



Garena Student Alliance Formed to Promote Collegiate Gaming

GSA focused on developing high-calibre student eSports athletes in Malaysia

[3 March 2017, Kuala Lumpur] Garena, Southeast Asia's largest consumer internet platform company, officially launched the Garena Student Alliance (GSA) with the aim to build a community driven by tertiary students with a passion for competitive gaming in Malaysia.

GSA's main objective is to encourage students to establish eSports clubs on campus, whilst educating them on proper club management including tournament administration, preparing partnership proposals, event marketing, and the current eSports ecosystem in the region. GSA has already piloted an eSports bootcamp earlier last month, working with youths between the ages of 18 - 23 from 25 different campuses across Malaysia.

To further bolster the local collegiate gaming community and promote healthy competition among eSports athletes, GSA will also be providing each registered club tangible support in the form of community events, exclusive GSA merchandise and Garena Roadshows. GSA hopes to enrich the campus life of all its members with insights and experiences to the competitive gaming industry.

Jason Ng, Vice President of Garena, said: "We are confident that the Garena Student Alliance can break new ground in our continued efforts to develop local eSports ecosystem in Malaysia. As one of the leaders of eSports in Southeast Asia, we believe that education and competitive gaming can go hand-in-hand to promote a new generation of creative and tech-savvy scholars.

Garena offered the very first eSports scholarship in Malaysia last year, and we believe the GSA is the next step in furthering Malaysia's phenomenal growth in eSports. At the same time, GSA aims to raise the profiles of Malaysian universities by providing more exposure on international projects and experiences for their students."

As part of a pioneering Collegiate program, GSA members will be trained and acquainted with three core principles: innovate to educate, serve the community and promote eSports in Malaysia. By doing so, GSA will provide ample opportunities for outstanding players and deserving leaders to take their journey onto an international platform.

Garena publishes two top-tier free-to-play eSports titles in Malaysia, League of Legends and EA Sports FIFA Online 3. League of Legends has over 100 million active users worldwide, while EA Sports FIFA Online 3 has had tournaments offering USD\$500,000 in prize money, amongst the largest in the history of eSports.

Malaysia Campus League in 2016 paved way for the first-ever eSports scholarship in Malaysia. GSA will embark on a similar path in 2017 by organizing two major Collegiate eSports events, including the GSA Championship with scholarships and international exposure set to be the focal points once again.

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ABOUT GARENA

Headquartered in Singapore, Garena was founded in 2009 by Forrest Li and his friends as they aspired to transform their passion for entrepreneurship into a great company. Forrest named the company "Garena" – a play on the words "global arena" – in reference to his broader aspirations to connect people via the Internet. Garena has since grown swiftly to become a leading platform provider for online PC and mobile digital content, eCommerce and payments across Asia, serving millions of users.

In 2010, Garena launched its first product, Garena+, an online game and social platform for people to meet, chat and play games with one another. Since then, Garena has steadily innovated and diversified its business across the Internet platform to include AirPay (a payments network providing accessible financial services in ASEAN) and Shopee (a social-first, mobile-centric marketplace).

For more information, visit <http://corporate.garena.com>

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