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**GLOBAL GAMING GIANT, RAZER INC, APPOINTS STORY-I AS OFFICIAL RESELLER,
STRENGTHENING STORY-I'S GAMING OFFERING;**

Highlights

- **Story-I becomes Official Reseller of RAZER gaming devices and accessories**
- **RAZER is one of the most recognised brands in the global gaming community**
- **RAZER Inc, listed in HK with a market capitalisation of US\$2.6B and \$1.6B revenue (FY21)**
- **The RAZER deal further enhances Story-I's product offering in the gaming space, following a successful partnership with MSI (ASX release: 5 April 2023)**
- **Global gaming peripheral market is forecast to almost double in size over the next 5 years, to US\$7.1 Billion by 2028**
- **Story-I opened its first MSI retail outlet in Jakarta in May 2023.**

Further to the ASX announcement "Expansion into Lucrative Gaming Sector with MSI" dated 5 April 2023, Story-I Ltd is pleased to announce that it has executed a Cooperation Agreement to be a Reseller of RAZER's range of high-end gaming devices and accessories including gaming controllers, PCs, laptops, headsets and keyboards.

RAZER is a leading lifestyle brand for gamers and is one of the most recognized brands in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built one of the world's largest gamer-focused ecosystem of hardware, software and services.

The addition of RAZER's gaming devices and accessories will complement the MSI product range and widen the selection of gaming devices and accessories available to the gaming and esports communities from the top brands in the gaming and esports industry.

As a Reseller the Company will be reimbursed for the fitout of the retail space including the provision of racks and tables for display purposes.

Images of selected RAZER products:





Images: www.razer.com

For more on information on Razer please visit their website at www.razer.com

According to IMARC research, the global gaming peripherals market size reached US\$4.4 Billion in 2022. The gaming and peripherals sector was a key beneficiary of the COVID-19 pandemic. With people spending more time at home due to lockdowns and social distancing measures, the demand for quality gaming peripherals increased considerably due to increased participation in gaming and esports. Looking forward, IMARC Group expects the gaming peripherals market to reach US\$7.1 Billion by 2028, exhibiting a growth rate (CAGR) of 8.3% during 2023-2028. The increasing number of professional gamers, rising reliance on smartphones, and the growing number of brand stores represent some of the key factors driving the market.

Opening of first MSI retail outlet

Following the execution of a partnership contract (see announcement dated 5 April 2023) with Micro-Star International Ltd (MSI) a TWSE listed (TWSE:2377) multinational developer of high-

end gaming hardware, the first retail outlet for MSI's range of gaming devices and accessories has opened in the Pondok Indah Mall Jakarta (pictured below).



Image: PT Inetindo Infocom

Story-I's business development team is continuing to assess suitable locations for additional outlets to grow the Gaming business segment.

Managing Director, Michael Chan commented, "We are excited to further bolster our offering in the gaming space through the RAZER agreement, and are encouraged by the high-calibre partnerships that Story-I is creating. From our perspective, the Apple, MSI and RAZER partnerships are just the beginning, and we are committed to becoming a regional leader in this high-growth sector as we continue pursuing new opportunities for further expansion."

Authorised for release by Michael Chan, Managing Director.

For more information please contact Michael Chan at michael@story-i.com