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## **Mogul Commences Development for Multiple User Acquisition-Based Features**

### **HIGHLIGHTS**

- **Mogul has commenced development for Mogul Spotlight, a streaming platform that will reward users for their viewership and registration to Mogul.gg.**
- **Esports Enthusiasts and Occasional Viewers make up 380 million of the global esports market, according to Newzoo.**
- **The Mogul Wallet has also entered development and will become the financial hub of Mogul.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) has commenced development for multiple user acquisition-based features, as the Company continues their strategic monetisation preparations.

### **Mogul Spotlight**

The newest feature, Mogul Spotlight, has been designed to entice Esports Enthusiasts who enjoy watching streamers and influencers play competitive esports. Esports Enthusiasts make up 165 million users of the global esports market, with an additional 215 million Occasional Viewers, according to Newzoo.

Esports Enthusiasts and viewers will be able to navigate to the Mogul Stream Viewer, where they can watch professional streams and be rewarded for their viewership. Users will be prompted to enter raffles throughout the stream and as the viewer threshold grows, the prizing will increase to various tiers. Prize tiers for Mogul Spotlight will initially consist of increasing values of zSilver reward credits supplied by Mogul's strategic partner Razer Inc.

Mogul Spotlight will work to boost user acquisition and support the Mogul Refer-a-Friend feature. Users can share their unique referral URL with their friends who, if they register to Mogul.gg through Spotlight, will receive additional prizing. (*ASX Announcement, 19 November 2018*).

### **Mogul Wallet**

Further to Mogul Spotlight, as the Company continues their monetisation preparations, the Mogul Wallet feature has entered into development and will become the financial hub of Mogul.gg. This feature will be essential come monetisation as users will be able to easily

deposit and withdraw funds from Mogul. These funds can then be used to, amongst other things, for paid tournament entry.

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

*“Mogul Spotlight will allow Mogul.gg to tap into the large market of Esports Enthusiasts and Occasional Viewers which make up an incredible portion of the global esports audience. I’m confident that our in-house technology team will continue to develop innovative products and features that increase user acquisition to the platform.”*

-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.