

**ASX Release
11 November 2021**

Ex SEGA, Enad Global 7 COO and MTG Partner, Chris Bergstresser joins Mogul Board

HIGHLIGHTS

- Chris Bergstresser, former Chief Operating Officer of SEGA and Enad Global 7 and MTG Partner joins the Mogul board following an extensive global search.
- London based entertainment executive with 20 years global experience founding, buying and building companies in the gaming and mobile sectors.
- Chris brings significant executive experience leading product, community and development teams. He has previously held board roles with Lottoland, Nitro Games, Appscotch and Reflection.io and currently sits on the board of Flexion Mobile Inc (listed on Nasdaq First North).
- Chris will replace Cameron Adams who steps down due to his ever-growing commitments with Canva. Current Mogul Company Secretary, George Lazarou, will also step on to the Board as a non-executive director, ensuring the requirement to have 2 resident directors.

Gaming, esports, media and software company, Mogul, is pleased to advise that Chris Bergstresser has joined the Mogul Board as a non-executive Director.

Chris joins former Google, YouTube & Spotify Managing Director Kate Vale and Gernot Abl on the Board.

Canva co-founder, Cameron Adams will step down from the Board due to his ever-growing commitments with Canva, which recently raised US\$200 million on a US\$40 billion valuation. With a 2,000-person team, Canva will use the fresh funding to double its workforce in the next year. The Board wishes to thank Mr Adams for his significant contribution to Mogul and guidance as both Director and mentor.

Chris Bergstresser is a senior entertainment executive with 20 years of experience founding, buying and building companies in the gaming and mobile sectors.

Most recently Chris was Group Chief Operating Officer of Enad Global 7, a Nasdaq First North listed, Swedish based, games company with games holdings in Germany, Russia, Sweden, UK and the US. Chris was responsible for building the expansion of the company, through a buy and build strategy (M&A investments) in games. Between October 2019 and January 2021 Enad Global 7's share price grew from ~16 SEK to a high of ~120SEK.

Prior to that, as Partner at MTG (Modern Times Group), Chris operated in a key advisory role to help MTG broaden its reach into games investment. MTG operates as a strategic and operational investment holding company managing a unique portfolio including esports businesses ESL and DreamHack, gaming companies InnoGames, Ninja Kiwi and Kongregate as well as digital network company Zoomin.TV.

Across an impressive career Chris has held senior gaming executive positions in major global gaming and media companies including SEGA, Atari and Konami (working with Microsoft, Disney and ESPN). He is also an experienced founder, having co-founded mobile analytics start-up Appscotch (sold to App Annie), video game software start-up Vector Entertainment and gaming TV producer Gamer.TV.

Chris' expert leadership in strategic planning and execution has seen him engaged by many businesses to transform, innovate and drive sustained growth. He has served as adviser and Board member with multiple companies including Lottoland, Nitro Games, Appscotch and Reflection.io and currently sits on the board of Flexion Mobile Inc (listed on Nasdaq First North).

Mogul's Chairman, Gernot Abl, commented:

"Chris' appointment is very exciting for Mogul. Our experience in the nascent global gaming ecosystem has reinforced that value will be created by companies who can build and engage communities. Our Board has continuously challenged Mogul through a diversity of insights to identify and test new opportunities on how value can be generated, and where shareholder funds can be invested efficiently. Chris brings an impressive track record of generating shareholder value through execution of buy and build strategies in the gaming sector. We're excited about where that can take Mogul.

I'd also like to take this opportunity to thank Cameron Adams for his service as a Mogul Director. His knowledge and insights have been invaluable. He has been incredibly supportive throughout and in ensuring a smooth transition to Chris. Cameron will remain a highly valued friend of the Board and business."

Newly appointed Director of Mogul, Chris Bergstresser, said:

"I'm thrilled to take up this appointment. Mogul is rightly focused on creating value for publishers, organisers and brands and their gamer communities. The company is a great vehicle to exploit broader opportunities in the gaming sector to the benefit of shareholders. I've been involved in building out successful models in many parts of the world and am excited to work with the Board to build upon Mogul's foundations to drive sustained growth in gaming."

Departing Mogul Director, Cameron Adams, commented:

"I'm thrilled to welcome Chris to the Mogul Board. He brings a fantastic breadth of gaming experience and a global network that we expect will create a broader range of opportunities for Mogul in gaming. Unfortunately, my commitments mean I can no longer continue on the board of Mogul, but I remain a shareholder and strong supporter of the business. Chris is the ideal addition and I believe he'll both complement and add significantly to the expertise within Mogul."



Above: Mogul's newly appointed Director, Chris Bergstresser.

-ENDS-

For further information, please contact:

Gernot Abl

Chairman

Mogul

T: +61 419 802 653

E: gernot.abl@mogul.gg

ASX Release authorised by the Board.

About Chris Bergstresser

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About Esports Mogul (ASX:ESH)

Esports Mogul Limited (ASX: ESH) (**Mogul** or the **Company**) is an ASX listed gaming, 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.