

FOR IMMEDIATE RELEASE

YuuZoo and The Municipal Government of Harbin in China sign framework agreement to set up the first eSports College and eSports Development Park in Harbin

Highlights

- *eSports is an industry growing exponentially, involving massive multiplayer online role-playing games (MMORPGs) between players who hail from a myriad of geographical locations and experience levels.*
- *eSports has a huge reach: in 2015, 251 million people were identified as registered players of eSports games (www.statista.com)*
- *eSports in 2016 had global revenues of almost SGD700 million (www.newzoo.com)*
- *China is leading the eSports boom, with YuuGames's recent "WARCRAFT III – The Frozen Throne" competition in China shown live on several TV stations across the country*

Singapore, 26th April 2017: Singapore Exchange listed YuuZoo Corporation Limited ("YuuZoo" SGX:AFC) – one of the world's first third generation social e-commerce networks - today announced it has signed a framework agreement with The Municipal Government of Harbin in China for a massive new project, which includes setting up and running the first eSports College and eSports Development Park in Harbin, China.

The announcement comes hot on the heels of the hugely successful recent "WARCRAFT III – The Frozen Throne" competition organized in China by YuuZoo/YuuGames, in collaboration with Harbin Sports Bureau and authorized by Blizzard Entertainment Company, one of the world's leading game developers and creator of the hugely popular "World of Warcraft" games. The event drew sell-out crowds and was shown live on TV through several stations across China.

Under the new framework agreement, the Municipal Government of Harbin will provide the venue and the land for the college and the development park. The Municipal Government will also provide finance, taxation, investment, publicity and other services and concessions required for the college and the park.



YuuZoo will be responsible for the introduction of international eSports Colleges as partners to the project.

YuuZoo will also be responsible for the planning and design of the college and the park, and will together with the Municipal Government seek investors and developers for the projects.

Says Shan Guo Jun, The Municipal Government of Harbin: *"eSports is a massive new sport in China and in the world. It is developing rapidly in user numbers as well as in revenue. Harbin wants to stay in the forefront of this exciting new opportunity. To do so, we need strong international partners. YuuZoo has through the successful organization of several high-profile events shown that it is the premier eSports event organizer in China. YuuZoo has a massive global partner and franchise network from which it can draw expertise and partners that can contribute to and participate in what we together will be developing in Harbin. We are very happy to embark upon this path with YuuZoo China"* he concluded.

Says Thomas Zilliacus, Executive Chairman for YuuZoo: *"Since 2013, American universities have recognized eSports as varsity sports, awarding players with prestigious scholarships and awards to attend their schools. However, there is no focused eSports university dominating this field. We see an opportunity to fill that gap in the world's largest and fastest growing eSports market China. We also see a huge opportunity in creating a development park for eSports in China, where international companies active in the eSports field can establish a Chinese presence and develop products and games for the Chinese as well as the global market. We are extremely honoured that the Municipal Government of Harbin has chosen us as its partner for this huge project, and look forward to an exciting time ahead"*, he concluded.

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, gaming and payments to hundreds of millions of consumers across all continents.

In 2016, its global revenues for the first time topped 100 million SGD.

With franchisees and partners covering 68 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-in to: <http://www.yuuzoo.com>.



For more information about the company, please log on to:
<http://www.yuucorp.com>.

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