

## **FOR IMMEDIATE RELEASE**

### **YUUZOO CONCLUDES THE HOSTING OF CHINA'S TOP E-SPORT EVENT, THE ELECTRONIC SPORTS CHINA CUP (ESCC) WITH IMPRESSIVE RESULTS**

- ***Event targeted 10 million live audience and China's 446.3 million gamers during the finals held on March 12<sup>th</sup> – 13<sup>th</sup> 2016 in Shanghai.***
- ***Participation from 20,000 gamers has effectively seen 20,000 new sign-ups into the YuuZoo platform.***

**Singapore, 15 March 2016:** Singapore-listed YuuZoo Corporation Limited ("YuuZoo" SGX: AFC.SI) over the past weekend concluded the 2015 Electronic Sports China Cup (ESCC) Online Gaming Clubs Invitational. ESCC is considered China's top e-sport events which YuuZoo, through its subsidiary YuuGames, co-hosted together with China Animation Group and the Chinese Ministry of Culture, the government body regulating internet & game cafés.

The finals were held on March 12th – 13th at YangPu Stadium in Shanghai, and was aired live on channel douyutv, zhanqitv, longzhulive, pptv, kklive, pandatv, billbill at 10:00 A.M. - 06:00 P.M. (Beijing time). About 10 million people watched as Man Tian Xing won the title '2015 ESCC Champion' and the highly coveted one million yuan prize money, the biggest ever prize in a single-game for non-professional gamers.

ESCC is one of the series of Chinese government-sponsored e-sports events that YuuGames is organising. YuuGames organized and promoted the event, and recruited players for the tournament. Under terms of the agreement with China Animation Group, YuuGames will again co-host this year's installment of the ESCC, paving way for the company to gain an even stronger foothold in the US\$22 billion<sup>1</sup> games industry in China.



YuuGames amassed more than 20,000 participants from 400 gaming cafés in China, making ESCC the widest nationwide e-sport event. From the total number of participants, 20,000 have signed up into the YuuZoo platform, adding into YuuZoo's already large user base. The huge turnout was due to the high level of engagement that the competition offered and the close cooperation between the organizers and the participating game cafés.

In selecting participants, YuuGames deviated from the typical industry practice wherein professional teams or individuals were allowed to register. In ESCC, only game cafés were allowed to register. Due to the success of this business model, several game cafés have started adopting YuuGames' method when reaching more gaming participants.

---

<sup>1</sup> Source: <http://www.newzoo.com/free/rankings/top-100-countries-by-game-revenues/> (2015)

China's gaming market is expected to reach US\$26.2 billion<sup>2</sup> in 2016. Among the 446.3 million<sup>3</sup> gamers, 35 percent spend an average of US\$141.38 annually per player. One of the market's growth drivers is attributed to higher demand for Massively Online Battle Arena (MOBA) games such as *League of Legends*<sup>4</sup>.



**Thomas Zilliacus, chairman of YuuZoo and YuuGames says,** "We are very thrilled to see the results of the highly successful ESCC finals. The turnout of over 20,000 gamers was on target and the level of their participation was remarkable. All participants will from hereon be part of the YuuZoo userbase. The competition, labelled as YuuGames, has significantly boosted our exposure in China and established YuuZoo as a key player in the massive e-sport market in China. We are thankful to the Chinese Ministry of Culture for putting their trust in YuuGames. We expect to host many more events and expect to see a strong growth of registered users on our platform", he concludes.

**Deputy General Manager, Hao Sun of China Animation Group says,** "Having YuuGames as a co-host in the 2015 ESCC was a good decision for us. It allowed us to reach more mileage and attract more participants, making the competition very successful. With the backing from their parent company YuuZoo, a leading social e-commerce network, YuuGames has helped us explore new ways to implement the competition. Our collaboration has been very good, and we are keen on working together again for future gaming events."

**-END-**

#### **ABOUT YUUZOO:**

Headquartered in Singapore and listed on the SGX mainboard (SGX: **AFC**), with access to over 118 million registered users and hundreds of millions of TV viewers across 164 countries, YuuZoo uniquely combines social networking, e-commerce, gaming and payments in a mobile-optimised, fully localised 'Tribal Marketplace', where the consumer can choose the Tribe to join and access hundreds of tribal and targeted social networks, shops and entertainment through one single login. All networks are by franchisees localised for each market as comes to language as well as merchandise and design. Based on this business model, unique in the digital space, YuuZoo is able to grow internationally at a very low cost. The model has consistently generated strong margins. To see the networks, log into: [www.yuuzoo.com](http://www.yuuzoo.com). For more information about YuuZoo, please log on to: [www.yuucorp.com](http://www.yuucorp.com)

#### **ABOUT YUUGAMES:**

YuuGames, founded in October 2014, is one of the largest organisers of e-sport events in China. YuuGames focuses in providing complete e-sports solution for the e-sport industry. YuuGames covers 18 provinces in China, operating and promoting events in more than 1,000 cities, with elite team members

<sup>2</sup> Source: <http://www.chinainternetwatch.com/14323/china-online-gaming-market-22-2-billion-2015/> (Date : 18 August 2015)

<sup>3</sup> Source: [http://www.cnnic.net.cn/qywm/xwzx/rdxw/2015/201507/t20150723\\_52626.htm?from=singlemessage&isappinstalled=0](http://www.cnnic.net.cn/qywm/xwzx/rdxw/2015/201507/t20150723_52626.htm?from=singlemessage&isappinstalled=0)

<sup>4</sup>Source: <http://nikopartners.com/chinese-gamers-spent-22-more-on-pc-online-games-in-2014-than-2013/> (Date: 1 May 2015)

from game and e-sports industry. Its business scope includes traditional e-sports event organization, e-sport commentary, competition training, and game video playback.

For more information, please contact:

Media Relations

Aru Adil Sayed  
Head of Corporate Communications  
DDI: +65-6577 0666  
Mobile: +65-94249757  
Email: [aru.sayed@yuuzoo.com](mailto:aru.sayed@yuuzoo.com)

Investor Relations

Michael Parker  
Chief Financial Officer  
DDI: +65-6577 0654  
Mobile: +65-8359 1041  
Email: [Michael.parker@yuuzoo.com](mailto:Michael.parker@yuuzoo.com)

**Notes to the Editor :**

**Live telecast Channel :-**

PandaTV : <http://www.panda.tv/99824>, Zhan Qi TV : <http://www.zhanqi.tv/mint>, BiliBili  
<http://live.bilibili.com/58406>, Dou Yu 直播地址: <http://www.douyutv.com/179989>

PPTV: <http://game.pptv.com/room/100056.html>, Long Zhu: <http://star.longzhu.com/escc>,

KK: <http://www.kktv5.com/50020>. Live telecast: Mar 12-13 (10:00 – 18:00)

**Event Itinerary:**

Mar 11            32 teams fight for 16 places  
Mar 12            16 teams fight for 4 places  
Mar 13            4 teams fight for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>

The total prize money that was distributed was one million Yuan, of which the top teams that won top slots are:

- Champions    Man Tian Xing Internet Cafe    RMB360,000
- Second place   Hao Internet Cafe                    RMB180,000
- Third place     Ju Teng Internet Cafe                    RMB120,000
- Fourth place    Shao Nian Pai Internet Cafe    RMB80,000