

ASIASOFT TARGETS 150 MILLION GAMERS IN REGION >> 4B

Asiasoft targets 150 million gamers in the region

FIRM HAS AMBITIOUS GROWTH PLANS AT HOME AND SE ASIA; MOBILE GAMING SEEN AS RAPIDLY EXPANDING SEGMENT

JIRAPAN BOONNOON
THE NATION

BANGKOK-BASED Asiasoft Corp aims to have 150 million gamers in Southeast Asia in the near future.

Vice chairman Pramoth Sudjitporn recently said the company's direction this year was to expand its business both internationally and domestically.

Asiasoft early this year acquired a Philippine company named Level Up! for around US\$6 million (Bt194 million), which should enable it gain about 40-50 per cent of that country's market, which has some 41 million ID gamers.

Asiasoft has around 124 million ID gamers in the region, and expects to pass the 150-million milestone in the near future, he said.

"Online gaming in the Philippines is a continuing growth market. We are a Thai company that can grow in the international market, and we have a network in the region," he added.

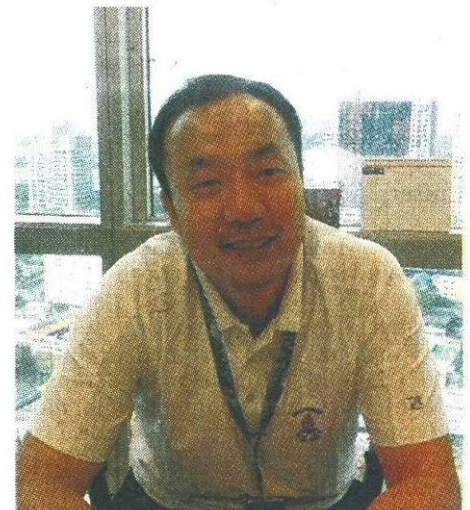


Pramoth said the company would, moreover, focus on providing mobile games to support the new lifestyle of game lovers, which now spend more time playing via smart devices.

Asiasoft will also offer its games via both the App Store and Google Play, as well as developing a mobile platform to support customers in the Southeast Asian market.

The company's target is to launch at least three mobile games this year, and it expects revenue from mobile gaming to account for about 20 per cent of income within the next three years.

Besides Thailand, the company now has offices in five Southeast Asian markets: Indonesia, Malaysia, the Philippines, Singapore and Vietnam. The growth potential is good, as the region has a population of some 600 million and a combined gam-



Sudjitporn: Aiming to win in the region.

ing market worth around Bt10 billion, said the vice chairman.

Asiasoft currently provides and operates 56 games, enabling it to gain a market share of around 20 per cent, with PC-based games still accounting for more than 90 per cent of its income.

The company will continue to introduce mobile games to the market to support the new social media-based lifestyle and behaviour of gamers.

"I see Southeast Asia as a huge market in which we have an opportunity to expand our customer base, and we will spend time cultivating the market in order to gain a greater share. Asiasoft is now the No-1 player in Thailand, Malaysia and Singapore.

"The firm also plans to provide new business-related Internet services or total online entertainment services in the near future, which is a huge growth opportunity," said Pramoth.

He added that Indonesia, Vietnam and the Philippines were all emerging markets offering continued growth.

Meanwhile, Asiasoft will invest in e-sports and competitive titles, especially in the multiplayer online-battle arena - or MOBA - for which there is strong demand in the region.

The company last year generated revenue of Bt1.7 billion, down by around 15 per cent from the year prior due to weak online-income performance from new game launches, as well as launch delays.