

## Asiasoft diversifying regionally from online games for entertainment

WATCHIRANONT THONGTEP  
THE NATION

Southeast Asia's leading online-game-servicing company, Asiasoft Corporation, has announced a Bt300-million plan to invest in entertainment-content-based business to broaden its revenue.

"This expansion will enable the company to balance risks from its 90-per-cent proportion of online-game revenue," Pramoth Sudjitporn, chief executive officer, said yesterday.

The company expects to make a couple of business deals, both at home and overseas, this year with website operators and online-content providers. The deals might take the form of joint ventures or acquisitions.

The company is focusing on expansion into high-potential markets in Southeast Asia such as Vietnam and Indonesia.

The company plans to establish a joint venture in Vietnam if it can obtain approval from the Vietnamese government for an online licence.

The new office is expected to be set up late this year or early next.

Previously the company set up a joint-venture business in Indonesia that is 80 per cent owned

by Asiasoft and 20 per cent by an Indonesian partner.

In addition, the company offers its @cash payment service for the 40 million Facebook gamers in the region. This new service is expected to generate 3-5 per cent of total income.

Meanwhile, Pramoth said his company planned to launch nine new games in the current second half.

Asiasoft also plans to launch the game Alliance of Valiant Arms (A.V.A) on its new regional game-platform service capable of supporting 425,000 concurrent users in Singapore, Malaysia, Vietnam, the Philippines and Thailand via access through a single online ID at [www.playfps.com](http://www.playfps.com).

For all these reasons, the company expects to enjoy 20-per-cent growth in revenue this year.

In the second quarter, Asiasoft enjoyed a 17.6-per-cent year-on-year surge in revenue to Bt421.8 million, with Bt83.71 million net profit, up 13.3 per cent from the same period last year.

In the first six months, Asiasoft received Bt823.3 million, up 13.5 per cent from the first half of 2010. Of this, 67.4 per cent was achieved domestically, with the remainder from overseas markets.