



# MOGUL

ASX Release

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## Mogul Expands into the Middle East Partnership with Saudi Arabian SARENA

### HIGHLIGHTS

- Mogul tournament platform and Organiser Hubs to be implemented by SARENA across its Saudi Arabian esports operations
- SARENA to establish own Organiser Hub as well as promote use of Mogul across its partners including the Saudi Arabia Federation for Electronic & Intellectual Sports
- Large scale tournaments and leagues including the ESaudi Professional League to utilise Mogul platform
- Mogul platform to be deployed into CSCC's network of public gaming cafes and in large esports arena in Saudi Arabia hosting large scale tournaments
- First major regional tournament in development.

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's best and most advanced tournament and matchmaking platform provider, has secured a partnership with SARENA, owned by Saudi Arabian Castle Sports Competition Company (**CSCC**) signifying a strong entry into the Middle Eastern esports market.

SARENA is one of the leading esports organisations and esports venue operators in the Middle East and has exclusive rights from the Saudi Arabia Federation for Electronic & Intellectual Sports (**SAFEIS**) to run high profile tournaments and leagues such as the ESaudi Professional League (**eSPL**) and the Electronic Prince Mohamed Bin Salman Cup (the **eMBS Cup**). The eSPL and the eMBS Cup are Xbox and PS4 FIFA competitions part of the FIFA Global Series of events which lead into the FIFA eWorld Cups.

Through the partnership with SARENA, the Mogul platform will be used for the eSPL and eMBS Cup as well as for a wide range of other events organised by SARENA and CSCC including popular university leagues and other tournaments across a number of game titles. SARENA has also committed to a rollout of the Mogul platform across its network of public gaming cafes in Saudi Arabia.

Mogul will work with SARENA to establish an Organiser Hub including the subscription model which will attract fans and gamers across the Middle East with priority access to SARENA tournaments, VIP access to offline facilities, discounted event tickets, work experience opportunities for students in CSCC and Mogul's development teams, and exclusive merchandise and content. The subscription model implementation planned for Q4 2019, will deliver an additional revenue stream to Mogul and SARENA which will continue to increase as more gamers, fans, and brands join the platform.

Operated by SARENA, the SARENA SAFEIS is a 2,000 sqm esports venue in Saudi Arabia which also has an esports academy and professional studio. The Mogul platform will be implemented at the SARENA SAFEIS and across SARENA and CSCC's other venues and partners, which will significantly reduce their administration and marketing costs as well as driving more gamers and fans into events.



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In addition to other recurring tournament series and leagues to be operated using the Mogul platform by SARENA, Mogul and SARENA are in the final stages of planning a new major regional tournament which will provide a further demonstration of the Mogul platform's ability to manage and market large-scale events with ease.

Additionally, through this partnership, Vanguard, a regional esports management business in the Middle East focussing on scouting, training, venue management, and league management will also adopt the Mogul technology across its primary operations including esports academies, exhibitions, live streaming and content creation, and talent management.

SARENA's Executive Manager, Hiba AlMubayedh, commented:

"We are thrilled to be partnering with Mogul to provide us with access to their industry-leading technology offering including its tournament management platform and the Organiser Hubs. Through this partnership, we will be able to deliver a better and more attractive offering to gamers, fans, and esports brands across the Middle East, as well as develop a new revenue stream for our operation."

Mogul's Managing Director, Gernot Abl, commented:

"Mogul's partnership with SARENA is significant, representing first-of-kind access to an entirely new market – the Middle East – and does so with a highly respected brand.

"Our ability to not just attract teams such as Alliance, but also venue operators and promoters such as SARENA, as well as esports scouts and talent managers such as Vanguard, demonstrate Mogul's diverse global revenue opportunities, and significant untapped potential which we continue to realise".

Mogul's Chief Strategy Officer, Mick O'Kane, commented:

"SARENA is a great addition to Mogul's strategic partner group. These partnerships further validate the value potential we strive to unlock with esports organisations using mogul.gg to engage their communities. Together we hope to grow the partnership in support of their ambitions with SAFEIS and develop a stronger esports community in this key region."

**For further information, please contact:**



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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.