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## STORY-I EXPANDS INTO LUCRATIVE GAMING SECTOR WITH MICRO-STAR INTERNATIONAL PARTNERSHIP

**Story-i Limited (ASX:SRY) (Story-i or the Company)** is pleased to announce that through its 100%-owned Indonesian subsidiary PT Inetindo Infocom, has executed a Dealer Program Partnership Contract with Micro-Star International Co. Ltd (MSI), a TWSE-listed (TWSE:2377) multinational developer of high-end gaming hardware.

Through the partnership with MSI, Story-i is now an authorised MSI reseller of a wide range of gaming laptops, PCs and accessories and is entitled to official privileges and support from MSI including rebates for marketing funds, online advertisements and media exposure, warranty and technical support.

Story-i will establish outlets in selected malls to sell the MSI range of products and the products will also be available in the existing campus stores. The MSI products will also be available online through the Company's online store at [www.story-i.com](http://www.story-i.com).

### **About MSI**

With a global presence in over 120 countries and headquartered in Taiwan, Micro-Star International Co., Ltd designs, develops and provides computer hardware, related products and services, including laptops, desktops, motherboards, graphics cards, all-in-one PCs, servers, industrial computers and accessories, with a focus on the high-growth gaming market.

MSI is listed on the Taiwan Stock Exchange with a market capitalisation of TWD121.6 billion (AU\$5.9 billion).

Commenting on the new partnership Managing Director Michael Chan stated:

“The gaming device & accessories market is a huge growth opportunity for Story-I and it is a privilege to partner with an established global gaming giant, MSI, to grow Story-I’s gaming hardware business together.”

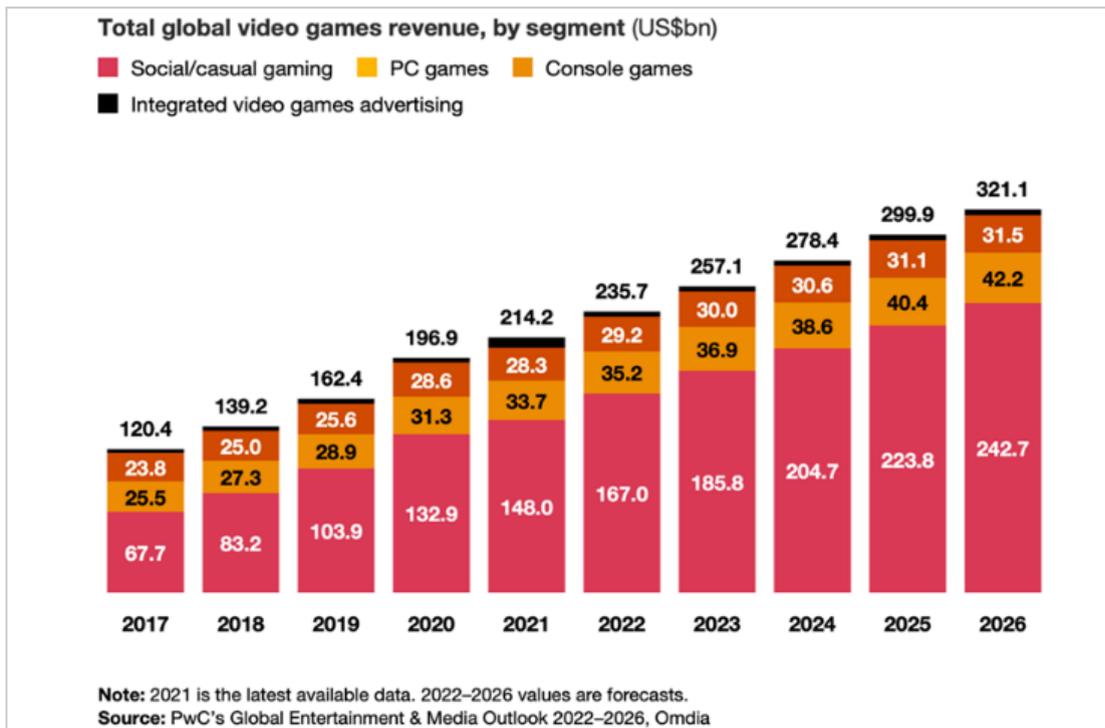
**Gaming: A Covid-driven Boom**

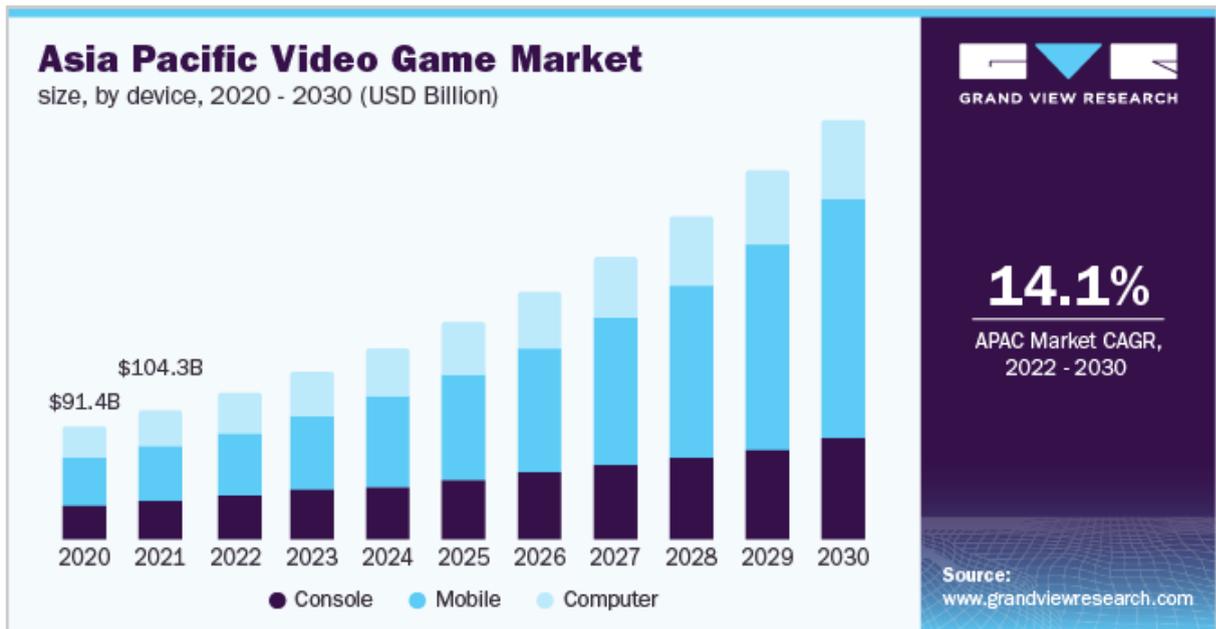
The Covid lockdowns resulted in millions of people turning to gaming as a way to avoid boredom and deal with isolation, spending more time and money on playing games than ever before. According to PwC’s Global Entertainment and Media Outlook 2022-26, the global gaming industry is expected to maintain its recent rapid growth, and could be worth US\$321 billion by 2026.

The global video game market size was valued at US\$195.65 billion in 2021\* and is expected to expand at a compound annual growth rate (CAGR) of 12.9% from 2022 to 2030.

In the Asia-Pacific region, the sector is forecast to grow at a CAGR of 14.1%\* over that period. The emergence of Asia-Pacific as the major gaming hub of the world has allowed it to dominate the market in with a revenue share of over 53% in 2021.

\* GrandView Research Report: Video Game Market Size, Share & Trends Analysis Report 2022 - 2030

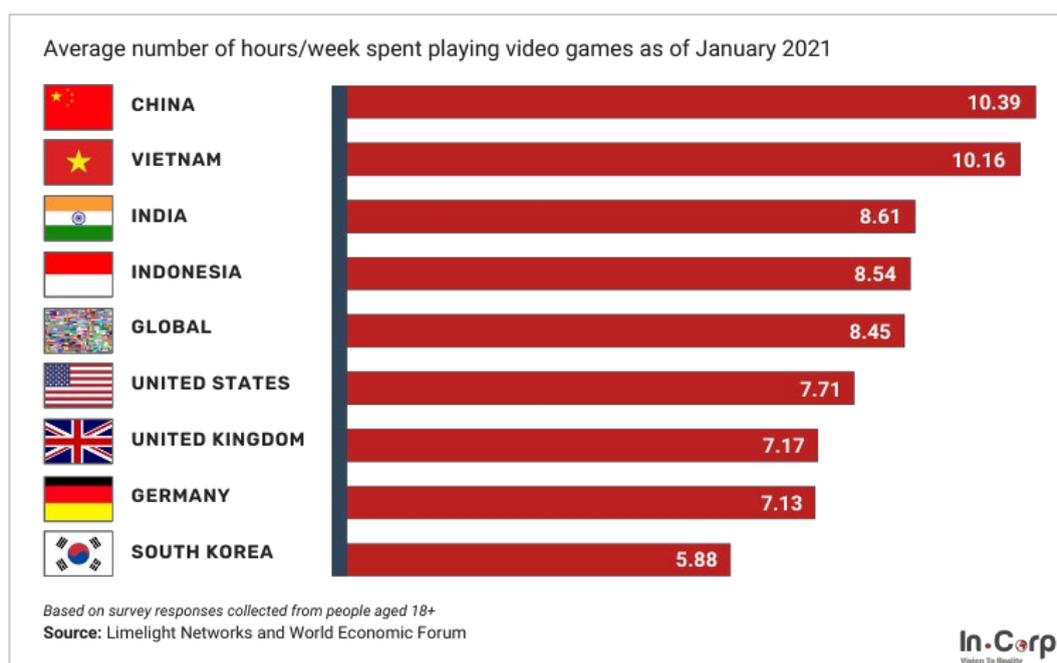




### Indonesian Gaming Market

According to the Indonesian Gaming Association (AGI), the gaming market in Indonesia is the 16th largest in the world and the largest in Southeast Asia. At the end of 2021, related sales accounted for US\$1.92 billion.

Research by Limelight Networks states that Indonesians spent roughly 8.54 hours/week playing video games, significantly more than in South Korea, Germany, USA and the UK.



Story-i's Non-Executive Director, Michael Pixley, added:

“Building on our success as an Apple Authorised Reseller in Indonesia, Story-i is now actively seeking to quickly expand its presence in the high-growth gaming sector locally. As a technology company, we understand the importance of staying ahead of the curve with our market offering and we will continue to cultivate partnerships with other world leading brands.”

### MSI's latest gaming laptops



Additional information about MSI can be found on their website at [www.msi.com](http://www.msi.com)

Authorised for release by Mr Michael Chan, Managing Director.

For more information please contact Michael Chan at [michael@story-i.com](mailto:michael@story-i.com).

### **Forward looking statements**

Certain information in this document refers to the intentions of Story-i, but these are not intended to be forecasts, forward looking statements or statements about the future matters for the purposes of the Corporations Act or any other applicable law. The occurrence of the events in the future are subject to risk, uncertainties and other actions that may cause Story-i's actual results, performance or achievements to differ from those referred to in this document. Accordingly, Story-i and its affiliates and their directors, officers, employees and agents do not give any assurance or guarantee that the occurrence of these events referred to in the document will actually occur as contemplated. Statements contained in this document, including but not limited to those regarding the possible or assumed future costs, performance, dividends, returns, revenue, exchange rates, potential growth of Story-i, industry growth or other projections and any estimated company earnings are or may be forward looking statements. Forward-looking statements can generally be identified by the use of words such as 'project', 'foresee', 'plan', 'expect', 'aim', 'intend', 'anticipate', 'believe', 'estimate', 'may', 'should', 'will' or similar expressions. These statements relate to future events and expectations and as such involve known and unknown risks and significant uncertainties, many of which are outside the control of Story-i. Actual results, performance, actions and developments of Story-i may differ materially from those expressed or implied by the forward-looking statements in this document. Such forward-looking statements speak only as of the date of this document.

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