







## Asiasoft expands in Vietnam as the high potential market

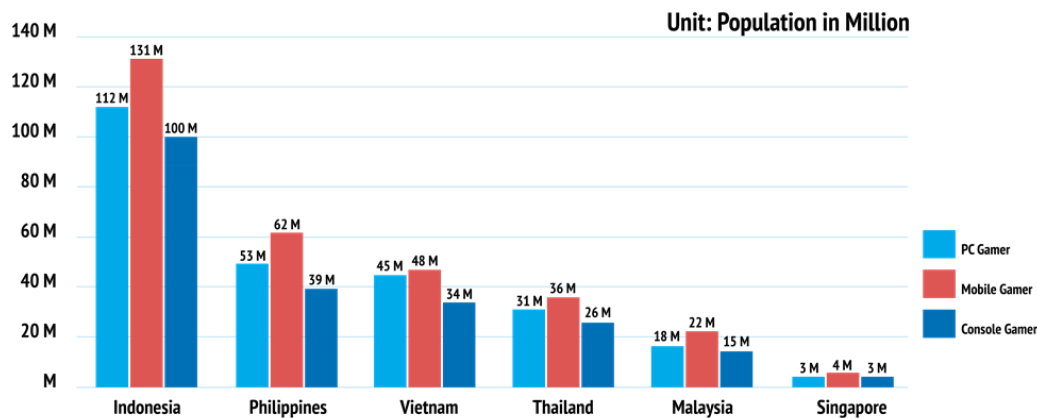
Asiasoft Corporation Public Company Limited who game online publisher in SEAs announces investment in Vietnam. The Vietnam market is one of the highest potential markets for the online game industry in SEAs. This investment will increase our regional coverage for the whole group and allow us to tap into the huge market potential that it offers.

As of January 2021, the Vietnamese population is 97.75 million which is one of the most population in SEAs and it ranks number 15 in the world and Vietnam has 68.72 million internet users. In the year 2020, there are 48.9 million gamers. Mobile games in Vietnam are ranked in the top 10 of the world and ranked in the top 2 in SEAs in the download with 1.5 billion downloads which increase 10% from the year 2019 and generate revenue of USD 151 million, ranked 32 in the global market which increase 50% from the year 2019. Moreover, the Vietnam market is also expected to reach USD 257 million with an average growth of 11.57% per annual and up to USD 399 million in the year 2025.

Statistics (by Million)	Population (Jan.21)		Internet User (Jan.21)			Playing Video Game (Any Device)
	Total Population	Jan 2021 vs 2020	Total	% of Total Population	2021 vs 2020	% of Internet Users 16-64 yrs.
 Indonesia	274.9	+1.1% (2.9 M)	202.6	73.7%	+16% (27 M)	94.5%
 Philippines	110.3	+1.3% (1.5 M)	73.91	67.0%	+6.1% (4.2 M)	95.8%
 Vietnam	97.75	+0.9% (852k)	68.72	70.3%	+0.8% (551k)	92.1%
 Thailand	69.88	+0.2% (163k)	48.59	69.5%	+7.4% (3.4 M)	96.6%
 Malaysia	32.57	+1.3% (413k)	27.43	84.2%	+2.8% (738k)	88.9%
 Singapore	5.87	+0.8% (46k)	5.29	90.0%	+2.8% (146k)	81.8%

Source: Hootsuite, Datareportal

## SEA GAME MARKET STATISTICS 2020



Source: Newzoo

Mr. Pramoth Sudjitporn, Chief Executive Officer, announces that Asiasoft sees Vietnam as a high potential market and planned to invest in CONG TY TNHH CHAU A MEM Company Limited which has shown strong performance since 2018-2020 with cumulative growth of 188.2% and is expected to grow by 92.8% in the year 2021. Nowadays, CONG TY TNHH CHAU A MEM Company Limited has operated 3 PC games and 1 mobile game while after being partner with Asiasoft the company plans to launch 2 PC games (Gujian, Nine Dragons) and 3 Mobile games (Cabal Mobile, TERA Classic, Real Yulgang Mobile) total of 5 games during the second half of the year 2021.

On 14 May 2021, The Board of directors had passed a resolution to invest in CONG TY TNHH CHAU A MEM Company Limited who is located in Vietnam for an amount of VND 27 billion or approximate Baht 37.8 million. After investing Asiasoft will hold 49% of share capital (issues new capitals) resulting in CONG TY TNHH CHAU A MEM Company Limited becoming a subsidiary under Asiasoft groups in quarter 2 of this year which will be recognized revenue in the second half of the year 2021. We believe that this investment will add more strength and expand to Asiasoft overseas market.

*Source: App Annie, Statista, Hootsuite, Datareportal, Newzoo*

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