

LAZADA AND RAZER EXPAND DIGITAL GAME STORE TO THAILAND

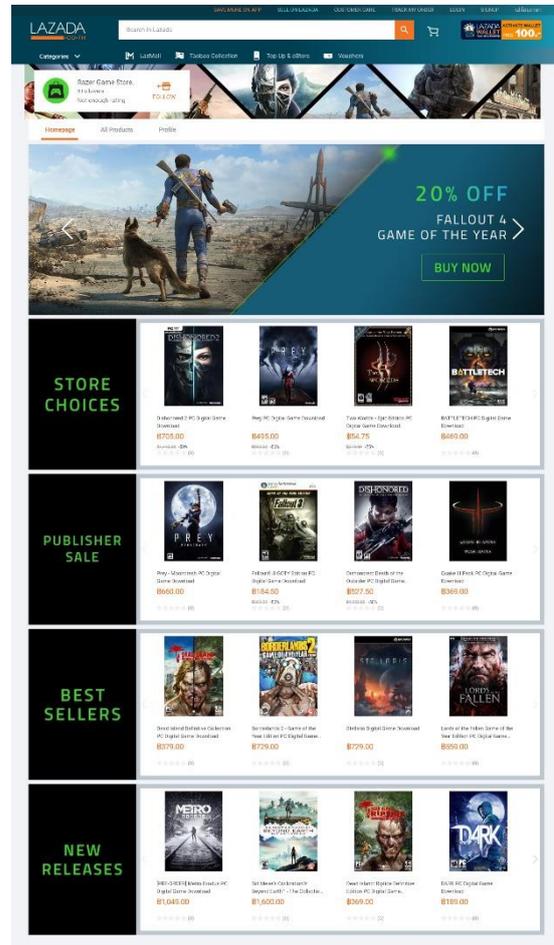
*Launch promotions include up to 90 percent off games
and walk-in tournaments and giveaways at RazerStore Bangkok*

THAILAND, 6 September 2018 – Lazada Group, Southeast Asia’s leading e-commerce platform, today announced the expansion of the [Razer Game Store on Lazada](#) to Thailand.

Starting from today, gamers and aspiring esports athletes across Thailand will be able to buy hundreds of digital games without leaving the comfort of their own battle stations.

“Razer is one of the most recognized lifestyle brands for youth and gamers in the world, and we’re thrilled to extend our partnership with the Razer Game Store to Thailand,” said Thanida Suiwatana, chief marketing officer, Lazada Thailand. “Combined with the official Razer Store on Lazada as well as 155,000 other resellers representing 3,000 brands, Lazada is an online shopping destination that brings a complete experience to gamers in Thailand, from the latest keyboards and mice to the hottest games.”

First launched in April 2018 in Singapore, the Razer Game Store is an exclusive source of great PC games on Lazada, providing fans with the ease of buying digital games in their local currency and through payment methods that they’re already familiar with.



For example, customers in Thailand can easily top up their Lazada Wallet through internet banking or by adding balance at convenience stores across the country. They can then use the balance in their wallets to seamlessly purchase games anytime and anywhere.

Thai customers will also enjoy promotions and rebates offered exclusively by Lazada Thailand, such as regular in-app discounts and rebates. For example, the Lazada “All You Ever Wanted” campaign this September 9 will reward customers with 9.9 percent rebate on every single purchase made with the Lazada Wallet.

These games include the latest popular releases like “Overcooked 2,” all-time bestsellers like “Fallout 4,” and even pre-orders for upcoming blockbuster hits such as “Assassin’s Creed Odyssey” and “Metro Exodus.”

As authorized retailers, Razer and Lazada commit to working with some of the biggest names in gaming such as Ubisoft, Bethesda, Bandai Namco, Deep Silver, and Rockstar to ensure that all games sold on the store are authentic and fully licensed.

“Thailand is one of the biggest markets in the world by game revenues, with an estimated 18.3 million gamers¹,” says Min-Liang Tan, Razer co-founder and CEO. “The Razer Game Store on Lazada will fuel the rising passion of Thai gamers, whether they’re engaged in multiplayer duels, streaming gameplay, or watching esports teams duke it out on the world stage.”

To celebrate the launch of the store, select individual games will see discounts of up to 90 percent. All customers can also enjoy an additional 10 percent off their first transaction on the Razer Game Store on Lazada. Simply input the code **RGSLAZTH** at check-out to apply the discount².

Finally, Razer will be hosting a launch party at the RazerStore in CentralWorld Bangkok on Saturday, September 8, 2018. Attendees will get to meet and greet social media personalities Bas Gamer, Thissk, and Tako Chan and have the opportunity to participate in walk-in tournaments and giveaways.

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 50 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 15 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).

For more information, please visit <https://www.razer.com/hk-zh/>.

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

¹ Source: market research firm [Newzoo](#).

² Terms and conditions apply. Promotion ends 30 September 2018.

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).

Contacts :

RAZER
Investors
Canny Lo
Canny.Lo@razer.com
+852 9836 7249

Media
Beatrice Wong
Beatrice.Wong@razer.com
+852 9732 8223

Henry Fong
Henry.Fong@razer.com
+852 6106 7181

Instinctif Partners
Jimmy Chan
Jimmy.Chan@instinctif.com
+852 9439 8408

Razer - For Gamers. By Gamers.™

###