

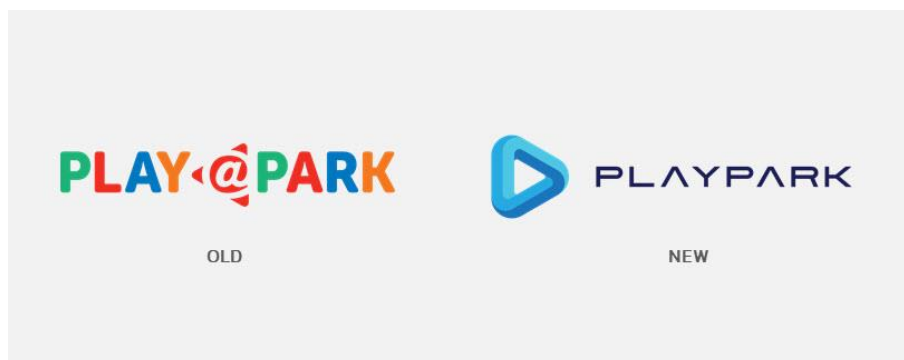


PlayPark debuts New Look! Endless Moments of FUN Await



PlayPark, a leading online game publisher in Southeast Asia under **Asiasoft Corporation Public Company Limited**, welcomes the year 2022 with a new logo in the concept of **PLAY + Infinite FUN**. Through the use of Play buttons that represent 'play', as well as an icon design for the endless moment of fun to be had, the new logo reflects the brand identity of **PlayPark** more clearly.

With a fresh and trendy look, **PlayPark** is refreshed and renewed in the organization's Mission. As a brand trusted by gamers for a long time since launching as a Game Portal Website in Thailand back in 2006, PlayPark has now grown into a game publishing giant in Southeast Asia with various game types and has a fan base spanning various ages. By changing the logo, simplicity is emphasized while simultaneously creating better recognition, and showcasing brand identity to reach a wider group of customers.



Besides refreshing the brand to be more modern, PlayPark emphasizes its commitment to bringing Endless moments of FUN to the public with new game roadmaps for both PC and mobile games and upgrading the fun in 2022, thanks to exciting additions to its titles and more await! More exciting still, PlayPark is preparing to step into the game publishing 3.0 era, also known as Play-to-Earn, by applying Blockchain technology and NFT to games to truly meet the lifestyles of the new generation.