

# ESPORTMOGUL

A MEDIA HUB FOR ESPORTS FANS

ASX/Media Release

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## Esports Tournament Platform Launched in Philippines & Thailand

### HIGHLIGHTS

- **The Company has launched its free-to-play esports tournament platform in the Philippines and Thailand**
- **The launch continues the progressive rollout of the state-of-the-art ChallengeMe online tournament platform in the Company's APAC target market**
- **The Philippines and Thailand are both significant esports markets and the Company will now seek to rapidly grow user numbers in these markets**
- **The Company's esports tournament platform has been localised for the languages in the region - representing a significant milestone and competitive advantage**
- **Deep integration of leading esports title DOTA 2 in to the ChallengeMe platform remains on track for Q3 2017**

Esports Mogul Asia Pacific Limited (ASX: ESH) (**the Company**) is pleased to announce the continued rollout of the ChallengeMe esports online tournament platform with its formal launch in the Philippines and Thailand.

The launch in these two key Asian Pacific esports markets follows the Company's launch into its initial markets, Singapore and Australia in March (*ASX announcement, 21 March 2017*), and continues the Company's execution of its go-to-market strategy in Asia Pacific region (APAC).

The Company has an exclusive licence to operate the ChallengeMe online tournament platform in the APAC region, and continues to expand its brand awareness and user footprint in what is the largest esports market globally.

The Philippines and Thailand both represent significant esports markets, with high numbers of active players. The Philippines has more than five million active esports participants and Thailand has in excess of three million active esports participants. Importantly, the major game titles DOTA 2 and CS:GO are ranked the top two esports titles in both markets.

The Philippines and Thailand launch will allow players of all levels to utilise the ChallengeMe online tournament platform to play these games in these markets, allowing the Company to rapidly expand its user footprint in its APAC target market.

The Company plans to adopt this strategy in its progressive rollout across other APAC jurisdictions.

The Company is delighted to have formally launched in the Philippines and Thailand. It represents another milestone for the Company, and involved significant market-specific localisation and development of the online tournament platform, which has been delivered ahead of schedule.

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The Philippines launch also coincides with the Company's Sponsorship Agreement with Mineski Events Team to be the exclusive platform provider for the upcoming Manilla Masters Esports Tournament in the Philippines (*ASX announcement, 30 March 2017*). Mineski is South East Asia's largest esports organisation.

It is expected that there will be more than 1,000 DOTA 2 team registrations – equating to more than 5,000 hardcore esports players in the Philippines registering and using the ChallengeMe online tournament platform in an attempt to qualify for the Manilla Masters Esports Tournament - one of South East Asia's largest esports terrestrial tournaments.

## Post-launch Strategy

The Company will utilise targeted Facebook and Google digital marketing campaigns throughout both key markets to increase brand awareness and generate new users. This will be supported by local community marketing activities which will include (but not be limited to) Twitch influencers, shout casters and activations with well-known esports players.

The Company will update the market on its progressive launches in other APAC jurisdictions over the coming months, and will also provide updates on user acquisition numbers and other partnership opportunities in due course.

Esports Mogul Managing Director Gernot Abl said:

*"We are delighted to launch the ChallengeMe free-to-play esports tournament platform in the Philippines and Thailand. This represents the next phase of our launch, now into South East Asia, which importantly demonstrates our ability to effectively and efficiently execute against our business plan, and well ahead of schedule. South East Asia is an important hub in the ever growing global esports market, and our launch into the region with a market leading product offering continues to position us at the forefront of the industry in this region."*

ENDS

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## About Esports Mogul Asia Pacific Limited

Esports Mogul is an ASX listed (ASX ESH) esports media company. Its core business is to provide a fully integrated, market leading esports-focused online media platform, called ESM Media Hub. ESM Media Hub will provide an easily accessible online platform for esports enthusiasts, and offer a range of esports products and services including;

- ESM Academy – an esports learning academy;
- Hero Gamer – ESM Digital Products business offering providing an online shop offering various gaming titles for purchase;
- ChallengeMe Tournament Platform (<https://www.challengeme.gg>) – an online esports tournament platform; and
- ESM Productions – exclusive esports content.

Esports is the video player equivalent to sport and is one of the fastest growing industries in the world. It is estimated that there are currently 1.6 billion players across all platforms globally and in 2014 the total esports market size was estimated at \$74 billion. Asia Pacific dominates the esports market accounting for around 34% (\$25.2 billion) of the global market in 2014.