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## Esports Mogul Rebrands Gamer Platforms to 'Mogul'

### HIGHLIGHTS

- Esports Mogul has successfully rebranded its suite of gamer platforms to 'Mogul'.
- The brand new logo which evokes the ideology of the competitive gaming community has been implemented across all Mogul owned platforms.
- 'Mogul' is an umbrella brand for the multiple features that now stand independently.

Last week, Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) successfully rebranded its suite of gamer platforms to 'Mogul', now using the top-level domain mogul.gg.

The rebrand saw the implementation of a brand new logo across all Mogul owned platforms including Mogul Arena and Mogul News. The logo comprises of a powerful image evoking ideas of the gaming world. The various elements of the logo represent flames that reflect both online competition and the gaming community.



# MOGUL

The previous name, 'Mogul Arena', was coined when the Company's core product was the world's best tournament platform. However, due to ongoing feature releases and rapid growth this year, Mogul has become more than just a tournament platform.

'Mogul' is now an umbrella brand for the multiple features that stand independently, opening up opportunities for individual partnerships.

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

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

Esports Elite: <https://mogul.gg/esports/overview>

Mogul Android App: Set for release in the near term. (ASX Announcement, 1 November 2018.)



Esports Mogul Managing Director, Gernot Abl, said:

*“Mogul has a fresh new look! We’re pleased the rebrand was a smooth and successful experience, and we’re confident the move to ‘Mogul’ will allow our products to stand independently with more room for growth.”*

-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. 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 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.