# OFFGAMERS®

AT A GLANCE SINCE 2004

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# 1 Get to Know Us

# 1.1 About OffGamers

With 16 years of industry experience under our belt, we are one of the biggest online aggregator of digital content serving over 10 millions users worldwide. As one of the forefront brands in the industry, OffGamers.com is known to be the gaming service provider, supporting more than 28,000 game titles and facilitating transactions via over 300 payment options. Our services are available 24/7 globally and delivered instantly.

| | |
|---|---|
| Company's Full Name | : OffGamers Group of Companies |
| Establishment Date | : 30th June 2004 |
| Founders | : Leonard Chee, Ken Chee & Stanley Chee |
| Headquarters | : Singapore |
| Other Offices | : Malaysia & China |

# 1.2 Our Key Milestones Over 16 Years

## 2004
• Establishment

## 2007
• Launched Digital Keys

## 2010
• Reached 1 million transactions

## 2011
• Received Top Ten Reviews "Gold Award"
• Reached 1000 Game Titles On Our Website

## 2012
• Received Top Ten Reviews "Gold Award"

## 2013
• Received Top Ten Reviews "Gold Award" & "Excellence Award"
• Reached 200 Payment Gateway Options

## 2014
• 10th year anniversary OffGamers Celebrates a Decade of Momentous Milestones
• PayPal's SEA Market-ingCampaign

## 2015
• 11th year anniversary
• DBS Collaboration
• Zalora Campaign

## 2016
• OffGamers 12th Anniversary
• Top 5 SME By Foreign GMV 2016 - MyCyberSale
• Gamescom 2016 Participant
• ChinaJoy 2016 Participant

## 2017
• OffGamers 13th Anniversary
• Top 3 Entertainment Award 2017 - MyCyberSale
• Chinajoy 2017 participant

## 2018
• OffGamers 14th Anniversary
• Chinajoy 2018 participant

## 2020
• Launched Global mobile top-up
• Launched game keys

1.3

# Our Business Vision

In the 16 years of being in the industry, we adhered to our company's vision and mission which has taken us to the top.

## Our Vision

- To create perfect monetizing platform for Game Developers, Publishers and Gamers alike.

## Our Mission Statements

- Being the world leader in creating gaming-centric e-commerce space for online games.
- Develop and strengthen relationship with partners by driving revenues to increase profitability and bring greater convenience, savings, and ease of use to users.
- Driving innovation by setting industry standards towards aggregating distribution of products for publishers whilst instilling a sense of organizational commitment with integrity in our corporate culture.

1.4

# Our Core Values

Our values guide us to seek excellence and bring the very best for our customers and business partners.

## We Value Our People

We treat one another with respect and take pride in the significant and creative contributions that comes from the diverse individuals that make up various teams in the company.

## We Work with Passion

We put our heart and soul into our work to deliver the very best and we're always on the lookout for the next challenging goal to achieve.

## We Act with Integrity

We are each personally accountable for the highest standards of behavior, including honesty and fairness in all aspects of our work.

## We Take Responsibility for Quality

Our products will be guaranteed to be the best in terms of value. We will deliver excellence and strive for continuous improvement as well as adapting quickly to change.

## We Seek Efficiency and Effectiveness

We strive on continuous efficiency and effectiveness in our approach to give the best solution at all times.

## We Deliver Customer Satisfaction

We are dedicated to delivering high customer satisfaction by respecting our customers, listening to their requests, understanding, and exceeding their expectations.

1.5

# We Believe In Teamwork

*“ALONE WE CAN DO SO LITTLE,*
*TOGETHER WE CAN DO SO MUCH”*

Each and every one of our team members represent the spirit of our company: driven, committed and limitless.

***Leonard Chee - Chief Executive Officer***
*“It’s both exhilarating and fulfilling to work with publishers and developers over the years to expand their market globally. We believe in building long-term business relationships for long-term growth”*

***Karyn Thng - Business Director***
*"When you have a digital product to distribute, OffGamers is always your first resort, never your last. We make sure that every effort is made to be successful with you"*

***Daryl Lau - Chief Marketing Officer***
*“We make every effort to remain at the forefront of digital marketing strategies and innovations. Due to this positioning, we can help our partners to collaboratively market their games with us to all the gamers globally.*

***Kim - Chief Operating Officer***
*“This is a huge industry of opportunities. Our team manages to meet the expectations of all our partners in the most efficient and effective way”.*

***Ching Yen - Chief Technology Officer***
*“We have built strong relationships with all our corporate partners in order to provide the best products and services to our customers”.*

***Alfred - Business Director***
*“Being part of OffGamers, I could perform my duties with the passion I have towards gaming. I am blessed to be doing what I love to do”*

# 2 Together We Grow

2.1

# Together We Grow

OffGamers is an ideal partner for publishers and game developers. We offer a multitude of services and solutions which caters to the needs of our gaming clientele globally.

## MASSIVE GAMES

We offer extensive product range coverage which has made us one of the leading online game services provider today. We are currently supporting more than 28,000 games and facilitating over 10 million users worldwide.

## 24/7 SERVICE

A 24/7 dedicated customer service team to support our well-established and rapidly growing user base. Our accessibility is not only restricted to emails but we can also be contacted via live chat.

## PAYMENT METHODS

We have a wide range of payment channels globally. Products and services from OffGamers are accessible via 300 payment methods available on our portal.

## USER FRIENDLY

Our innovative navigation flow ensures a seamless shopping experience for our customers from browsing to checkout.

## MULTILINGUAL

We are currently localized in English, Chinese, and Indonesian language.

2.2

# Our Payment Partners

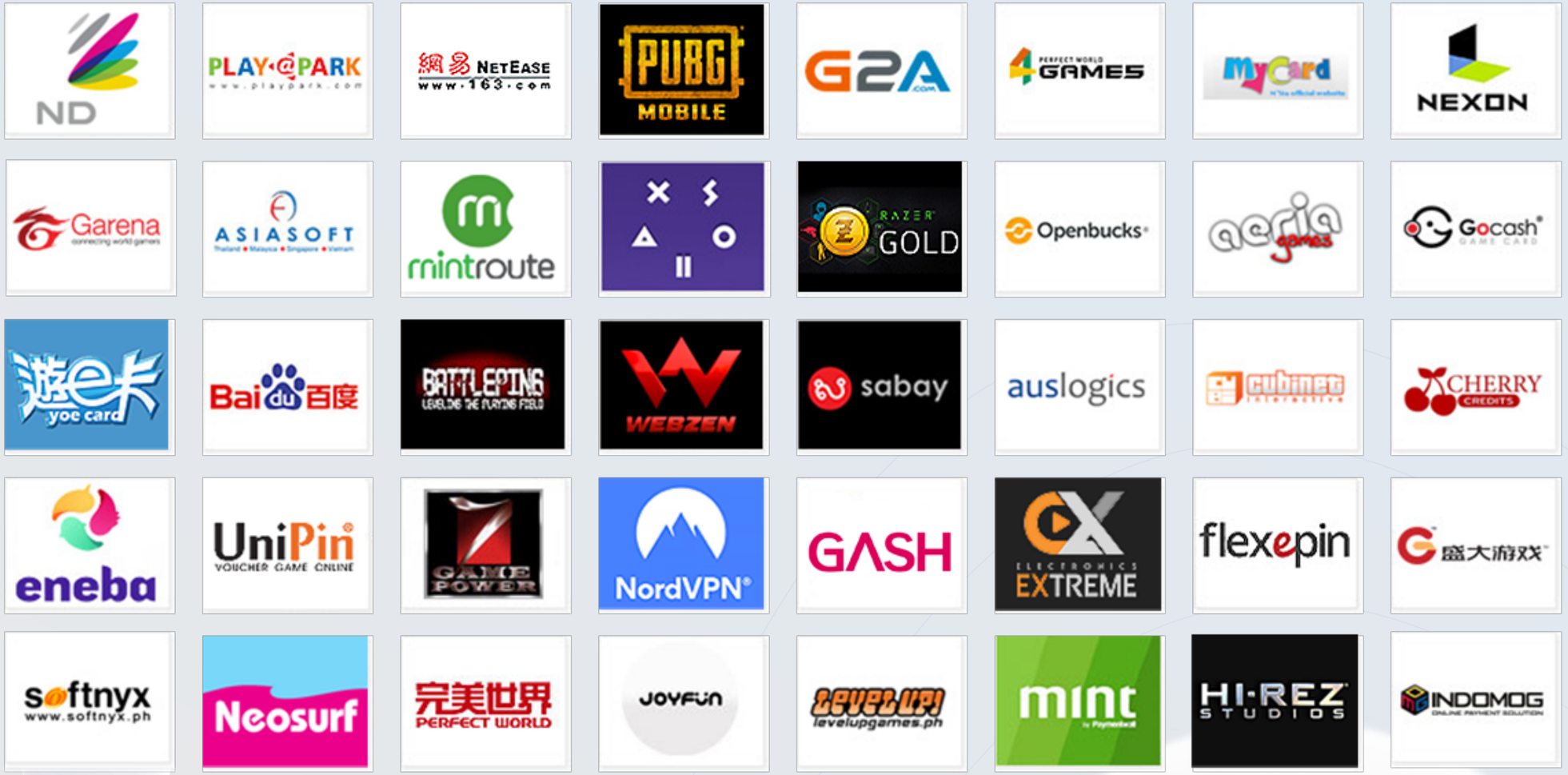
OffGamers is extremely proud to be one of the few in the industry to have a diverse range of payment gateway providers. With over 300 payment options to select from, international and local customers alike are able to make payment seamlessly. Users are assured safety when making transactions on our platform as we only list payment gateways that are reputable, safe and reliable.

- **We Accept Payment Worldwide**

- **We Support 300+ Payment Methods**

2.3

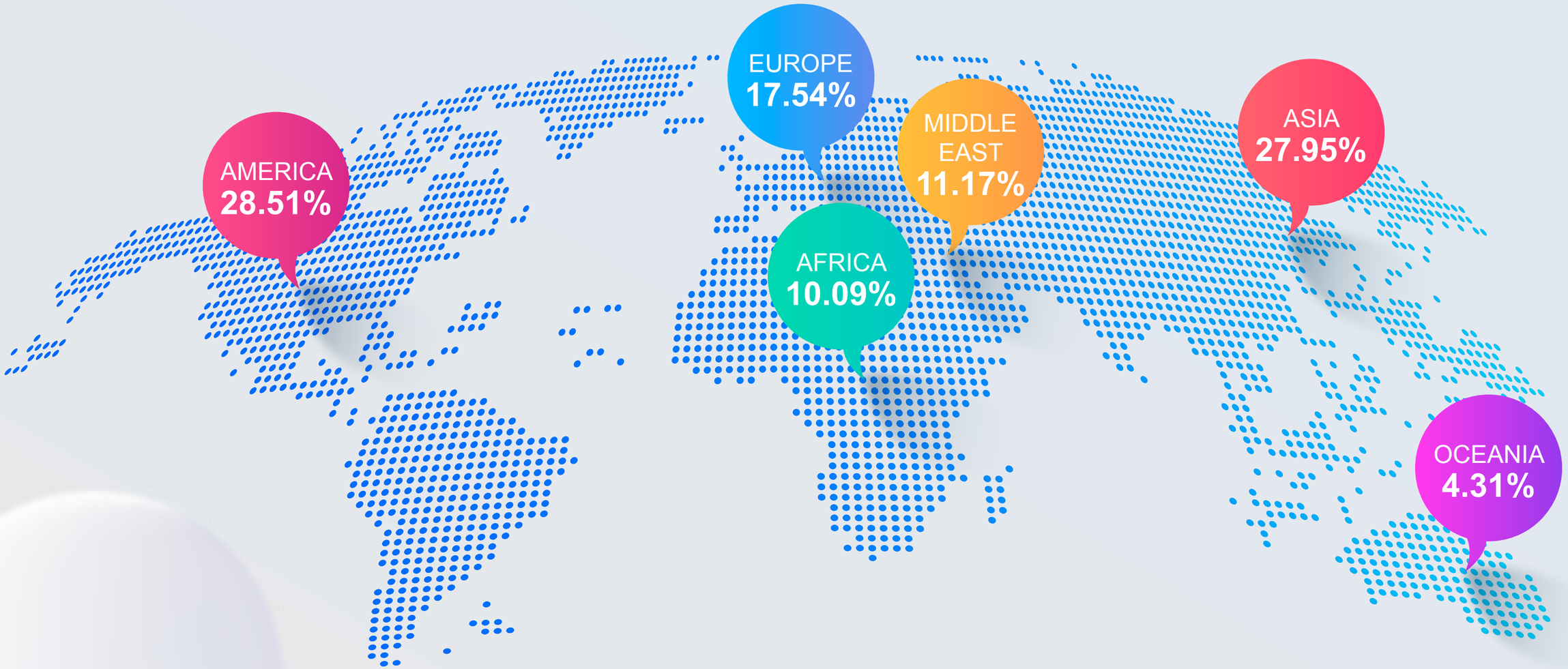
# Our Publishers



3

# Coverage & Customers

# 3.1 Regional Coverage



# 3.2 Channel Coverage

OffGamers collaborates with partners for the distribution of OffGamers' Gift Card.

OFFGAMERS™ Gift Card
PERFECT GIFT FOR GAMERS ALIKE

# 3.3 Numbers Speak Louder Than Words

1

Page Views
**39,313,867**

2

Returning Visits
**52.58%**
5,956,162

3

Visits
**11,327,304**

4

Unique Visits
**5,351,180**

Visits by **Mobile**

Apple
**1,061,360**

Huawei
**171,697**

Samsung
**637,095**

Others
**832,970**

First Session Transaction
**31.43%**

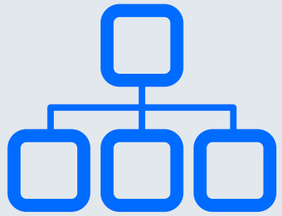
eCommerce Conversion Rate
**21.79%**

4

# We Are A Connected Generation

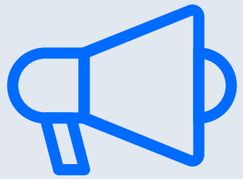
4.1

# Our Digital Strategy



## 01

- Product Launches
- Promotions
- Engagement Campaigns



## 02

- Paid Search
- Organic Search
- Social Advertising
- Collaborative Marketing
- Newsletter
- Social Media
- Direct Ads

## 03

- Data Capturing
- Click Tracking
- User Analysis
- Attribution Metrics
- Split Testing

# 5 Reason To Believe

# 5.1 Rewards & Recognitions

OffGamers has been rewarded with some prestigious awards over the past few years.

- 3 consecutive years of Gold Award from Top Ten Reviews

- Quality of assurance by

- Power-seller from eBay

- Top 5 SME By Foreign GMV 2016 - MyCyberSale
- Top 3 Entertainment Award 2017 - MyCyberSale

# 5.2 On-Ground Events

**Boostopia Malaysia**
(August 8, 2019)

**Gamescom**
(2016, 2018)

**ChinaJoy**
(2016, 2018)

**ACGC 2008**
(September 26, 2008)

**UOnline Talentine Roadshow**
(September 1, 2010)

**OffGamers TeenFest 2K11**
(December 5, 2011)

**SEGI College CNY**
(January 10, 2012)

**FIFA Online Sg. Wang**
(June 25, 2012)

**CS:GO Lot10**
(April 23, 2013)

# Thank You