

## Hatten Land Accelerates Digital Roadmap with Esports Foray; Signs Collaborations with Leading Esports Organisations in Malaysia

- **KITAMEN is the one of the largest Esports operators for the campus league, youth league and community league in Malaysia and it has built up a strong base of Esports enthusiast in Malaysia. Since 2017, KITAMEN has organized more than 100 Esports events nationwide, attracted more than 2,000,000 gamers aged between 13 and 35 years old**
- **MELAKA ESPORTS ASSOCIATION (“MEA”) is a state level national body that has been facilitating and promoting Esports activities in Melaka with the organization of various official Esports tournament for popular Esports titles such as “Mobile Legends”, “PUBG”, “FIFA”, which have a total aggregate of over 500 million monthly players worldwide**
- **ELEMENT X’s national-standard Esports Hub shall be endorsed as the Official Esports Hub in the State of Melaka by MEA and Hatten will host official and community Esports tournaments and events organised by MEA**
- **The Group recently announced that its Elements Mall in Melaka will be rebranded as ELEMENT X and reconfigured into Southeast Asia’s first large-scale integrated Esports experiential hub, Metaverse gateway with themed hotel accommodation**

**SINGAPORE, MELAKA, MALAYSIA, 20 April 2022** – Hatten Land Limited (惠胜置地有限公司) (“**Hatten Land**”, “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce today that its wholly-owned subsidiary Hatten Technology Sdn Bhd (“**Hatten Tech**”) has entered into two separate collaborations with leading Esports organisations, with Kitamen Holdings Sdn. Bhd. (“**KITAMEN**”) and MEA in Malaysia.

Started in 2016, KITAMEN is a Malaysia-based boutique gaming organization, built at the intersection of competitive gaming, entertainment, and retail. Since 2017, KITAMEN has organized more than 100 Esports events nationwide, attracted more than 2,000,000 gamers aged between 13 and 35 years old, and collaborated with several local community partners to create a strong base of Esports enthusiast in Malaysia.

Some of the notable Esports events organised by KITAMEN includes UTOPIA unifi (which is Malaysia’s biggest Esports and Gaming conference), Kejohanan E-sukan Kampus (which attracted the participation of 266 campuses in Malaysia, 125,000 visitors, more than 10,000 Esports participants and a social reach of more than 26 million) and LEVEL UP Junior Cup Kuala Lumpur (which attracted the participation of more than 150 high schools in Malaysia, more than 500 Esports participants and a social reach of more than 180,000).

Hatten Tech has entered into a joint venture agreement with KITAMEN in the area of mobile

gaming and Esports (“**KITAMEN Agreement**”). Under the KITAMEN Agreement, the parties agree to use their collective resources and networks to promote Esports and work together with Hatten Tech in specific Esports-related activities and pursue key Esports-related business opportunities within Southeast Asia that includes organising campus and school league competition, local and national level leagues / championships, promoting education in Esports via masterclass and professional tutorials, cultivating Esports talent skills development, initiate, organise and own a brand new bespoke Esports championship league, jointly market and promote ELEMENT X facilities to Esports communities.

MEA is a registered sports body established under the Sport Development Act 1997 (Act 576). As a state level national body, MEA has been facilitating and promoting Esports activities in Melaka, so as to improve the local Esports ecosystem, enhance public awareness and inspire homegrown talents. Notably, MEA has organised various official Esports tournament for popular Esports titles such as “**Mobile Legends**”, “**PUBG**”, “**FIFA**”, which have a total aggregate of over 500 million monthly players worldwide, among other popular games.

ELEMENT X’s national-standard Esports Hub shall be endorsed as the Official Esports Hub in the State of Melaka by MEA (“**Official Esports Hub**”) and ELEMENT X will host official and community Esports tournaments and events organised by MEA. Hatten Tech and MEA will also jointly market and promote Esports in Melaka to increase the awareness of Esports, foster future talents and create other exciting opportunities for the Esports industry in Malaysia.

In addition, the Group has been in discussion with the relevant government agencies in Melaka to cultivate a robust talent pool and vibrant Esports ecosystem, enabling Melaka to become an attractive location for the industry to hold Esports and gaming events.

The proliferation of tournaments and events within the Esports industry has attracted more viewers and fans, growing the base to hundreds of millions of people around the world. Such Esports tournaments and events generally draw a sizable live audience, both in-person and through digital streaming, as well as generate more economic activities surrounding these events.

There are plans for MEA and KITAMEN to organise various Esports events and official Esports tournaments at ELEMENT X throughout the year, hence the Group expects that the gaming communities and visitors will be attracted to ELEMENT X and it will become one of the most popular entertainment destinations in Melaka, which will be comparable to the Dataran Pahlawan Melaka Megamall located 1.2 km away and currently has seen increased occupancy of over 87% since the reopening of land borders for fully vaccinated travelers between Singapore and Malaysia.

**Y.B Datuk Rais Bin Datuk Wira Yasin, EXCO of Education and Technology of Melaka Chief Minister’s Department said:** *“The Malaysia government was the first in Southeast Asia in 2019 to provide dedicated funding to Esports under our country’s annual budget. Since then, we have allocated specific funding for this fast-growing sport in each consecutive year.*

*In Melaka, we are focusing on various initiatives to raise the status of Esport as the benefits*

*of Esports have shown to facilitate education learning and technology adoption.*

*Hence, we are encouraged that Hatten Land is undertaking an active role in fostering a vibrant Esports system and to catalyse the growth of other companies within this ecosystem.”*

**Dato’ Colin Tan, Executive Chairman and Managing Director of Hatten Land, said:** *“Esports participation and viewership are catching up to the biggest traditional sports leagues, hence there are still tremendous growth areas for Esports in terms of ticket sales, advertising, licensing, sponsorships and merchandising.*

*Our respective partnerships set the cornerstone to create new Esports initiatives, gain access to monetisation models and work together closely to realise our shared ambition of growing the Esports ecosystem in Southeast Asia.”*

**Muhammad Hamka Bin Mohd Ali, President of MEA, said:** *“Despite the widespread economic disruption caused by COVID-19, the global Esports industry has thrived as it is one of the few forms of sport that can continue to be played during the pandemic.*

*Esports provides a platform for gamers to master their passions and develop tangible opportunities for stakeholders. Together with Hatten and its national-standard Esports arena and hub at ELEMENT X, we aim to jointly pursue initiatives to develop a vibrant and world class Esports ecosystem where both the private and public sector can work together to enhance Malaysia’s status within the global Esports market.”*

**MOHD HAZMAN BIN HASSAN, Chief Executive Officer of KITAMEN, said:** *“Esports brings opportunity for everyone to come together in a shared environment around a love of gaming that can be safer than other unregulated online gaming spaces.*

*With our track records and position in Malaysia’s youth Esports market, we are confident in establishing a strong Esports community to Element X. We look forward to work closely with Hatten Tech to harness the potential of Esports in education, establish more Esports communities and increase user engagement within Malaysia’s growing Esports ecosystem.”*

### ***Rising Popularity of Esports Globally with Southeast Asia Becoming a Key Growth Hotspot***

Asian gamers will increase to 940.9 million and generate over US\$41 billion in revenue by 2025, according to a report by Niko Partners. China, Japan, South Korea, and India are the leading gaming markets in Asia. However, Indonesia, Vietnam, the Philippines, Thailand, Malaysia, and Singapore are quickly following suit. Due to strong popularity, Esports is included as a medal sport in the Southeast Asian (SEA) Games, the Asian Games and the Commonwealth Games.

The largest chunk of big-spending players are mobile gamers, due to mobile games' broad appeal across genders and age groups; PC and console gamers make up most of the rest. Vast

majority (82%) of the Southeast Asia's urban online population are gamers and more than half of SEA's online population spends money on games. More than half of the region's online population watch game-related video content with eSports leading the trend - almost 30 million in 2019 - and the viewers continue to grow every year.

Five of Southeast Asia's top ten highest-gross mobile games in 2019 were Esports titles and many of the region's top-grossing titles and genres over the years feature social elements and team-based gameplay, such as "Mobile Legends", "Free Fire", "Lineage", and "Ragnarok Online".

In 2019, Malaysia ranked 21 in the global games market, netting total game revenues of US\$633 million, with more than 90 percent revenues generated from mobile games. Of the 20.1 million gamers in Malaysia, 87 percent spent at least some of their money on in-game virtual items in the past six months. Thus, Malaysia is considered as one of the largest gaming markets in Southeast Asia.

### ***Esports Creating New Development Opportunities in Real Estate***

It is estimated that by 2023, the number of Esports viewers globally will grow to 646 million, with "occasional viewers" and "Esports enthusiasts" growing from 245 million to 351 million and 198 million to 295 million, respectively, between 2019 and 2023.

With the continual expansion of the Esports market and the long engagement period at Esports events, there are new opportunities that serve as catalysts for complementary retail, hospitality, and multifamily real estate offerings.

To harness the growing opportunities related to Esports' emerging trends within Asia, the Group announced the rebranding of Elements Mall in Melaka to ELEMENT X, which will be reconfigured into Southeast Asia's first large-scale integrated Esports experiential hub, Metaverse gateway and themed award-winning hotel accommodation, equipped with immersive and interactive Metaverse experience, national-standard Esports arena, world-class live-streaming, pro-Esports facilities, family-oriented edutainment and intelligent sports attractions as well innovative digital retail experiences, among others.



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### **About Hatten Land Limited**

Hatten Land Limited is one of the leading property developers in Malaysia specialising in integrated residential, hotel and commercial developments. Headquartered in Melaka, it is the property development arm of the conglomerate Hatten Group, which is a leading brand in Malaysia with core businesses in property development, property investment, hospitality, retail and education.

To potentially enhance the value of its physical assets as well as create digital assets at the same time, with sustainability efforts in mind, the Group's new business strategies is to re-purpose the Group's physical assets, in particular its malls, by identifying new uses, including but not limited to co-sharing office spaces, talent innovation hub, education-related activities, cinema operations, crypto mining and renewable energy activities.

The Group has obtained shareholders' approval to diversify its business to include renewable energy, physical-digital malls, cryptocurrency mining and the Metaverse via an extraordinary general meeting on 30 December 2021.

With the various digital and renewable initiatives announced by the Group, there are opportunities for the Group to enter into new markets offering new business opportunities which would potentially provide additional and recurrent revenue streams and assist in continual growth of the Group.

Hatten Land Limited began trading on the Catalist board of SGX-ST on 28 February 2017 after the completion of the reverse takeover of VGO Corporation Limited.



For more information, please visit: [www.hattenland.com.sg](http://www.hattenland.com.sg)

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This announcement has been prepared by Hatten Land Limited (the “Company”) and its contents have been reviewed by the Company’s sponsor, UOB Kay Hian Private Limited (the “Sponsor”) for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the “SGX-ST”) Listing Manual Section B: Rules of Catalist.

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this announcement.

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