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Mogul Arena Selected as Exclusive Provider for #1 Mobile Esport Game

HIGHLIGHTS

- Esport Mogul has partnered with the world leading mobile video game developer, Super Evil Megacorp (SEM).
- Mogul Arena is now the exclusive tournament platform provider of SEM's 2017 Vainglory World Championship.
- Vainglory is a flagship mobile esport game played on both iOS and Android devices, with over 20 million users worldwide.
- Mogul Arena is excited to present 5 lucky Vainglory players with Golden Tickets for a once in a lifetime gaming experience. This will significantly drive user acquisition.
- In the lead up to and during the World Championship, Mogul Arena will receive widespread sponsorship and marketing exposure.

Esport Mogul Asia Pacific Limited (ASX: ESH) (Esport Mogul) is proud to announce they are the Official Partner of the 2017 Vainglory World Championship. After entering into an Agreement with Super Evil Megacorp (Agreement), Mogul Arena is now the exclusive tournament platform provider for the 2017 World Championship.



This event is not only an exciting initial leap into the rapidly growing mobile esport industry, but as the Official Partner of the Championship, Esport Mogul has significant access and contact with their target audience. Mogul Arena will continue to grow and develop in the mobile gaming sector, which currently generates US\$50.4 billion in revenue annually, with further growth in sight.

The Vainglory World Championship

The Vainglory World Championship will be held at the Kallang Theatre, Singapore, over four days. From December 14 to 17, a dozen of the world's best teams will compete to take home the prize of over US\$140,000 in cash.

The World Championship will provide Mogul Arena with significant exposure, broadcast on Twitch, YouTube, Facebook and other regional channels in five languages, as well as being streamed live on MogulArena.com. It's anticipated that more than 2.5 million unique viewers will tune in for over 40 minutes at a time, with an additional 1,000 fans attending the live event. Social impressions are expected to exceed 25 million.

Golden Ticket Giveaway

On the final day of the Championship, Vainglory will unveil it's highly anticipated 5 vs. 5 player mode. In conjunction with this release, Vainglory is offering the experience of a lifetime to a select few players – the chance to gain early and exclusive access to the 5 vs. 5 competitive mode. By winning a Golden Ticket, the lucky players will also unlock the "Founding 5 vs. 5" player badge. As part of the Agreement, Mogul Arena is excited to be able to give away 5 of these **rare Golden Tickets**.

To enter Mogul Arena's Golden Ticket Raffle, players must create a free Mogul Arena account, or sign in with their existing account at:

<https://mogularena.com/campaign/vg-worlds>

Not only will this giveaway significantly drive user acquisition, but the partnership is already being marketed in both English and Thai, through Esport Mogul's 70% owned subsidiary online content company, GameGeek, and in community-focused video campaigns.

View these campaigns here:

<http://gamegeek.me/19512/mogularena-vainglory-5v5-golden-ticket/>

<https://www.youtube.com/watch?v=yH80oSsv378>



Esport Mogul Managing Director, Gernot Abl, said:

"The Agreement with Super Evil Megacorp represents a major opportunity for Esport Mogul to grow awareness and uptake of our world-class Mogul Arena Tournament Platform for mobile esport. Super Evil Megacorp is the ideal partner for Esport Mogul, as we start to progressively move into a mobile platform. We expect that this partnership will yield significant growth in user numbers for Mogul Arena."

Esport Mogul Regional Manager, Marc Bell, commented:

"We are very excited to announce our partnership with Super Evil Megacorp. We have witnessed their growth as they have not only become leaders in the mobile gaming industry, but they have captured the audience of its PC-based rivals. Our relationship with Vainglory will provide players with another platform to play on, which we believe will enhance their gaming experience."

Community is one of the biggest driving forces of gaming, and with Vainglory's already large player-base, Mogul Arena is the perfect portal for further growth."

Super Evil Megacorp Marketing and Esport Manager, Tomek Borowka, said:

"It is with great pleasure that we announce our partnership with Mogul Arena, a tournament platform that will join us as the game reaches even greater heights."

After 20 million downloads, 12 million registered accounts, and more than 1 billion matches played, Vainglory has already reached various milestones. Milestones that we cannot wait to surpass."

The 5 vs. 5 mode will add another layer of skill and strategy, and together with the current brawl and 3 vs. 3 game modes, will help reach an even wider scope of audience. We have been working to continuously develop the game and the community, and our partnership with Mogul Arena is one testament to that."

-ENDS-

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About Esport Mogul Asia Pacific Limited

Esport 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 Arena** – 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 is estimated to be US\$116 billion.

About the Mogul Arena Tournament Platform Technology

Mogul Arena is proud to be the world's best online esports tournament platform. Given strong game-publisher relationships, Mogul Arena 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.

Mogul Arena sends data to the game's application programming interface (API) to create matches for players directly in-game. The game then sends data back to Mogul Arena's API with finalised match scores.

Deep integration offers several distinct advantages, including:

- **Completely automated and customisable esports tournaments**
- **Unsurpassed gamer experience, with faster tournament play and instant results**
- **Rich in-game data aggregation and analytics**
- **Scalability and easily managed community events**

Any game can be added to the platform within minutes for semi-automated tournament play, but Mogul Arena will continue to focus on deep integration with popular and up and coming PC and mobile titles.

Mogul Arena is currently available in English, but there are plans to roll out a localised language function in Thai, Spanish, Portuguese, Vietnamese, Chinese and Indonesian in the next 90 days.

About Vainglory

Vainglory, developed and published by Super Evil Megacorp, is **the world's #1 mobile esports video game** for both iOS and Android smartphone and tablet devices. It's a Multiplayer Online Battle Arena (MOBA) type game, similar to its PC counterparts Dota 2 and League of Legends, but with a shorter game time.

Not only does Vainglory sport the most accurate and responsive controls, but it has superior gameplay with strategic depth, as well as the best graphics and highest frame rates on mobile.