

Mogul chosen to power Kellogg's North American Halo 5 Tournament Series

HIGHLIGHTS

- Mogul has been chosen as the esports platform of choice for the “Kellogg's Halo 5 Tournament Series” for the United States and Canada.
- Tournament organisation group, Esports Arena (ESA), has chosen Mogul's best in class tournament hosting and creation software to run this premier event in the US Spring of 2021.
- Mogul continues to deliver for “big brands” using esports events on the platform to build affinity with gamers and their community around the world.
- Mogul defined, designed & deployed a branded esports experience for Kellogg.
- The delivery of assets across the tournament experience addressed multiple marketing goals, including both awareness and conversion.
- Mogul brings the online layer atop of ESA's physical gaming experience.

Esports Mogul Limited (ASX:ESH) (“**Mogul**”) is pleased to advise that Mogul has engaged with Kellogg USA and ESA to bring the Halo 5 Snack tournament online during the first half of 2021.

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.

Kellogg's North American Halo 5 Tournament Series

Combining the Company's technology and esports marketing expertise, Mogul worked with the game publisher, brand, and event organiser to deliver Halo tournaments to households across the country. With COVID-19 making it impossible for people to participate through physical gaming centres, Mogul was tasked with bringing an entire tournament series online, making it accessible for a broad Kellogg consumer base.

Gamers were notified of the event through Kellogg's 4.2 million product packages bought and sold at Walmarts across the United States. A total prize pool of US\$25,000 and the challenge “battle the nation and test your skill” incentivised both serious and amateur gamers a chance to participate.

Esports Arena CEO, Tyler Endres commented “Mogul worked quickly and diligently in designing & deploying the tournament experience for this series. We were impressed by the quality of service provided, the agility of the platform and the thoughtfulness in execution. End to end, Mogul demonstrated why their SAAS model is considered a global leader in esports tournament design and implementation”

Mogul CEO Michael Rubinelli said “This is a great outcome for our team and technology. It enables us to showcase how we combine our technology and services expertise, ensuring we offer brands the agility and resources needed to deliver true custom solutions. The Mogul model brings UX, UI designers, data scientists, and brand strategists capable of helping clients define design, and deploy authentic esports experiences via this emerging channel. This traction in North America aligns with growing our global presence and has already opened up new global opportunities to work with other top tier brands. ”

The pandemic is bringing a broader set of people into esports than ever before. Mogul sees this as the perfect tailwind for brands to connect with an audience that has been traditionally hard to reach.

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About Esports Arena (www.esportsarena.com)

Esports Arena is North America’s first dedicated esports facility. Launched in September 2015, it’s roots have always been video gaming competitions. Since day one of opening, Esports Arena has provided top tier competitive play for every day video gamers, and the professional esports athlete.

Now with 18 Arenas within select Walmart locations, Esports Arena plans to grow rapidly to bring the esports experience to everyone, and build a foundation for what is, and what will be, the fastest growing sport in the world.

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.

<https://esh.mogul.gg/partner.html>

APPENDIX A

Material Conditions

Term	The partnership remains ongoing, until the completion of provision of services, or until terminated in accordance with the Termination clause below.
Commercial Terms	In accordance with the terms of the agreement, the specific commercial terms around pricing remain confidential. Mogul will keep the market updated on material business activities as they come to light.
Termination	The partnership can be terminated by either party giving 30 days Written Notice.