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Mogul Reaches Milestone of 1 Million Registered Users

HIGHLIGHTS

- **Mogul.gg has reported a momentous increase in the number of registered users across all Mogul service offerings over the past six weeks.**
- **The total number of registered users is now more than 1 million after adding ~620,000 new registered users in just six weeks.**
- **This represents a 163% increase in new users since December.**
- **The Company attributes this significant increase to their continued feature releases, increased marketing campaigns and the upcoming Silver Slam tournament series, which puts Mogul at the forefront of the gaming market.**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to offer the market an update of their user acquisition numbers across all Mogul.gg (**Mogul**) service offerings.

The Company is excited to have met their first significant milestone of registered users. Over the past six weeks, the Company has seen an aggressive increase in user registrations, boosting the total number of registered users across all Mogul services to over 1 million.

The recent increase in registered users is largely attributed to the integration of new game titles in preparation for Silver Slam. The inaugural tournament series has seen users sign up on Mogul, enticed not only by the AU\$275,000 prize pool, but the 16 popular game titles across PC, console and mobile platforms.

The Company is confident user acquisition will continue to grow as their Asia-focused tournament series begins next month in partnership with Razer Inc. (*ASX Announcement, 24 January 2019*).

Additionally, Mogul has accelerated marketing activity and strategic partnerships, with the likes of gaming giants Razer Inc. and Southeast Asia's largest esports organisation Mineski, all supporting Mogul tournaments.

The Company will continue to aggressively drive user acquisition numbers and activity levels while actively moving toward commercialisation. Monetisation features are currently in development and commercialisation is a key focus of the Company's operations following this successful wave of user acquisition.

Esports Mogul Managing Director, Gernot Abl, said:

“The Company is thrilled to have had such a positive increase in user numbers recently. The Mogul team is continuously driving new features and tournaments to keep our users engaged and drive further user acquisition. We are now in the finals stages of developing our initial monetisation features and look forward to updating the market on not only our user numbers but developments across all Mogul service offerings.”

-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.