

## LAZADA AND RAZER LAUNCHES DIGITAL GAME STORE IN SOUTH-EAST ASIA

*Region-centric store features content and promotions tailored for local fans and gamers*

**SINGAPORE, 11 April 2018** – South-East Asia’s leading e-commerce platform Lazada and the leading global lifestyle brand for gamers Razer™ today announced the launch of a new region-centric digital game store.

The [Razer Game Store](#) on Lazada offers fans across South-East Asia instant access to hundreds of digital games curated at local price points. These include exciting new releases such as *Far Cry 5*, as well as all-time favorites like *Grand Theft Auto V*, *Assassin’s Creed Origins*, *Tom Clancy’s Ghost Recon Wildlands* and *Fallout 4*. Games are sold in the form of game keys activated on platforms such as Steam, and Uplay.

The store will launch first in Singapore, followed by Malaysia and Thailand this quarter, and Indonesia and the Philippines thereafter.

“The Razer Game Store on Lazada is the only official Southeast Asia-centric source of original PC digital games from publishers all over the world. We are delighted that Razer has chosen to open its first-ever game store in Southeast Asia on Lazada, expanding our partnership from [gaming accessories](#) to the hottest games to bring a complete experience to players,” said Hari Vijayarajan, EVP and Chief Business Officer, Lazada Singapore.

Leveraging Lazada’s regional e-commerce expertise, the store will regularly offer fans promotions, including in-app specials, tailored for its home markets and in local currency. For example, Lazada’s upcoming 6<sup>th</sup> birthday bash will include a bevy of exclusive promotions from brand partners, flash sales, vouchers and discounts of up to 90 percent in Singapore alone.

“A gamer’s wish-list never stops growing, and we’re always on the lookout for great deals to expand our game library,” says Min-Liang Tan, Razer co-founder and CEO. “Together with Lazada, we’ll bring the passion for gaming to even more fans in South-East Asia, fuelled by our unique ecosystem of hardware, software, and services.”

### Launch promotions

During the launch, Razer will be featuring discounts on top games from partnered publishers like Ubisoft and Bethesda, such as:

- Far Cry 5 – 10% off
- Tom Clancy’s Ghost Recon: Wildlands – 67% off
- Fallout 4 – 50% off
- The Elder Scrolls V: Skyrim Special Edition – 50% off

Alongside these hits, gamers can also find discounts on great indie titles like Cuphead, Dead Cells, Bomber Crew and many more.

An additional 15% off can be claimed by using the limited **RGSLAZ15** discount code on checkout.

Razer and Lazada are committed to ensuring that all games sold on the store are authentic and fully licensed, working with some of the biggest names in gaming such as Ubisoft, Bethesda, Deep Silver, 2K and Rockstar.

###

## **ABOUT RAZER:**

Razer™ is the world's leading lifestyle brand for gamers.

The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Razer's award-winning hardware includes high-performance gaming peripherals, Blade gaming laptops and the acclaimed Razer Phone.

Razer's software platform, with over 40 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma (a proprietary RGB lighting technology system), and Razer Cortex (a game optimizer and launcher).

Razer services include Razer zGold, one of the world's largest virtual credit services for gamers, which allows gamers to purchase virtual goods and items from over 2,500 different games.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has nine offices worldwide and is recognized as the leading brand for gamers in the USA, Europe and China. Razer is listed on the Hong Kong Stock Exchange (Stock Code: 1337).

## **ABOUT LAZADA GROUP:**

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As the pioneer of the eCommerce ecosystem in Southeast Asia, Lazada has 155,000 sellers and 3,000 brands serving 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. With 300 million SKUs available, Lazada offers the widest range of products in categories from consumer electronics to household goods, toys, fashion, sports equipment and groceries. Focused on delivering an excellent customer experience, it offers multiple payment methods including cash-on-delivery, comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

**Razer - For Gamers. By Gamers.™**

###