



ASX Release

4 September 2019

Mogul Platform Update – September 2019

Update on new platform features recently launched & monetisation live

HIGHLIGHTS

- 🎮 Organiser Hubs model expanded and renamed Branded Hubs – reflective of the Branded Hubs offering focused on a primary point of marketing for esports
- 🎮 Ladders and Pick-Up Groups also now live on mogul.gg
- 🎮 New features add to the gaming experience and bring additional marketing features
- 🎮 New features and platform changes reflect feedback from partners as Mogul expands monetisation strategy of Mogul technology stack
- 🎮 Expanded Branded Hubs offering now launched with partners Alliance, The Plays, Rivalcade and other esports teams and organisations
- 🎮 Subscription revenue model now live for Branded Hubs

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's best and most advanced tournament and matchmaking platform provider, provides an update on new gamer-facing and marketer-facing platform features recently launched, and the expansion of the former Organiser Hubs model into Branded Hubs.

Branded Hubs

Mogul has expanded the Organiser Hubs offering to now be a more complete esports marketing platform for teams, players, and organisations looking to consolidate their online esports presence across a number of disparate platforms. Branded Hubs reflect the core intention for the platform, and better encompasses this expanded product offering. Mogul's Branded Hubs are a way for teams, influencers, publishers, leagues and consumer brands to showcase their brand on Mogul to the esports community. A key benefit of Branded Hubs, other than direct access to the Mogul tournament and marketing platform, is the ability to centralise other esports digital content such as Twitch, Mixer, YouTube Gaming, and Facebook Live streams, in addition to allowing for pro-gamers and teams to display and promote their sponsor organisations.

The new Branded Hubs offering delivers a bespoke, branded and customised player experience in a matter of minutes. Influencers and esports marketers can create a dedicated mini-site inside Mogul's platform with direct links to customised tournaments, event ladders, participant prize details, tournament rules, player chat and streamer viewing all within a single stunning dashboard, reducing costs and the need for external agencies. Branded Hubs accommodate sponsors, colours, logos and game art assets delivering a more personal way to engage with users.

The development of the expanded Branded Hubs model is in response to existing and prospective partners looking for additional features to be made available that enhance the experience for gamers, fans, and the community, as well as adding to the marketing and branding tools on the platform.



Ladders

Ladders have been a highly requested platform feature which brings an additional form of competition to the Mogul platform. Teams and individuals using Mogul Ladders will be ranked on their results against opponents; players can challenge others higher than them on the Ladder in order to take their place with the goal of reaching the Number 1 spot on the Ladder for their favourite game.

Ladders will first be launched in partnership with Alliance as they host their European and Southeast Asian Dota 2 Leagues, and will soon be rolled out for all Mogul's global partners, and across all Mogul supported game titles.

Pick-Up Groups

Pick-Up Groups (**PUGs**) are a key new feature which allow the Mogul platform to match solo gamers looking to join a team of comparative skill and gaming preferences based on intelligent matching. These PUG teams then have full access to Mogul as if they are their own registered team, enabling all team management features on the platform. Further, unlike Public Matchmaking common on other platforms, PUG teams will be able to stay together should they desire, across multiple tournaments and on Ladders.

Gamers will still be able to leave PUGs if they choose, and the remaining team members can then use the team management features on Mogul to invite new team members or ask the platform to find another similarly skilled gamer to join their team.

This system is far better than the currently popular Public Matchmaking offerings of other platforms, as it promotes enduring friendships and reduces the risk of being stuck in games with players outside each gamers skill level. Further, the platform reduces the time gamers spend on communication channels such as Discord looking for teams to join – this process is now fully automated.

Branded Hubs Utilised by Additional Leading Esports Organisers

Mogul's Branded Hubs are now live with the subscription model in place and ready for further implementation. In addition to Alliance going live with Alliance League in August, the Mogul platform is now being utilised by tournament organisers Rivalcade in the USA and The Plays in Europe.

Rivalcade is an esports entertainment business that develops and launches tournaments for both professional and amateur gamers. Rivalcade will now use the Mogul platform for its tournament hosting and organisation activities through its own Branded Hub. Rivalcade has already brought some of the world's best-known esports teams to the Mogul platform such as Fnatic, 100Thieves, Misfits Gaming, and Complexity Gaming.

The Plays is an esports organisation also dedicated to organising and hosting their own range of esports tournaments which broadcasts globally. The Plays host a number of leagues and tournaments globally including the Battalion 1944 Blitzkrieg League.

Jamie Skella, Chief Operations and Product Officer, commented:

“Working closely with current and future partners – those spanning teams, leagues, and publishers – we've been able to set record pace for new development, building out some incredible features and functions. These innovations open the door for brand new revenue generation opportunities as we continue to grow our active player base and plan new market expansions.”



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The screenshot shows the Mogul platform interface for a tournament titled "Rivalcade Apex Legends \$5K Rumble - August 2019". The interface includes a sidebar with navigation options: TOURNAMENTS, MY GAMES, SCHEDULE, and TEAMS. The main content area displays the tournament details, including the prize pool of \$5,000 USD and the status "Tournament Complete". Below this, there are tabs for Overview, Rules, Prizes, Participants, Schedule, and Brackets. The Participants tab is active, showing a grid of 10 teams with their logos, names, and win/loss records.

Team	WON	LOST
Triumph United States	3	2
FlyQuest United States	3	2
Natus Vincere Belarus	0	3
Fnatic United Kingdom	2	2
Complexity United States	5	1
100TTT United States	4	1
SoaR Gaming United States	1	2
Sentinels United States	2	2
Misfits United States	1	2
Virtus.pro Sweden	0	2

Above: Rivalcade Apex Legends US\$5,000 Tournament run on the Mogul Platform in August 2019

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About Mogul

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**) is an ASX listed esports media and software business. Mogul owns and operates the mogul.gg tournament platform technology - the **world's best and most advanced tournament and matchmaking platform** with automation for major esports titles, including in platform chat functionality.

Having secured strong game-publisher relationships, Mogul.gg 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's top-class technology stack enables esports fans to compete and organise tournaments with ease. The platform deeply integrates with game title APIs (application programming interface), offering rich features, providing gamers with the best user experience possible, and organisers with a unique and seamless way of hosting and marketing esports tournaments with features including:

- ⚔ Automated gameplay experience
- ⚔ Multiple tournament modes
- ⚔ Friendly esports communities
- ⚔ Lifetime player statistics
- ⚔ Achievements, ranks and rewards
- ⚔ Match reminder notifications
- ⚔ Easy tournament administrative access
- ⚔ Automated prize pool payouts

In addition to online PC games such as Dota 2, League of Legends, CS:GO, Starcraft II, and PUBG, 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.