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ASX Release
8 October 2019

Team Secret signs partnership with Mogul

Mogul to launch new Branded Hub, Fan-Focussed Membership and Tournaments

HIGHLIGHTS

- Team Secret, a top-ranked global esports team with significant reach and fan base, partners with Mogul
- Team Secret to have own Branded Hub with fan membership and tournaments
- Mogul will also host Team Secret branded tournaments over the next 12 months across some of the largest esports game titles in the world
- First global team to partner with Mogul with large following in North America, Southeast Asia and Europe
- Mogul and Team Secret enter into revenue share agreement for fan membership model

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**), the world's most advanced pure-play online esports tournament and matchmaking platform provider, is pleased to advise that Team Secret have signed a partnership agreement with Mogul. Mogul and Team Secret will launch a Branded Hub for Team Secret which will generate revenues from fan memberships as well as Team Secret branded tournaments.

Team Secret is a top-ranked esports team with significant reach across the globe with a fan base of over 2 million on social media and Discord combined[1]. Team Secret received the highest fan support of any team at The International 2019[2] where they competed for a share in US$34 million, and remain one of the world's most talked about teams on Twitter[3]. Team Secret have run professional teams in Dota 2, Rainbow Six Siege, Fortnite, APEX Legends, PUBG Mobile and Age of Empires II, and have recently launched the first esports branded alcoholic beverage, 'AFK' – a craft beer.

Under the partnership agreement, Mogul and Team Secret will finalise a 12-month calendar of Team Secret branded tournaments to be hosted on Mogul's platform. These tournaments will be held globally and will be across a number of the largest esports game titles in the world. The tournaments will be open to all gamers including other teams, amateurs, semi-pro, and pro players.

Team Secret is consistently recognised as thought-leaders of the industry and is regularly featured in mainstream media stories about the esports category growth and development such as their CEO's recent appearance on CNBC's Squawk Box. [4]

Mogul and Team Secret have entered into a revenue-share arrangement with respect to the fan membership subscription model, whereby Mogul will pay Team Secret between 40% and 45% of the fan membership fees, based on the number of monthly subscribers. The fan membership subscriptions benefits Team Secret by creating a new strong revenue source for the team, and for Mogul represents a further monetisation of its world-class technology.

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[1] https://escharts.com/organizations/team-secret
[2] See appendix
[3] See appendix
[4] https://www.cnbc.com/video/2019/07/29/fortnite-esports-global-world-cup-squawk-box.html

Fans who transact with Team Secret's Branded Hub will receive member benefits including cash and 'money can't buy experiences'.

Team Secret is a global team with 7 teams and pro players from across 15 different markets and represents an additional extension of Mogul's reach particularly given the teams' strong roots in North America as it looks to become the premier destination worldwide for esports fans and gamers.

Mark Warburton, Chief Marketing Officer of Mogul commented:

> "This is an exciting time for Mogul as not only is Team Secret a top team to partner with, but this signifies our ongoing worldwide expansion and reach with a major esports partner and is a key step in broadening our global network.
>
> "We're focused on building partnerships with three types of customers; video game publishers, esports teams and esports organisers. What this partnership with Team Secret means for Mogul is, we are now further executing a critical step in building our presence with esports teams globally."

John Yao, Team Secret's Chief Executive Officer, says Team Secret are excited about the opportunity to get closer to their fans and run their own branded tournaments and fan membership service using Mogul's state-of-the-art platform.

> "Team Secret identified an opportunity where we wanted to engage with our community and run community focused tournaments and a value added memberships, but we did not have the right platform or partner to do so. Our partnership with Mogul delivers a great solution through their technology, platform and team to solve for this."

Team Secret and Mogul expect to launch the Team Secret Branded Hub within the next 60 days. The Branded Hub will include easy access to Team Secret's media content such as game streams and will provide access to exclusive content for paid members.

Branded Hubs are highly attractive for teams such as Team Secret who are able to centralise their branding and marketing efforts, as well as design and host their own bespoke tournaments. Branded Hubs are a way for gamers to establish profiles on Mogul to include their own marketing and branding, such as supporting their team, league, or company as well as promote their own events with a high level of customisation.

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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 – 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.

Video game players join the global mogul.gg community to play online esports tournaments for glory, cash and prizes in **any game** including major titles Fortnite, League of Legends, CS:GO, Dota 2, Apex Legends, Overwatch, Magic: The Gathering Arena, Rainbow Six and PUBG.

Game publishers use mogul.gg to reduce costs of grassroots esports activations, creating a bespoke Branded Hub to support their game titles, structure leagues and tournaments for players to compete in and support their fanbase and player community with great rewards.

Esports teams use mogul.gg to better serve their fans through engagement and active participation, not just passive viewership, while building new revenue streams through team memberships, team branded tournaments and subscription models.

Tournament organisers and **influencers or game community groups** who want to run tournaments, create and run their LAN or online events use mogul.gg to improve player experiences, reduce accounting costs and create time-saving tournament administration efficiency.

Partners, including some of the **world's largest gaming brands,** join us to engage and monetise their communities using mogul.gg. Our globally distributed team supports partners in Asia-Pacific, North America, Europe and the Middle East.

Mogul's world-class technology stack makes competing and organising tournaments for **PC**, **Mobile** and **Console** game titles easy.

Mogul.gg is a **multilingual** platform with the capability to localise in new languages at speed.

About Team Secret

Team Secret™ is a global esports brand that strives to bring together the best players, to compete on the world's biggest stages, and put forth the most entertaining experience for our fans.

They are passionately committed to building the esports community, and rely on a simple but winning philosophy – focus on cultivating the positive culture that is critical to success in team based esports. The Team Secret organisation drives forward this philosophy by providing advertising and promotional sponsorship, talent and team development, business management, coaching, and support to players both professional and aspiring, who compete in esports.

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Appendix



