

**FOR IMMEDIATE RELEASE**

**YuuGames and Harbin Sports Bureau To Launch “WARCRAFT III – The Frozen Throne” Global Invitations- Nostalgia Battlefield, A Highly Anticipated E-Sports League Authorized By Blizzard Entertainment Company In China**

**Key Highlights:**

- **8 world champions of World of Warcraft III will for the first time meet in an exciting face to face encounter**
- **1000 internet cafes throughout 16 cities in China will participate**
- **Event will be shown live on several Chinese TV stations**

**Singapore, January 10 2017:** Singapore Exchange listed YuuZoo Corporation Limited (“YuuZoo” SGX:AFC), one of the world’s fastest growing third generation social e- and m-commerce companies announced today that its Chinese subsidiary YuuGames, is launching the hugely popular electronic games league, “WARCRAFT III – The Frozen Throne” Global Invitations – Nostalgia Battlefield together with Harbin Sports Bureau in China.

This star-studded event will feature eight ‘mentors’ who will select and lead teams from 16 cities in a face to face competition, slated for Feb 10 to 12 on a massive scale. The competition will be held at the Harbin International Convention and Exhibition Centre, which has a seating capacity of 10,000, in temperatures of minus 36 degrees Celsius where the largest annual ice and snow festival in the world, The Harbin International Ice and Snow Festival is currently taking place. Attracting over a million tourist, an E-sport exhibition will display ice sculptures featuring World Of Warcraft heroes and the Frozen Throne at the festival. The competition will be aired live on Gamefy and Harbin TV and will be supported by a number of broadcasters such as, LongZhu, Panda TV, Zhanqi TV, DouYu TV, Quanmin TV and PPTV. In addition, millions of gamers from 1000 internet cafes throughout the 16 cities in China will jointly participate in the competition.



Revenue is expected to be in several millions of RMB, generated from sponsorships, advertising and ticket sales. YuuGames share of total revenue is 60% from TV and 35% from ticket sales.

The market around e-sports is huge in China. In 2016, it was expected to exceed RMB50 billion (around US\$7.3 billion). This is an increase of more than 50% from 2015. This is attributable to the increasing popularity of tournaments as more organizers and players get in on the act.

China's e-sports industry has over the last couple of years become far more professional, integrating deeply with the film and entertainment industry as e-sports in the country embraces the concept of "pan entertainment". E-sports has been identified as the next multibillion dollar tech industry in Asia, growing rapidly as the result of improved internet access, adoption of 4G services, and increase in mobile usage.

Mobile gaming revenue in China reached RMB81.9 billion (around US\$11.9 billion) in 2016, up from RMB51.5 billion (around US\$7.5 billion) in 2015, and accounting for nearly half of the total gaming revenue of RMB165.6 billion (around US\$24.0 billion) according to 2016 IDC Worldwide Gaming report.

Thomas Zilliacus, chairman of YuuZoo and YuuGames says, **"We are very excited about this new partnership. YuuGames has under its short existence grown from strength to strength. This new agreement has huge immediate as well as long-term revenue potential. The partnership with the Sports Bureau of Harbin, one of China's top tourist attractions and one of the hosts of the 2022 Winter Olympics, brings a wealth of new opportunities. The same is the case with the partnerships with the TV stations and with Blizzard Entertainment Group"** he concludes.

**ABOUT YUUZOO:**

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), YuuZoo has built a partly patented mobile and online technology platform on which several in-house developed products in a unique, and for each market fully localized manner, offer targeted social networking, e-commerce and gaming to hundreds of millions of consumers across all continents. Its revenues grew in the 1<sup>st</sup> half of 2016 with 242% year-on-year to 81.5 million SGD (USD 58.6 million).

With franchisees and partners covering 69 countries with more than 4 billion consumers, YuuZoo reaches a huge global audience through smartphones, computers and TV sets.

To see the YuuZoo platform, log into: [www.yuuzoo.com](http://www.yuuzoo.com). For more information about the company, please log on to: [www.yuucorp.com](http://www.yuucorp.com).

**ABOUT YUUGAMES :**

YuuGames, founded in October 2014, is one of the leading organisers of e-sport events in China. YuuGames focuses in providing complete eSports solution for the eSport industry. YuuGames covers 18 provinces in China, operating and promoting events in more than 1,000 cities, with elite team members from game and eSports industry. Its business scope includes traditional eSports event organisation, e-sport commentary, competition training, and game video playback.

For more information, please contact:

Corporate Communications:

Manoj Chamanlal, Director, Communications & Business Development

DID: +65 6577 0667

Mobile: +65 8368 6033

Email: manoj@yuuzoo.com

Source: <http://www.idc.com/getdoc.jsp?containerId=prCHE42116916>

: <http://www.yuugames.com.cn/war3>