



ESPORTS ENTERTAINMENT ASIA

COMPANY PROFILE - JULY 2021

“ THE BOARD ”

Mr. ROLAND ONG

Co-Chairman

**Serial Game Publisher & Esports
Development Extraordinaire**

Founding member, President and CTO of Singapore first internet company Horizon.com . Distributed and Published: VOD over WAN and Games: Disney Interactive, Britannica Encyclopaedia, Simon & Schuster, WarCraft3, Starcraft, Diablo, CounterStrike, ran DOTA tournaments and Cyber Cafe licensing.

Co-Chairman and CEO of C9i, founder and publisher of World of Warcraft, China. Game Launch, April 2005.
Gamer user base: 10m

Taiwan, HK and Macao. Built payment systems, localized and obtained approval for publishing relevant government agencies. WOW, Diablo4, Starcraft 2, Overwatch, NBA2K.
Gamer User base: 8m

CEO, Founder IAHGames published Starcraft 2, FIFA Online 2 and Counter-strike Online. Started regional esports tournaments ONE ASIA CUP. Gamer userbase: 35m

Mr. JOHNNY ONG

Co-Chairman

**Media, MICE, Tourism
Extraordinaire**

Founder of UnUsUaL Limited, Asia's Largest Promotions and Productions Company

Defacto regional company for regional national scale events and mega festivals.

Pioneer/Serial Entrepreneur in Singapore's Entertainment/Technical Production Industry

SCOGA Advisory Board Chairman

Sits on Advisory board for some of Singapore's largest and most influential organisations in media, tourism hospitality and MICE

" KEY PARTNERS "



AKA
CONSOLE KINGS

Singapore's largest retail chain store for video games from ALL MAJOR BRANDS with the greatest number of retail stores.

Retail Stores:
9

Memberships:
30,000



AKA
PC GAME PIONEERS

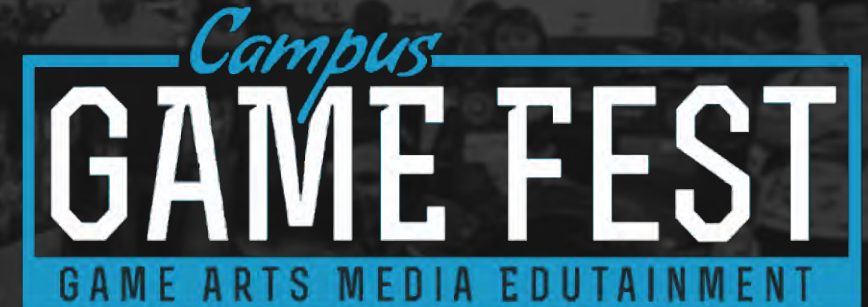
Singapore's only chain retail store specializing in Esports and PC gaming gear. With over a decade in PC Gaming retail experience and strong community roots in Singapore's Esports

Supported Brands:



SINGAPORE CYBERSPORTS & ONLINE GAMING ASSOCIATION

AKA
SUPPORT



Campus Game Fest 2019

- >8000 Foot traffic over 2 days
- >2000 Competitors over 2 days

Website unique views >25k over 1 month

Social media reach of >800k over 1.5 months

Partner social media reach of >750k over 1.5 months

Google advertisement impressions >20k over 1 week

Campus Legends Season 1 – 2019

- >100 Teams across 3 esports titles
- >5k Minutes streamed across the season
- >95k Unique streamers spread across the season
- >400 Competitors across 14 institutes of higher learning

Campus Legends Season 2 - 2020 (Covid-19)

- Social media reach of >250k over entire season
- Social media engagement of >86k over entire season
- >420k Unique viewers across the entire season
- >675k Viewership across multiple platforms
- >400k Minutes viewed across multiple platforms



AKA

ESPORTS PRODUCTION

EFA is the preferred Esports Production partner of Champions. With the backing of the community and major esports brands alike, every tournament that is organized by EFA is a milestone event for the esports industry locally and regionally.



“ KEY PARTNERS ”



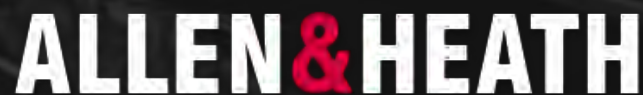
SEE HEAR LIVE

AKA

STREAMING GEAR

SeeHear.live is an online ecommerce website that focuses on bringing the most professional AV brands into the hands of content creators. With products commonly used by practically every famous gamer, influencer and youtuber, SeeHear.live's inventory of products remain unmatched.

Brands:



Blackmagicdesign



AKA

KOL STREAMERS

Connecting over 2,000 content creators with 50 million fans to brands and marketers looking to reach the gamer demographic.

The company aims to create a home for passionate esports and game-loving content creators to find monetisation opportunities and be informed in the decisions they make to grow their careers, as well as help brands discover and work with creators.



2000
Creators

250m
FANS



“ KEY PARTNERS ”



AKA
**ESPORTS
HUB**

As our community grows, GAM3.ASIA strives to build up the various gaming communities with gaming events catered for everyone, ranging from the casual to the competitive players. One of our 1st initiative towards this was the launch of our GAM3.ASIA@Marina Square flagship store in Singapore. This is the world 1st gaming concept store featuring various branded gaming concepts store with an integrated esports hub called GAM3.ARENA

Supported Brands:



EXCELGAMES
INTERACTIVE

AKA
DISTRO

Established in 2005, ExcelGames Interactive (EGI) is APAC's leading distributor of video gaming related products to retail and ecommerce stores, and independent resellers in Asia. With over 15 years of expertise, EGI is the preferred partner in APAC to bring top video game publishers, developers and other brands to market, distribute, and reach out to the gaming community.

Supported Brands:



ADVENTURERS
AKA
EVENT SPECIALIST

Adventurers Singapore is the leading sports & outdoor event management company in Singapore, comprising of a team of highly driven and experienced professionals. In addition to our ardent team of management personnel, we have an in-house creative team, production and operations unit, to ensure every event is executed successfully. The team has been venturing beyond limits since 1994, surpassing clients' expectations time and time again. As a one-stop events hub, this allows us to serve our clients better with a full range of services spanning event management, audio & visual expertise, large format printing, exhibitions, live-streaming & video production, race timing solutions & more under one roof. We're no strangers in the vast events industry, specializing in outdoor events, music festivals and signature events you can call your own.

" KEY PROJECTS "



ESPORTS ENTERTAINMENT ASIA

EDUCATION

ACADEMICS

MASTERCLASS



ESPORTS HUB



REGIONAL EVENTS



SATELLITE XP CENTRES





ESPORTS ENTERTAINMENT ASIA

EXP – Esports Experience Center @ Kallang Wave Mall



Presents



SINGAPORE'S LARGEST ESPORTS EXPERIENCE CENTER

esports Experience

Located at Kallang Wave Mall, spanning across 12,000 Sq Ft, with an integrated esports & streaming-ready venue, the EXP esports experience centre also features top-tier esports retailers focusing on the latest in esports equipment.

NOW OPEN AT
KALLANG WAVE MALL #02-09/10
1, STADIUM PLACE, KALLANG WAVE MALL #02-09/10
SINGAPORE 397628

“ Store Concept ”

Till date, there isn't a single store that consolidates all forms of gaming and esports across platforms and devices into one single locale. With the partnerships that EEA has formed through its bespoke projects and events, we present to you, a brand-new concept store that brings forth the fastest growing phenomenon in advertising and media consumption.

We want to use the space as a unique launchpad in Singapore for the brands to connect with grass root gaming communities leveraging on innovative technologies or experiences. We would be deploying our technologies and use the space as demo to customers, potential retail partners and other gaming brands.

We would set-up areas for people to play and experience gaming related activities.

EXP will feature these elements:

- 2 Large Deluxe ProTeam Room
- 2 Fully equipped Chroma/Luma Rooms
- 1 War Room for the discussion of strategies
- An Open-concept Lan Game Area
- A Pro-sumer corner that feature professional-grade gear for the streamers, influencers, content-creators and tech-connoisseurs
- A F&B area that serves gaming-centric meals and foods that was solely created ground-up by EEA
- An integrated esports and streaming-ready venue that is ready to accept events like product launches, esports tournaments, streamed international pro-tournaments, international game launches and day-0 product launches
- Retail areas that spans across the Console, PC and Mobile universes that are supported by manufacturers and distributors



“ Featured Product Range ”



esports Experience

EXP is a open-platform that will feature the support and products of the following brands that covers peripherals, audio, video, console gaming, mobile gaming, pc gaming, collectibles, trading cards, computers, graphic cards and professional streaming equipment:



8BitDO
AKG
Alienware
Allen and Heath
Amiibo
ASUS
Audio Technica
Black Magic Design
DOBE
Edifier
First 4 Figures
Gigabyte
G-Story
Gulikit
Harman
Focus Home Interactive

Hori
HP
HyperX
JBL
K&M
KEF
Kramer
Lenovo
Logitech
Mackie
MonsterX
MSI
Aorus
Nintendo
Panasonic Business
Pokemon Tretta

Playstation
Razer
Samson
Sennheiser
Shure
Soundcraft
Square Enix
Tascam
Whirlwind
XBOX
Xtrfy
Zoom
THQ Nordics
Koch Media
Nacon
Wacom





“ THE ORIGINS ”



LIVE ESPORTS PRODUCTION WORKSHOP

Following the resounding success of the Esports Live Production Workshop held at Cathay JEM on the 2nd to 4th of December 2020, we were approached by many organizations and Institutes to hold workshops at their premises. While this might work for the institutes and organizations, we decided that it might benefit the public more if we continue our collaborative efforts with our esteemed vendors and partners from the production industry to bring such workshops into EXP, EEA’s very own Esports Experience Center located right at the vicinity of Singapore’s Sports Hub at Kallang Wave Mall.

The LIVE ESPORTS PRODUCTION WORKSHOP also spun off a consultancy and services contract with Informa Markets Trust, which is a subsidiary corporation of Informa Markets. Informa Markets is the world's leading B2B information services group and the largest B2B event organizer, has over 11,000 staff from over the world and produce more than 550 intentional B2B events and brands each year in more than 40 countries. The consultancy and services contract was to assist Informa Markets Trust with the formulation and execution of an Esports Systems Solutions Pavilion that showcased the equipment and workflows needed within an Esports Production for their largest LED/Entertainment technology tradeshow in China named LED China.



PRO-GAME CASTERS

PROFESSIONAL WEBCASTING & STREAMING EQUIPMENT

With a dedicated corner within the Esports Experience Center, for Pro-sumers, the PRO-GAME CASTERS area will bring new technologies and workflows into the hands of discerning tech-lovers and content creators.

Reaching higher standards of production is the content creator’s way of generating a larger fanbase and reach, which equates to larger revenue streams.



SINGAPORE'S LARGEST ESPORTS EXPERIENCE CENTER



PROFESSIONAL WEBCASTING & STREAMING EQUIPMENT

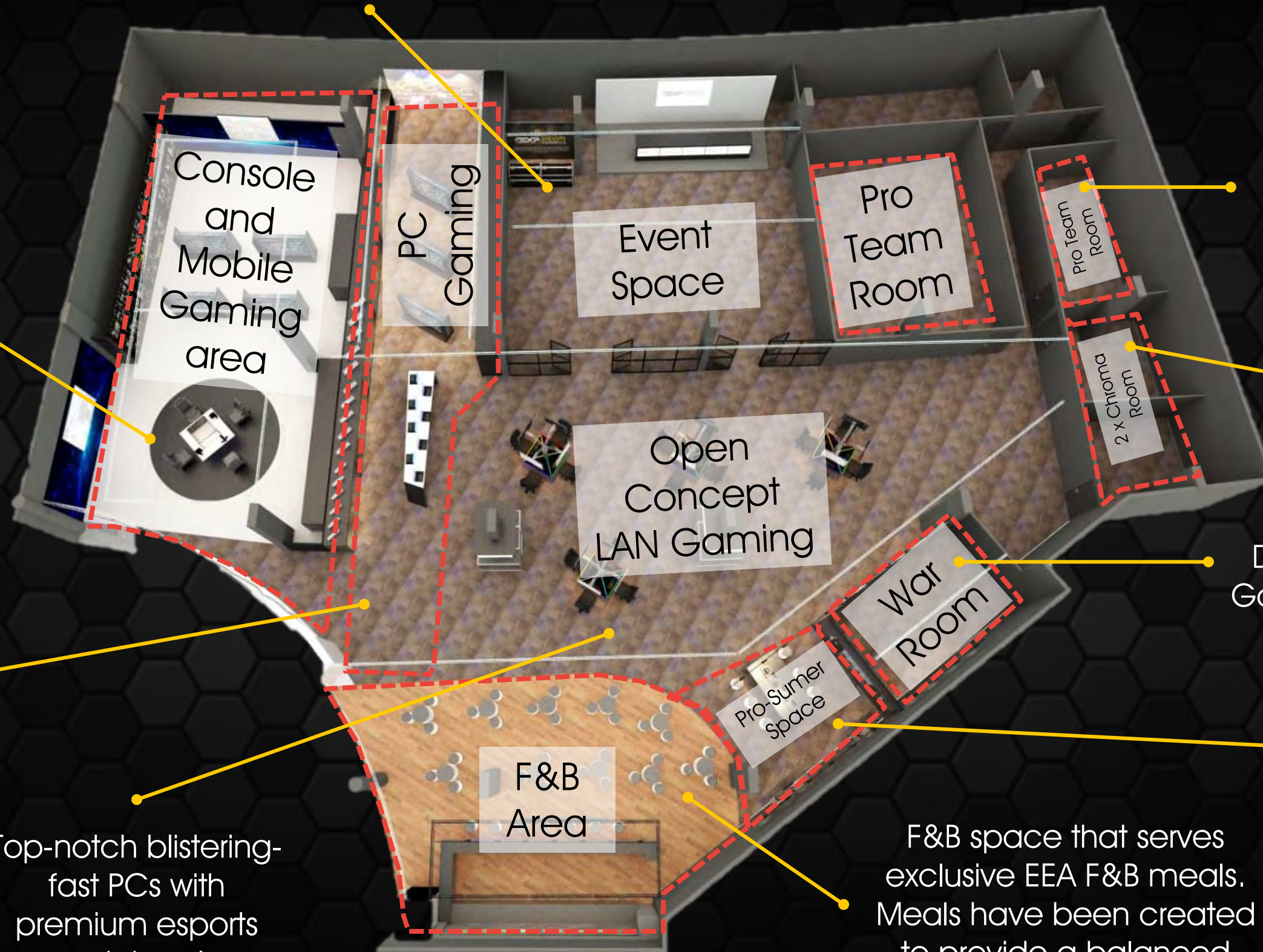
“ The Pro-Game Casters Concept ”

Since the beginning of YouTube, Social Media and file sharing services, the internet community has always used games and gadgets as content for commentary, reviews and entertainment. With 2 Billion active monthly users on YouTube, the staggering amount of eyeball reach is a marketing company's dream. While the numbers look ultra-promising on paper, the competition between content-creators get stiffer and their YouTube channel differentiation gets slimmer. With the lack of games to talk about and the lack of products to review, content creators are always on the look-out for the next interesting gadget to review to sustain their social media platforms with new content.

“ The Source for New Professional Equipment ”

With EXP, we have created chroma/luma rooms so that our partner influencers and content creators can review, demo and talk about these new products. While this segment untouched and untapped, we will be showcasing through our partners, professional products in streaming, webcasting and production. Our professional production manufacturers have already set their eyes on this powerful “prosumer” segment and are noticing a very sharp rise in content creators approaching the manufacturers directly to review and demo their products. EXP and the Pro-Game Caster areas will be the source of new professional equipment for them to review – Away from the standard XYZ Brands.





Covers all ground for All console gaming needs. Inclusive of the retail for consoles and games with access to Day-0 Exclusive Product Launches.

PC gaming galore. From Professional esports gaming equipment to exclusive powerhouse esports-certified gaming Laptops and PC only available at EXP

Top-notch blistering-fast PCs with premium esports peripherals

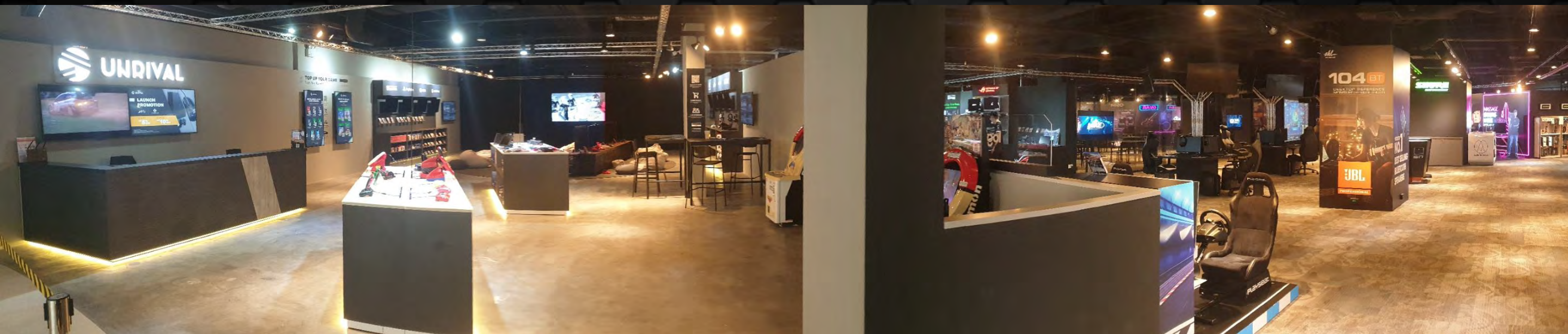
Pro-team rooms decked out with professional gear for the Pros to train and compete

Chroma-Luma rooms for multi-purpose meetings, influencers and streamers

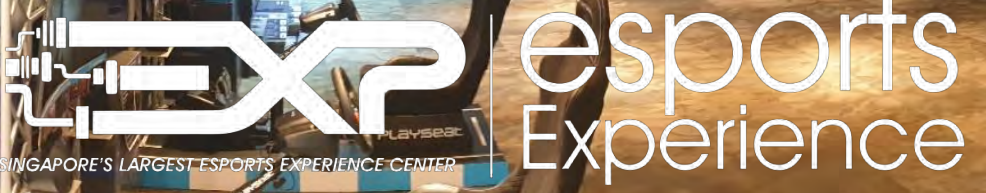
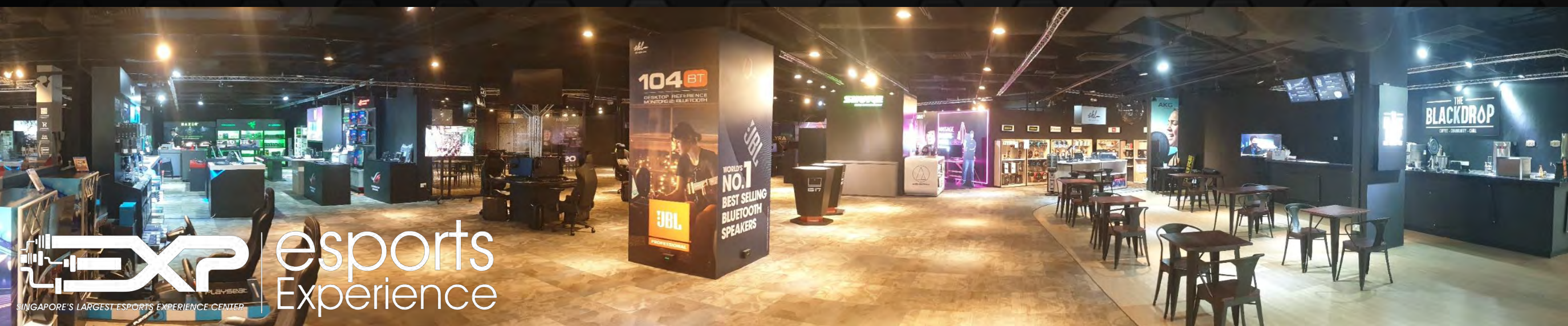
Discussion of Strategies and Gameplays – Where it all starts

Pro-sumer space that showcases the latest products in AV and streaming equipment like in-ear monitors, headphones, gaming headsets etc.

F&B space that serves exclusive EEA F&B meals. Meals have been created to provide a balanced and nutritious diet

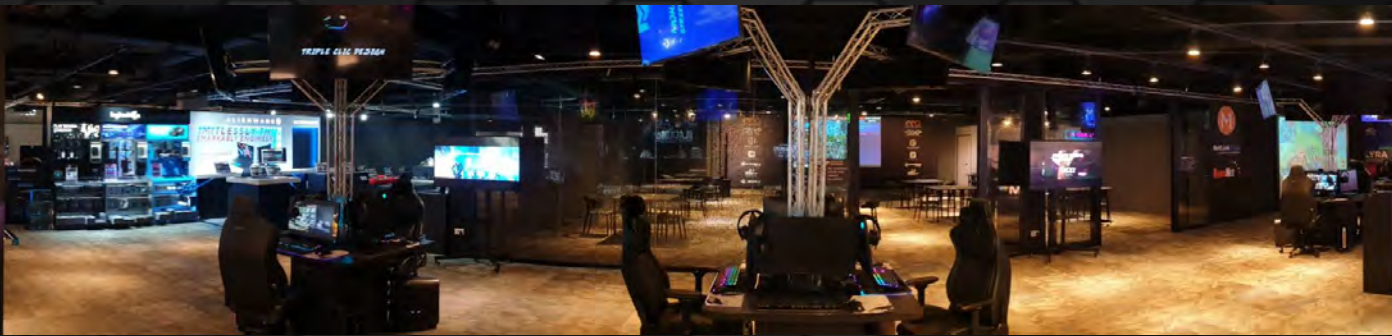
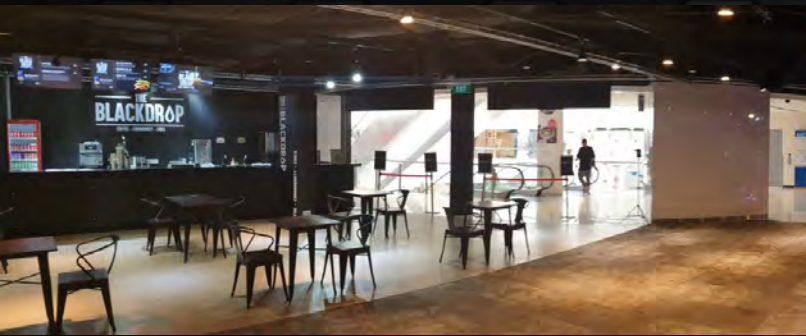


Panoramic View



Artist's Impression







Presents



SINGAPORE'S LARGEST ESPORTS EXPERIENCE CENTER

esports Experience

The Official Opening was graced by the following VIPs:

Mr Edwin Tong, Minister for Culture, Community and Youth & Second
Minister for Law

Mr Melvin Yong, MP & Executive Secretary of NTUC

Mr Lim Teck Yin, CEO, SportSG

Mr Tony Heng, President, SMRT Experience

Mr Lionel Yeo, CEO, Singapore Sports Hub



esports Experience

EXP – Esports Experience Center Official Opening 08 JUL 2021





ESPORTS ENTERTAINMENT ASIA

Presents

ESPORTS HUB AND HOTEL





GREENWILLOW CAPITAL MANAGEMENT TO LAUNCH

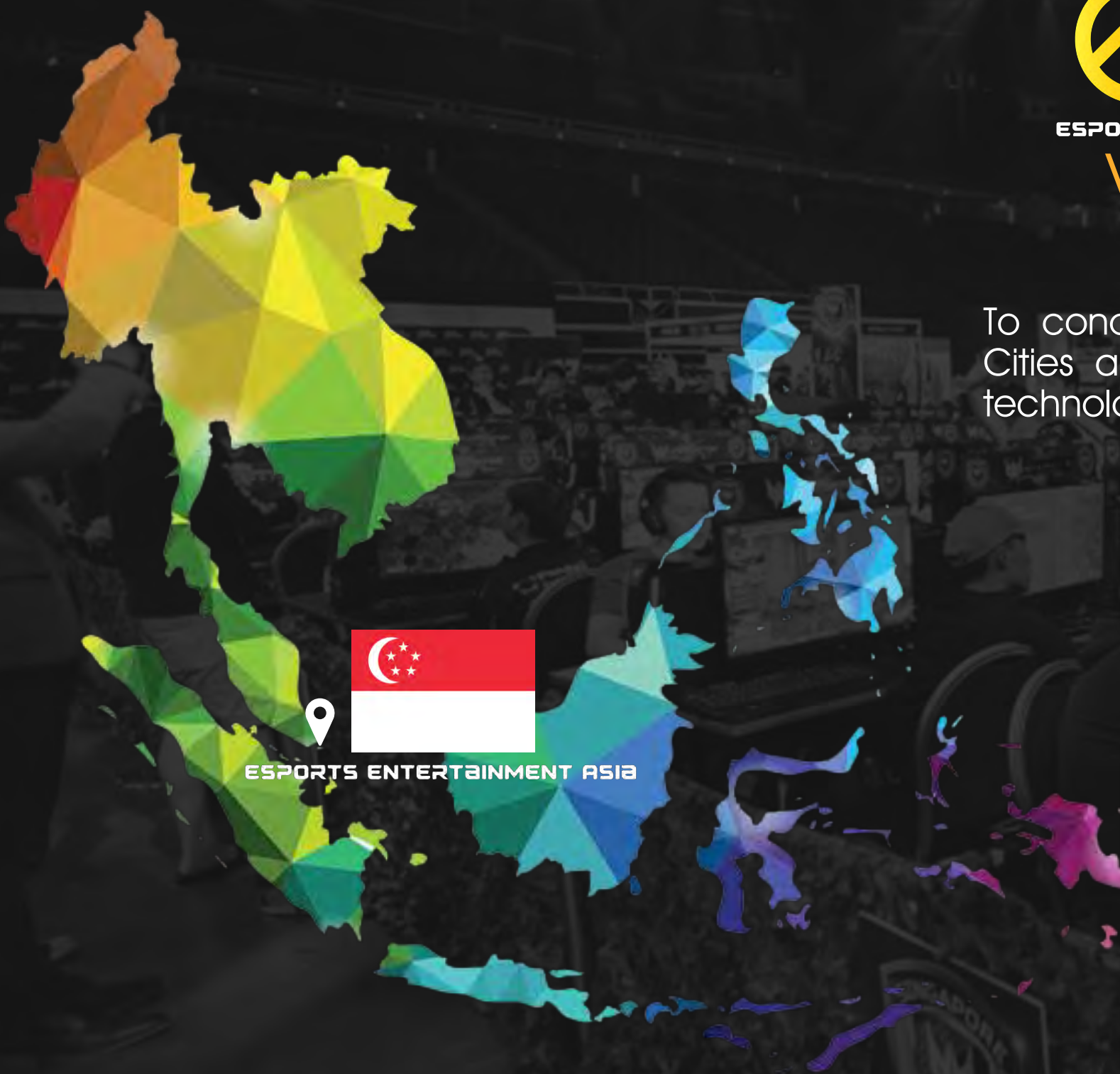


ESPORTS ENTERTAINMENT ASIA

VENUE FUND

“ THE GAME PLAN ”

To conceptualize and build Integrated Esports Entertainment Venues in Gateway Cities across Asia capitalizing on Singapore's geographical location as a central technological hub.



SINGAPORE



BANGKOK



TAIPEI



KUALA LUMPUR



JAKARTA



MANILA



HO CHI MINH



PHNOM PENH



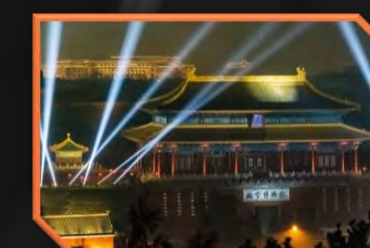
INDIA



SHANGHAI



GUANGZHOU



BEIJING

Greenwillow
CAPITAL MANAGEMENT



Presents



The logo for the Asia Esports Festival is prominently displayed at the top. It features the word "ASIA" in a white, bold, sans-serif font with a blue outline, positioned above the words "ESPORTS" and "FESTIVAL". "ESPORTS" and "FESTIVAL" are written in a stylized, italicized font with a yellow-to-white gradient and a thick blue outline. The entire logo is set against a dark, atmospheric background of a large esports arena with tiered seating and bright lighting fixtures.

ASIA ESPORTS FESTIVAL

“ MOU SIGNING CEREMONY ”

11 March 2021

Guest of Honour:

Mr Edwin Tong

Minister for Culture, Community and Youth
& Second Minister for Law

“ AEF MOU SIGNING CEREMONY – 11.03.2021 ”





CONFIRMED

“ REGIONAL PARTNERS ”

CAMBODIA




MYANMAR



Global Stage Entertainment aims to market and organise concerts, fan meets, music festivals and various events including TV programs to enrich the experiences of lifestyles, to the people of Myanmar and nearby regions.

YouAdMe is a word-of-mouth marketing solution that connects brands to thousands of consumers and content creators who can help multiply positive sentiment and brand awareness through social networks.

CONFIRMED

CONFIRMED

CONFIRMED

CONFIRMED

CHINA



Informa Markets helps specialist markets to innovate and grow by connecting businesses with customers worldwide, organizing over 500 large-scale branded and transaction-oriented events in 14 specialist markets.

INDIA



BookMyShow, is India's leading entertainment destination. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers.

MALAYSIA



Team Grey Group believes in making events go beyond expectations. We don't believe in just recreating visions. Instead, we go the extra mile to transform a vision into a reality that exceeds imagination.

THAILAND



Working with both Thai and International Bands to meet the demands of the marketplace, Mr Team Productions now provides Technical Design, Consultancy and event management as one of the foremost companies in the Industry within Thailand.

INDONESIA

CONFIRMED



PT Karyagraha Nusantara is a property management company based in Jakarta, Indonesia. Their diverse management portfolio includes the management of data centers in Indonesia.

TAIWAN



B'in Live has accumulated nearly ten years of experience and has undertaken more than 1,000 performances. Taking the past two years as an example, it has participated in more than 200 concerts or awards ceremonies each year, on average, one event every 2 days.

PLANNED REGIONAL VENUES FOR ASIA ESPORTS FESTIVAL



ESPORTS ENTERTAINMENT ASIA

SINGAPORE
2021, DECEMBER 3 - 5



CAMBODIA
PHNOM PENH
2022, MAY



MYANMAR
YANGON
2022, JULY (DATE TBC)



INDIA
MUMBAI
2022, NOVEMBER



MALAYSIA
KUALA LUMPUR
2022, DECEMBER



CHINA
SHENZHEN
2022, FEBRUARY



PT Karyagraha Nusantara

INDONESIA
JAKARTA
2022, JUNE



THAILAND
BANGKOK
2022, SEPTEMBER



ESPORTS ENTERTAINMENT ASIA

SINGAPORE
2022, DECEMBER

" FESTIVAL ELEMENTS "



Live Streaming AEF
Exclusive Content



Indie Game
Community



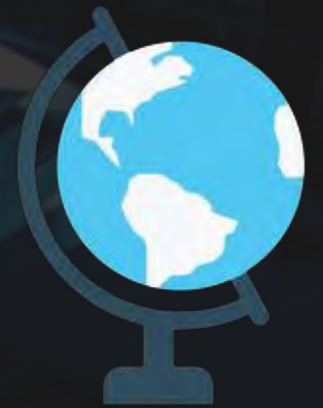
Exclusive AEF21
Merchandise



High Performance
Equipment



Live Performances



Regional Exhibitor
Support



Cosplay Community



Augmented / Virtual Reality



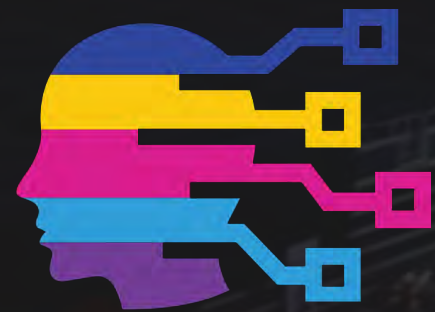
Mobile / PC / Console Gaming



Meet The Pros



Anime Zone



Consumer Electronics /
Technology Show



Esport Competitions



B2B/Industry
Elements & Talks



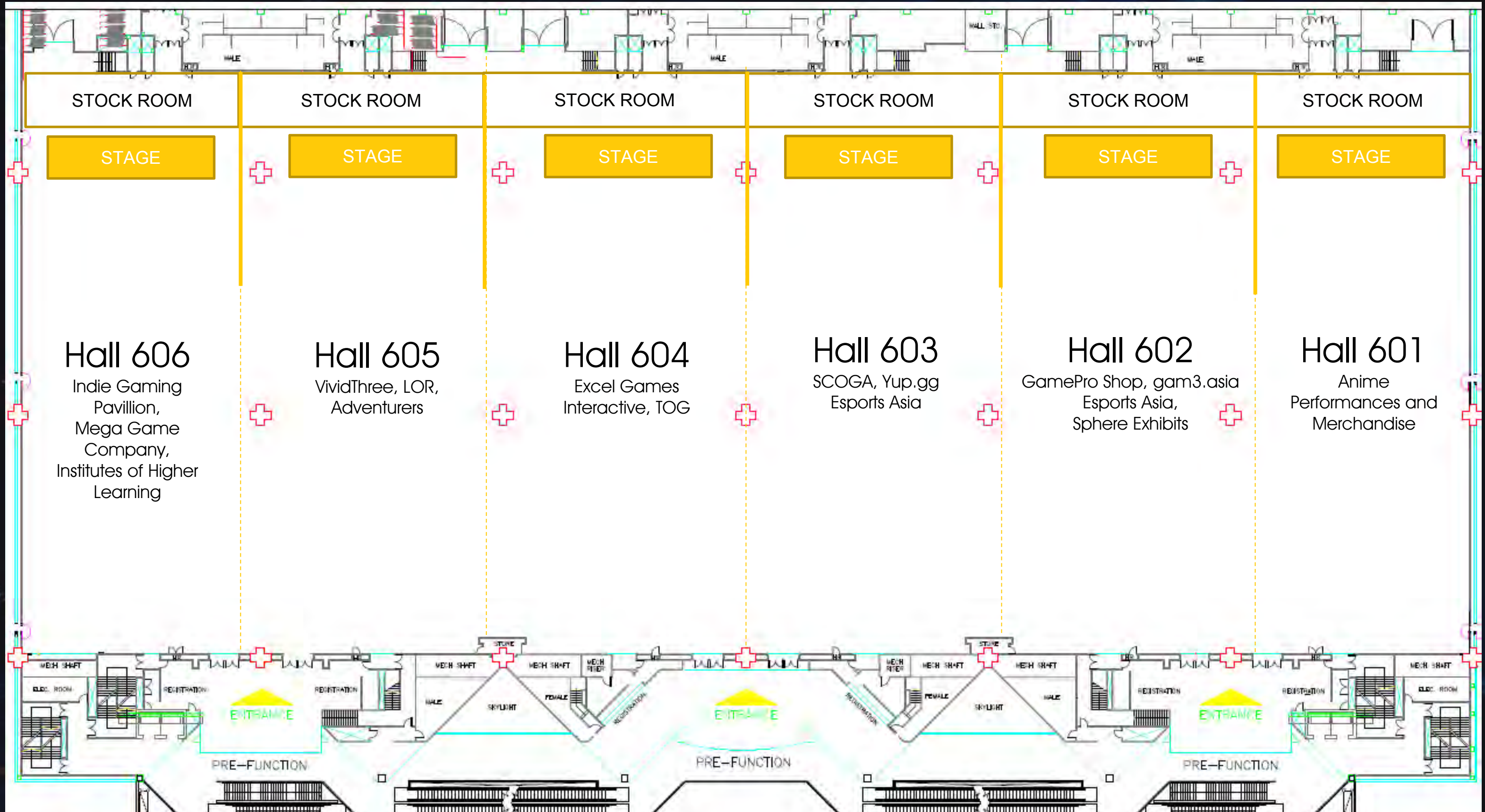
Social Influencers



Fantasy/Table-top/Card
Games



" FESTIVAL AREAS & LAYOUT "

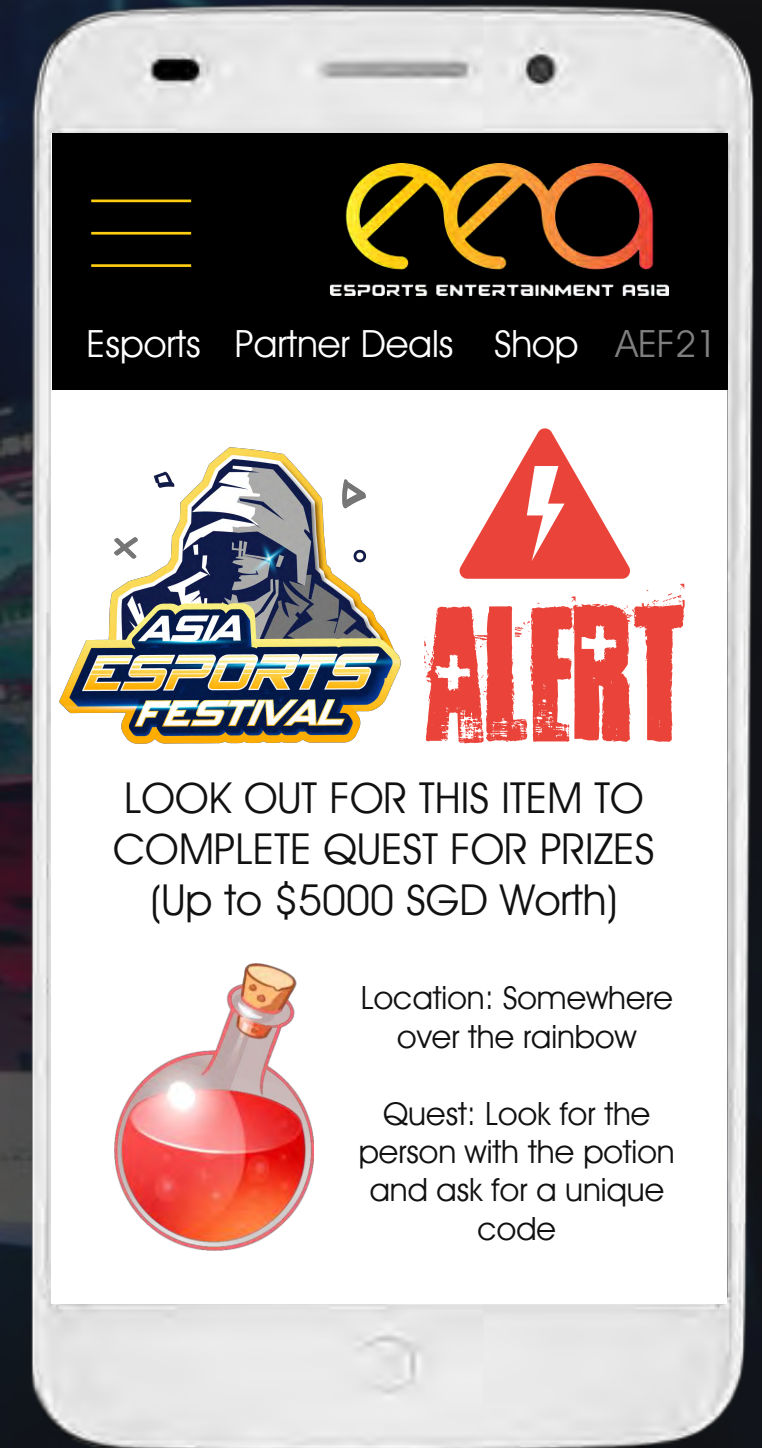
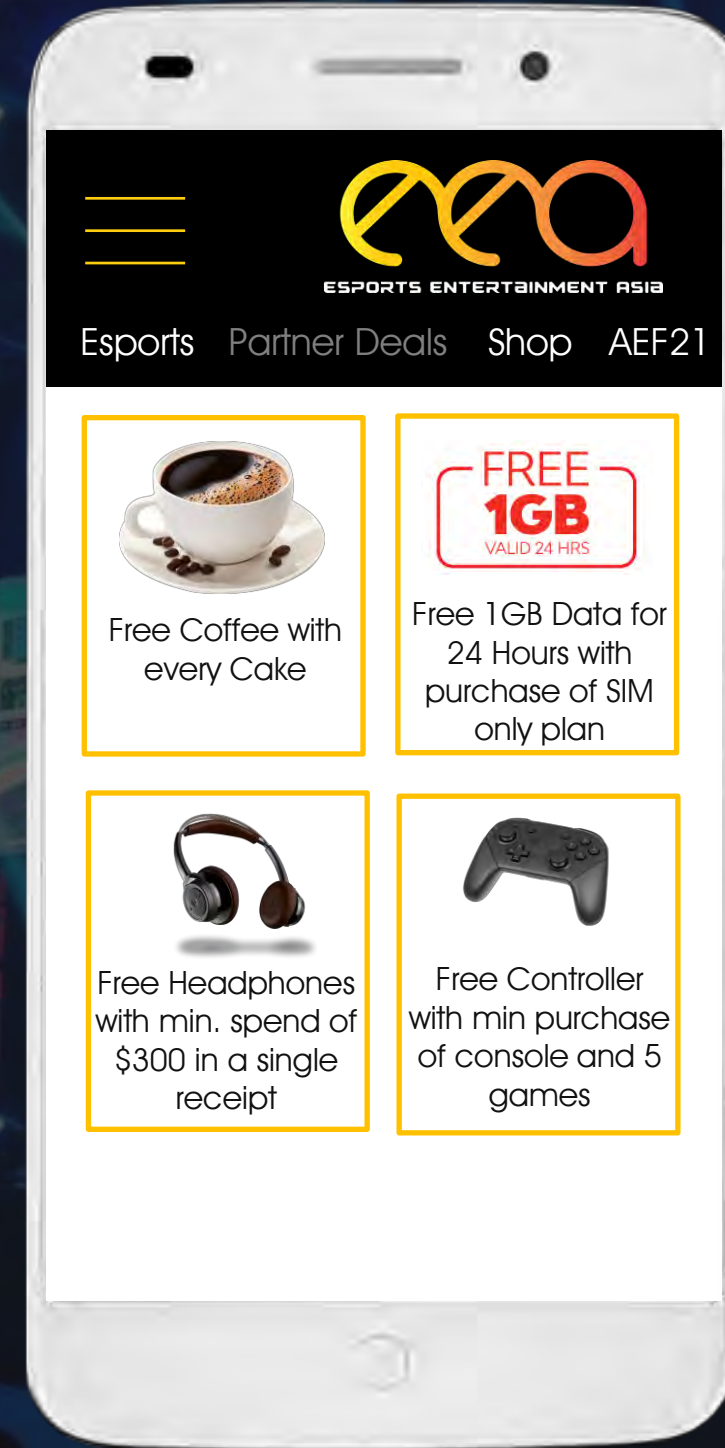
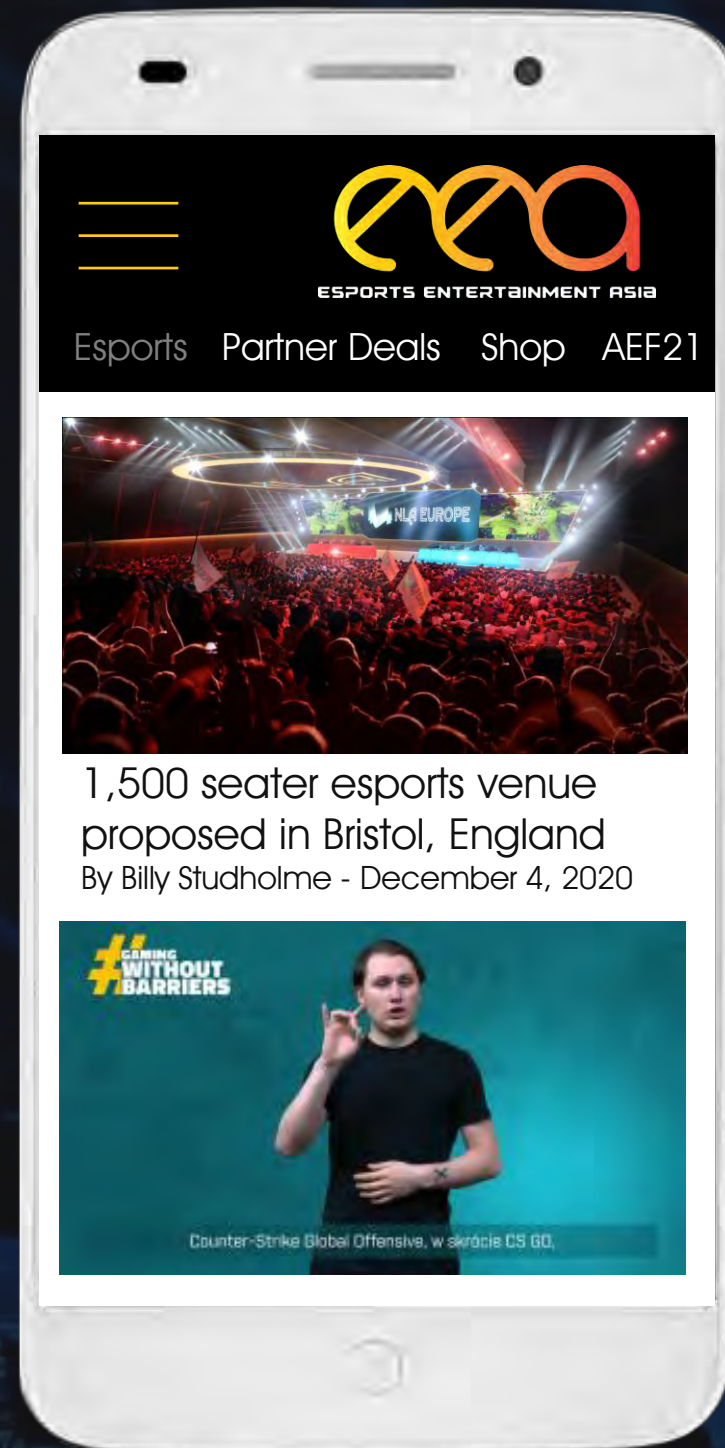


" MILESTONES / PROGRESS EEA Memberships Program"

We are already in talks to consolidate some of Singapore's largest membership programs

Equipment partners are ready to join our reward schemes for members with special deals, packages and exclusive EEA OEM/Curated Merchandise only available to EEA Members and AEF21

App will have built-in game surrounding AEF21 booths and event spaces





ESPORTS ENTERTAINMENT ASIA

Presents

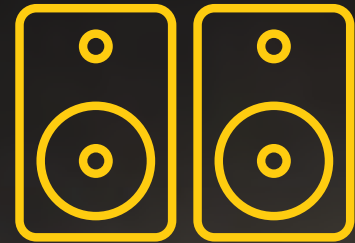
MASTERCLASS

ACADEMICS

" Master Class Topics "

MASTER CLASS

Audio



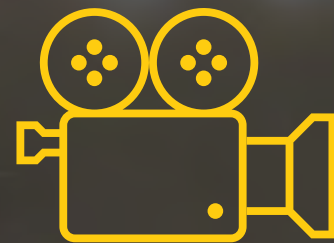
Creative Techniques

How to Mix
Mastering Levels
Proper Microphone Placement
Etc...

Equipment Manufacturers

Digico
Avid
L'Acoustics
D&B Audiotechnik
Etc...

Video



Creative Techniques

Camera Composition
Chroma/Luma Keying
Etc...

Equipment Manufacturers

Ikegami
Panasonic Business
Resolume
Barco
Etc...

Lighting



Creative Techniques

Lighting Design
Effect Lighting
Etc...

Equipment Manufacturers

MA Lighting
GLP
ACME
Chamsys
Etc...

“ Participating Brands ”

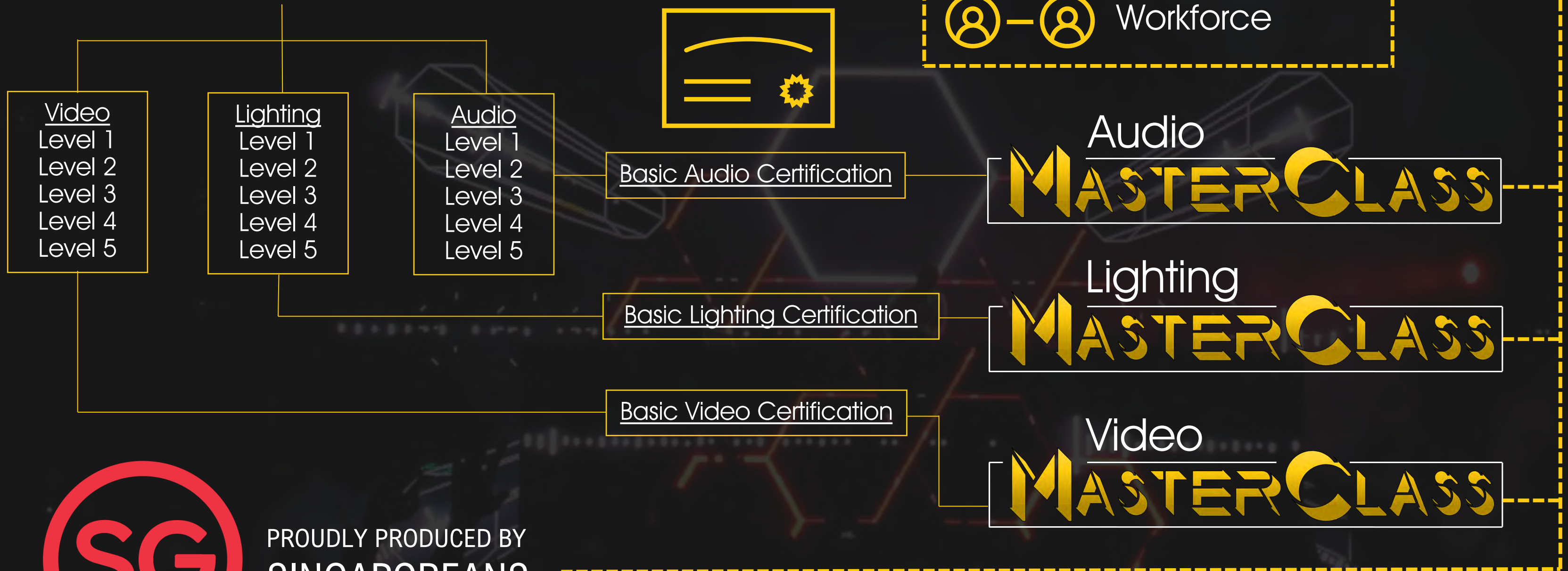


Christie
Pandoras Box



“ Academics x Masterclass Progression ”

ACADEMICS



PROUDLY PRODUCED BY
SINGAPOREANS



ESPORTS ENTERTAINMENT ASIA

Presents



We'd like to extend our sincere thanks to our sponsors and partners

EVENT PARTNER



CATHAY
CINEPLEXES

SPONSORS

Panasonic
BUSINESS



audio-technica



SENNHEISER

EUROSPORTS
GLOBAL



**ELECTRONICS &
ENGINEERING PTE LTD**

**TOTAL
SOLUTION**

BuildTEC SOLUTIONS PTE LTD



EuroAutomobile



Sunray

We'd like to extend our sincere thanks to our sponsors and partners

SUPPORTED BY

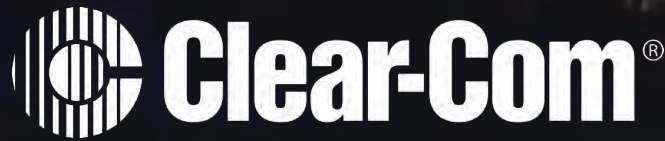
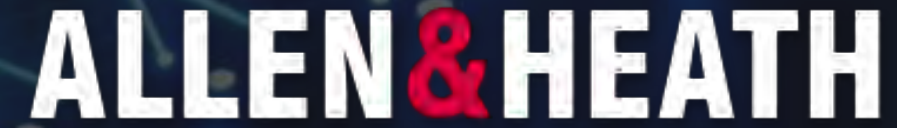


NEP Live Events





PARTICIPATING BRANDS



“ Live Esports Production Workshop ”



“ Live Esports Production Workshop ”

SCOGA × **EEA** ESPOUNTS ENTERTAINMENT RESID

We'd like to extend our sincere thanks to our sponsors and partners

EVENT PARTNER
CATHAY CINEPLEXES

SPONSORS

Panasonic BUSINESS **audio-technica** **m1** **SENNHEISER**

EUROSPORTS GLOBAL **ELECTRONICS & ENGINEERING PTE LTD** **TOTAL SOLUTION** **BuildTEC SOLUTIONS PTE LTD**

BARCO **EuroAutomobile** **Sunray**

Live Esports Production Workshop
2 - 4 December 2020

Event Partner: **CATHAY CINEPLEXES** Organisers: **EEA** **SCOGA**

Sponsors:

Panasonic BUSINESS **audio-technica** **m1** **SENNHEISER**

EUROSPORTS GLOBAL **ELECTRONICS & ENGINEERING PTE LTD** **TOTAL SOLUTION** **BuildTEC SOLUTIONS PTE LTD**

BARCO **EuroAutomobile** **Sunray**

Supported By:

SAFRA **Club** **THE CORE PROJECT** **RED GROUP** **Support by Play** **OSIQ ONE**

vividthree **yup-ss** **NXC** **StarHub** **myQ** **sphere** **HOMETEAMSG**

Participating Brands:

Clear-Com **ACME** **NewTek** **Global FUSSE** **Summit** **m1**

lumentradio **MA** **AYRTON** **ASTERA** **Cham-Sys**

“ Live Esports Production Workshop ”





ESPORTS ENTERTAINMENT ASIA

COMPANY PROFILE - JULY 2021

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