



RAZER AND TENCENT CLOUD JOIN HANDS TO DEFINE STANDARDS FOR CLOUD GAMING

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Hong Kong – Razer™ (“Razer” or the “Company”, Hong Kong Stock Code: 1337), the leading global lifestyle brand for gamers, and Tencent Cloud, Tencent’s cloud services brand, today announce that they will join forces to define the standards for cloud gaming. The partnership will further position the two companies as leaders in the gaming industrial revolution, with cloud gaming increasingly becoming a crucial part, as potential users are expected to reach 124.7 million by 2022¹. This cooperation follows the mobile gaming and esports collaborations between the two companies, including Razer’s recent appointment as a founding member of Tencent Global eSports Arena-Tech Alliance.

AREAS OF COLLABORATION

The partnership will focus on the following areas:

1. Hardware

Razer and Tencent Cloud will work closely to launch gaming hardware compatible with Tencent Cloud gaming solutions by the end of the year. The two companies will also extend more gaming content to Razer’s other high-performance peripherals and accessories to excite and satisfy the gaming community.

2. Software

The collaboration will see the two companies working together to integrate Tencent’s cloud gaming titles with Razer’s software products and technologies in order to better enhance gamers’ user experience and interactions. These will include RAZER CHROMA™ RGB lighting.

3. Others

Razer will support Tencent Cloud with its overseas expansion, connecting Tencent’s vast and famed gaming content with Razer’s expansive global network of users. In addition, as founding members of Tencent Global eSports Arena-Tech Alliance, Razer and Tencent Cloud will leverage their advantages to further enrich the esports ecosystem.

¹ Source: Newzoo



Min-Liang Tan, Co-Founder and CEO of Razer, said: “The collaboration between Razer and Tencent dates back to the days of Crossfire in 2008, and we are delighted that this relationship has gone from strength to strength with a shared commitment to bringing the best experience to the gamer community. Thanks to a continuous strengthening of our cooperation, we can offer an unrivaled cloud-based gaming experience to our increasingly sophisticated gaming community, supported by our integrated ecosystem of hardware, software and services.”

Yang Yu, Head of Tencent Cloud Gaming Solution, said: “Tencent Cloud launched the industry’s first full-stack cloud gaming solution that integrates Tencent’s leading audio and video transmission technology Tencent Real-Time Communication (TRTC). Razer’s industry-leading products and technologies provide a good supplement to end-user devices. We are delighted to work together with Razer to offer our users an exceptional cloud gaming experience.”

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 and Blade gaming laptops.

Razer’s software platform, with over 70 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).

In services, Razer Gold is one of the world’s largest virtual credit services for gamers, and Razer Fintech is one of the largest online-to-offline digital payment networks in SE Asia.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has 18 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 TENCENT CLOUD

Tencent Cloud is Tencent’s cloud services brand, providing industry-leading cloud products and services to organizations and enterprises across the world. Leveraging its robust global data center infrastructure, Tencent integrates cloud computing, big data analytics, AI, Internet of Things, security and other advanced technologies with smart enterprise scenarios. At the same time, we provide a holistic smart enterprise



solution for sectors including finance, education, healthcare, retail, industry, transport, energy and radio & television.

At present, Tencent Cloud has established its leading position in e-commerce, video and lifestyle services in the Internet industry. Most of China's prestigious Internet companies have chosen Tencent as their cloud service provider to transform and upgrade digitally. Our customers include Bank of China, China Construction Bank, People's Insurance Company of China, State Grid Corporation of China, Commercial Aircraft Corporation of China (COMAC), Oils and Foodstuffs Corporation (COFCO), Shanghai Jiao Tong University, among others.

In collaboration with our partners, Tencent Cloud is committed to fostering a rich, open cloud service ecosystem, empowering enterprises on their journey towards digital transformation, and helping them build future-oriented competitiveness.

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