global gaming market.**
- **The Mogul App is the first mobile application in the world that will be deeply integrated with mobile esports game APIs and is unparalleled by competitors.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is extremely proud to announce the closed alpha release of the Mogul Android version 1 mobile application has been submitted to the Google Play store.

Over the last few months, the Mogul in-house technology team has worked to develop an application that is easy to use with a sleek design which can satisfy desktop, console and mobile esports gamers around the world.

Mobile esports is an ever-growing industry which dominates a staggering 51% of the global gaming market according to Newzoo, and is a niche that the Company is eager to acquire onto the platform.

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.

The first version of the Mogul App is designed to be a companion to the desktop version of Mogul Arena, where users can manage their upcoming matches and stay in touch with other gamers. As well as this, users can access player and team profiles, tournament information and in-game statistics all through the user-friendly interface.

Version 2 of the Mogul App, which is entering development shortly, will allow users to play leading mobile esports titles from their smartphone, as well as expand access to the popular 'Esports Elite' feature.

While a closed alpha release means the application is not freely searchable and accessible on the app store for the public, the Company will update the market as soon as it becomes available.

**Esports Mogul** Managing Director, Gernot Abl, said:

*“Firstly, I’d like to congratulate the in-house Mogul team for creating and releasing a world first and unparalleled mobile application in just two months! Esports Mogul is confident this application will change the way esports is accessed and played worldwide.”*

-ENDS-

**For further information, please contact:**

Gernot Abl  
Managing Director  
Esports Mogul Asia Pacific Limited  
T: +61 419 802 653  
E: [gernot@esportmogul.com](mailto:gernot@esportmogul.com)

Peter Nesveda  
Corporate Affairs & International Investor Relations  
Esports Mogul Asia Pacific Limited  
T: +61 412 357 375  
E: [peter@intuitiveaustralia.com.au](mailto:peter@intuitiveaustralia.com.au)

**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, Thai and Vietnamese with plans to roll out a localised language function in Spanish, Portuguese, Chinese and Indonesian in the near term.