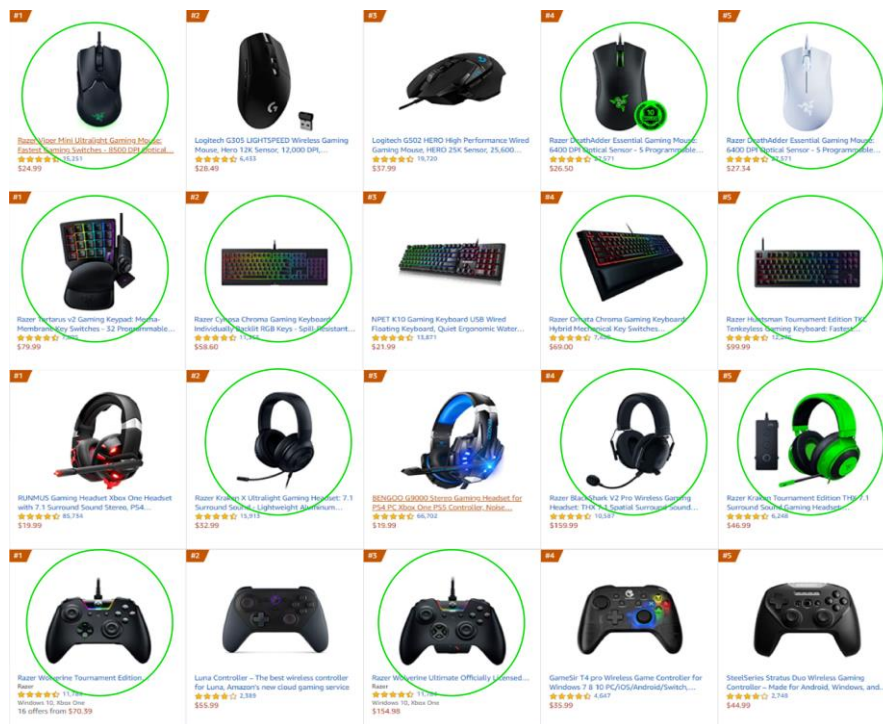




## MEDIA ALERT

# RAZER DOMINATES BEST-SELLER CHARTS ON AMAZON PRIME DAY 2021



(Hong Kong, June 25, 2021) – Razer™ (“Razer”, Hong Kong Stock Code: 1337), the leading global lifestyle brand for gamers, announced its spectacular performance on Amazon Prime Day 2021, which ran from June 21 to 22. This follows stellar sales during the 618 shopping event in China. Razer’s mice, keyboards, headsets and console controllers swept the best-seller charts, with average selling price being 87% higher than other brands<sup>1</sup> on the charts.

Key highlights<sup>2</sup> include the following:

- PC Gaming Mice: Razer takes 12 of the top 20 spots, with Razer Viper Mini Ultralight Gaming Mouse as the number 1 best-seller
- PC Gaming Keyboards: Razer takes 8 of the top 20 spots, with Razer Tartarus v2 Gaming Keypad as the number 1 best-seller
- PC Game Headsets: Razer takes 9 of the top 20 spots, with Razer Kraken X Ultralight Gaming Headset as the number 2 best-seller
- PC Game Controllers: Razer takes 2 of the top 20 spots, with Razer Wolverine Tournament Edition as the number 1 best-seller

<sup>1</sup> Based on the top 20 best-selling items on the US charts on Amazon Prime Day 2021

<sup>2</sup> Source: Amazon US as of June 23 00:00 PT



## **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 125 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma RGB (a proprietary RGB lighting technology system supporting thousands of devices and hundreds of games/apps), and Razer Cortex (a game optimizer and launcher).

Razer also offers payment services for gamers, youth, millennials and Generation Z. Razer Gold is one of the world's largest game payment services, and Razer Fintech provides fintech services in emerging markets.

Founded in 2005 and dual-headquartered in Irvine (California) and Singapore, Razer has 17 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).

## **PRESS CONTACTS**

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**Razer - For Gamers. By Gamers**

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