

Media Release  
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## Esports Mogul Raises A\$4.41m in Oversubscribed Share Placement

### HIGHLIGHTS

- Esports Mogul has raised A\$4.41m in oversubscribed placement at A\$1.8c per share.
- The investment round was led by Razer Inc. (“Razer”) and included significant investment from Singapore-based technology firm, Cloud Alliance.
- Placement was also supported by local institutions and existing strategic shareholders.
- Proceeds will accelerate the development of Mogul Arena for mobile and support an aggressive user acquisition, user activity and monetisation strategy.
- Razer looks to further strengthen their strategic partnership with Esports Mogul.
- Cloud Alliance’s technology and gamer network in Asia Pacific will support Esports Mogul mobile and web platforms.

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce that it has received binding commitments to raise A\$4.41m in an oversubscribed placement of 245,000,000 fully paid ordinary shares to sophisticated and institutional investors at A\$1.8c per share (**the Placement**). The Issue Price represents a 20.55% discount to the Company’s Volume Weighted Average Price (VWAP) over the last 15 days the shares traded, being A\$2.27c per share.

The Company received an overwhelming demand from both international and domestic institutional investors, as well as strong support from a large number of existing shareholders.

Proceeds from the transaction will be used to accelerate the development of Mogul Arena on mobile and support an aggressive user acquisition, activity and monetisation strategy.

The Company intends to issue the placement shares under its ASX Listing Rule 7.1 and 7.1A placement capacity.

The Placement is made to investors qualifying under Section 708 of the Corporations Act 2001 (Cth) (Act).

In addition to the investment, Razer has agreed to further strengthen their strategic partnership with the Company in bringing esports innovation to gamers globally. Razer and Esports Mogul will chart new initiatives in the region to accelerate the proliferation of electronic payments and Razer zSilver virtual reward credits among gamers.

**Esports Mogul** Managing Director, Gernot Abl, said:

*“We are absolutely thrilled with the level and quality of investor interest in this placement. This is a clear recognition of our business model, go-to-market strategy and the standard of our online esports tournament platform – Mogul Arena.”*

**Razer** Co-Founder and CEO, Min-Liang Tan, said:

*“Esports Mogul and Razer share a common vision to bring phenomenal gaming experiences to gamers everywhere. We look forward to even greater achievements by the Esports Mogul team and we will work together to increase their growth trajectory.”*

**Cloud Alliance** Co-Founder & Chairman, Roland Ong, said:

*“Cloud Alliance is committed to bringing the very best payment systems to gamers across the globe. We’re eager to co-invest in Esports Mogul together with Razer at such a crucial time of their acquisition and monetisation strategy.”*

-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 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 was 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 offering not only full tournament automation but also state of the art esports empowering social features. 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.

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 Arena 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 Arena is currently available in English, Thai and Vietnamese with plans to roll out a localised language function in Spanish, Portuguese, Chinese and Indonesian.

## About Razer

Razer™ is the world’s leading lifestyle brand for gamers.

The triple-headed snake trademark of Razer is one of the most recognised logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world’s largest gamer-focused ecosystem of hardware, software and services.

Razer’s award-winning hardware includes high-performance gaming peripherals, Blade gaming laptops and the acclaimed Razer Phone.

Razer's software platform, with over 50 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma (a proprietary RGB lighting technology system), and Razer Cortex (a game optimizer and launcher).

Razer services include Razer zGold, one of the world's largest virtual credit services for gamers, which allows gamers to purchase virtual goods and items from over 2,500 different games.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has nine offices worldwide and is recognised as the leading brand for gamers in the USA, Europe and China. Razer is listed on the Stock Exchange of Hong Kong Limited (Stock Code: 1337).

## **About Cloud Alliance**

Cloud Alliance is a Singapore-headquartered technology firm that provides payment solutions, game localisation, marketing and advertising services to game developers. Cloud Alliance was founded by entrepreneurs with a collective experience of more than 30 years in the video game publishing and payments industries in Asia. They have a stellar track record of publishing more than 20 games in the region including blockbuster titles such as FIFA Online 2, World of Warcraft, Counter-Strike Online and Starcraft 2.

Cloud Alliance's flagship product, CloudMoolah, is a payment aggregator integrated within the Unity Technologies' game development software and is offered alongside other in-app-purchase (IAP) products from technology giants such as Apple, Google, Amazon, Facebook, Xiaomi and Samsung. CloudMoolah allows Unity developers to enable in-app revenue collection from more than 100 million gamers and 500,000 retail point of sales across Southeast Asia where the average credit card penetration rate is less than 3%.