

## **Mogul Moves into Mobile**

### **HIGHLIGHTS**

- Mogul to extend their best-in-class esports tournament experience with the introduction of a native mobile application for iOS and Android
- The first iteration of the Mogul mobile app is now in closed beta in a geo-location based test in South-East Asia
- Mobile application utilizes leading edge technology to automate match results reporting and streamline the user experience
- Geo-location based test is part of a larger global roll out of the Mogul esports tournament experience for the largest segment in all of gaming
- Will allow for an even more robust player experience for the previously announced deep integrations of the private APIs in Clash Royale and Brawl Stars from Supercell.

Esports Mogul Limited (ASX:ESH) ("**Mogul**") is pleased to advise that it has commenced its move into mobile with in-market beta testing of the Mogul App.

Mogul owns the world's most advanced tournament and matchmaking platform: mogul.gg. Mogul generates revenue by partnering with brands and creating unique sponsorship-driven esports experiences for players at no cost to the end user.

### **The Mobile Opportunity**

Mogul is extending its best-in-class esports tournament experience with the introduction of a native mobile application. Whilst esports for mobile titles continues to grow rapidly there are no significant pure play native mobile applications that enable tournament creation and hosting exclusively on mobile. Gamers currently participate in mobile esports title tournaments online, via web platforms, including mogul.gg. Mogul's move into mobile represents a great opportunity to deliver a world-first experience on one device for gamers, brands and publishers.

The mobile games market will generate \$US86.3 billion in 2020, accounting for 49% of the global \$US176 games market and is growing twice as fast as PC and Console<sup>1</sup>. Mogul sees significant long term, first-mover, strategic value moving into mobile given rapid mobile adoption and growing publication of mobile esports titles. Mobile holds strong appeal to telco and non-endemic Brands.

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<sup>1</sup> Source: NewZoo

### **Utilisation of AI-Driven Technology**

The first iteration of the Mogul mobile app is now in a geo-location based closed beta test in South-East Asia. Initially launched on Android, Mogul will test tournaments for the mobile title: Mobile Legends Bang Bang (MLBB). MLBB is a mobile multiplayer online battle arena (MOBA) developed and published by Moonton. Released in 2016, the popular mobile MOBA has been downloaded over 1 billion times around the globe according to Moonton<sup>2</sup>.

The beta launch is a milestone outcome from Mogul's investment in research and development of artificial intelligence driven technology in esports. This technology will allow Mogul to automate esports tournaments for game titles where publishers do not have API integrations available for consumption. Mogul's mobile application solves this by utilizing leading edge technology to automate match results reporting and streamline the user experience. This enables Mogul to apply this technology to access more mobile based esports titles in the \$US86.3bn mobile gaming market.

### **Mobile App Expansion**

The Mogul App beta launch is part of plans for a larger global roll out of the Mogul esports tournament experience for the largest gaming segment.

Having now successfully integrated the private APIs of Supercell mobile titles Clash Royale and Brawl Stars into its online platform experience, the Mogul App will be further developed, to consume these same APIs, creating a world first experience for gamers on mobile.

As previously announced (*ASX Announcement 5 November 2020*) the benefits of API integration are to significantly improve the tournament player experience. These improvements center around automation in matchmaking, automatic score reporting, in-game match statistic tracking, and enhanced spectating functionality that will lend itself to effortlessly producing great content for streamers, influencers, and shoutcasters.

For Players and Brands, automation makes for an exceptional player experience and the viewing capability of the integration amplifies tournaments from participation to streaming, boosting engagement between the game title, the gaming community and the brands that engage with tournaments-as-a-service on Mogul.

Mogul is continuing to work with other game publishers with API integrations available for consumption and will keep the market updated as these discussions progress.

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<sup>2</sup>Source:

<https://www.vpesports.com/mobilelegends/mobile-legends-bang-bang-hits-1-billion-downloads-moonton-celebrates-with-massive-rewards>

Mogul CEO, Michael Rubinelli commented:

"This is an exciting step on our progression towards becoming the definitive global esports destination for branded sponsors and players of all abilities, gaming interests, and location, independent of their platform of choice. At mogul.gg we are now poised to bring our best-in-class esports experience to the 2.6B mobile gamers around the world. Players will be able to effortlessly create, host, and compete in all of the best branded mobile esports tournaments available anywhere. Additionally, they will enjoy our ever expanding list of a custom game API integrations which gives players unprecedented levels of automation to greatly enhance their user experience"

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ASX Release authorised by Mr Gernot Abl.

**About Esports Mogul (ASX:ESH)**

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 – the **world's most advanced pure-play online esports tournament and matchmaking platform** with automation for major esports titles, including in platform chat and streaming functionality.

Mogul's platform attracts esports teams, tournament organisers, influencers, community groups, game publishers, and players of any skill level with a centralised esports offering built on an industry-leading tournament and matchmaking platform.

Mogul generates revenue by partnering with brands and creating unique sponsorship-driven esports experiences for players.