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Mogul and Razer's AU\$275,000 Tournament Silver Slam to Launch 5 February

HIGHLIGHTS

- **Mogul and Razer are set to launch their Asia-focused tournament series on 5 February 2019.**
- **Silver Slam, with an overall prize pool of AU\$275,000, hosts daily tournaments in 16 game titles across multiple platforms including PC, mobile and console.**
- **Prominent partners within Southeast Asia have been activated to run and promote additional tournaments.**
- **An aggressive marketing campaign has begun and will run until the end of the event to drive user acquisition.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is thrilled to reveal the finer details of their inaugural Silver Slam event in conjunction with their strategic partner Razer Inc.

The Company's tournament platform, Mogul.gg (**Mogul**), has expanded their game title catalogue to include 16 popular game titles across PC, console and mobile platforms in preparation of this tournament series. A comprehensive list of the game titles can be found here:

PC: http://www.esportmogul.com/irm/PDF/1637_0/InDemandPCTitlesAddedtoMogulgg

Mobile:

http://www.esportmogul.com/irm/PDF/1635_0/PopularMobileGameTitlesNowOfferedonMogulgg

Console:

http://www.esportmogul.com/irm/PDF/1633_0/EsportsMogulOffersPopularConsoleGameTitles



Silver Slam has multiple components running from 5 February to 3 March 2019. These include 80 daily tournaments across all 16 game titles and platforms (called Quick Cups), as well as partner organised tournaments, all of which count for leaderboard points. The Silver Slam leaderboard will run throughout the event where users will gain points for playing in tournaments and voting on Esports Elite. There is Razer Silver up for grabs for both individual tournaments and the overall leaderboard winners.

Prominent partners across Southeast Asia have been selected to host tournaments in conjunction with Silver Slam. These include: The Plays, Rumble Royale, Ragequit, NEX STUDIO, Channel 8 and Lakoi. These partners all have large target audiences within Southeast Asia and will drive these users to Mogul in order to register and join their tournaments.

Razer Inc. will be a key partner in Silver Slam, promoting the tournament to their 50-million strong database. Some of the prizes of Silver Slam will be redeemable in Razer Silver which users can claim on a wide range of gaming gear and accessories, games and even gift cards. Peruse the full Razer Silver catalogue here <https://gold.razer.com/silver/redeem>

For more information on Silver Slam, head to the Mogul website:
<https://arena.mogul.gg/silver-slam>

An aggressive marketing campaign for Silver Slam has just begun and will run until the end of the event in order to drive user acquisition. The Company is confident that the addition of game titles and platforms supported by Mogul, as well as the prize pool, will truly entice users to all Mogul service offerings.

Esports Mogul Managing Director, Gernot Abl, said:

“The Company is excited to kickoff Silver Slam in early February with the plethora of new game titles and platforms. This is a large leap of Mogul as we can prove we have the capabilities to run bracketing and results for any game title. We will keep the market updated on the user acquisition driven from this event.”

-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.