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Mogul Commences Development for Friends Referral Incentive

HIGHLIGHTS

- **Mogul has commenced development for the 'Refer-a-Friend' feature.**
- **This latest feature has been specifically designed to further drive user onboarding while simultaneously lowering the cost of acquisition.**
- **The incentive will work to strengthen the Company's partnership with gaming giant Razer Inc. by utilising their reward credits – Razer zSilver.**

Following last week's announcement that Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) will organise online tournaments for ONE Championship's US\$50m eSports series, the Company is pleased to update the market on a brand new feature release for their tournament platform, Mogul.gg. (ASX Announcement, 8 November 2018.)

The Mogul in-house technology team has commenced development for a referral incentive program, coined 'Refer-a-Friend'. This feature will allow dedicated Mogul users to share a private URL with their friends and be rewarded with Razer zSilver for a successful registration to the Mogul platform.

'Refer-a-Friend' has been specifically designed to drive user acquisition as well as reward engaged Mogul users with perks and prizes for their dedication and participation across all aspects of the platform.

This simple form of consumer-to-consumer communication is an effective and personable way to acquire new users, tying into Mogul's overall goal to significantly increase platform users in the coming months. The Company is confident that due to the referral nature of the incentive, 'Refer-a-Friend' will also significantly reduce the cost of acquisition.

By utilising Razer reward credits via zSilver, the Company is able to strengthen its strategic partnership with gaming giant Razer Inc. and their 50 million-strong user base.

The Company will keep the market updated on the development of 'Refer-a-Friend' which is planned for release later this month.

Esports Mogul Managing Director, Gernot Abl, said:

"The development of the 'Refer-a-Friend' incentive is a creative and effective way to onboard new users to the Mogul platform. Consumer-to-consumer communication has been proven to



be more effective than other traditional forms of marketing, so we are excited to see the outcomes of the new incentive alongside our partner Razer Inc.”

-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.