



ASX/Media Release
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Mogul Launches Referral Incentive to Drive User Acquisition

HIGHLIGHTS

- **Mogul's brand new feature, Refer-a-Friend, has just been launched on Mogul.gg.**
- **The new feature is in line with the Company's goal to aggressively increase user acquisition in the coming months.**
- **Both current users and new users will be rewarded for registrations to the Mogul.gg platform.**
- **Refer-a-Friend will also work to strengthen Esports Mogul's partnership with Razer Inc. by utilising their rewards.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is proud to have launched a brand new feature on their tournament platform, Mogul.gg. The Refer-a-Friend program is an effective and creative way to onboard users while lowering the cost of acquisition.




In less than two weeks, the Mogul technology team has developed and launched the referral incentive leveraging their strategic partnership with Razer Inc. As part of the referral program, users are given a unique URL to share with their friends and will be rewarded with Razer zSilver credits in return. The new user is also incentivised to join Mogul and play in tournaments with these credits.

Currently the incentives are:

- The original user will receive 750 zSilver credits when a friend registers using their unique URL.
- When the new user activates their first game they will receive 250 zSilver credits.
- The new user will receive an additional 250 zSilver credits when they play in their first tournament.

REFER-A-FRIEND AND EARN!

Want to earn special rewards just by referring your friends? By referring friends, you're not the only one who gets rewarded, you also give them exclusive perks when they join Mogul and complete certain actions.

 <p>Joining Mogul You will be rewarded 750 zSilver when someone joins using your link.</p>	 <p>Activate a Game Your friend will get 250 zSilver when they activate their first game.</p>	 <p>Play a Tournament Your friend will get 250 zSilver when they play their first tournament.</p>
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This new feature is in line with Esports Mogul's goal to aggressively increase user acquisition in the coming months.

The Company will keep the market updated on the user acquisition driven from this new feature.

Esports Mogul Managing Director, Gernot Abl, said:

"I'm excited to see the user acquisition driven from this new feature as word of mouth and friend referrals are such an effective way to not only onboard new users but increase brand awareness."

-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.