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MDeC Collaborates with GameFounders To Accelerate Malaysia's Vision of Becoming Asia's Games Hub by 2020

CYBERJAYA, 4 March 2015 - The Multimedia Development Corporation (MDeC) and GameFounders, the first gaming startup accelerator in Europe, recently announced a collaboration to bring a regional games accelerator to Malaysia, which will ultimately support Malaysia's vision of becoming Asia's games hub by 2020.

A Memorandum of Understanding (MoU) between MDeC and GameFounders was signed at the Games Developer Conference in San Francisco yesterday (3rd March). This collaboration will help Malaysia gain the right momentum in becoming a games hub by providing access to a network of global games mentors, subject matter experts and acceleration programs. The partnership will also help to advance Malaysia's games ecosystem by providing linkages to global games ecosystems.

MDeC is now strengthening its focus on driving the games development industry in Malaysia (which encompasses Consoles, PC Games, Game Portals, Massively Multiplayer Online Games (MMO) and Mobile Devices Games) and further increase its visibility on a global scale. This stems from the decision made at the 26th MSC Malaysia Implementation Council Meeting (ICM), chaired by the Prime Minister of Malaysia to ensure the country becomes a regional games and interactive media hub. This will be achieved by building on Malaysia's existing digital content sector, including attracting anchor companies to serve as industry drivers, building local games capacity & capability and raising global market access through publishing platforms.

Ng Wan Peng, Chief Operating Officer of MDeC said "MDeC's collaboration with GameFounders is a strategic intent for us to promote Malaysia as a regional games hub and spur our local games industry. By tapping into GameFounders' network of mentors, investors and strategic partners, together we will raise the bar of the whole Malaysian game ecosystem, creating

long term jobs and boosting valuable skillsets for the country.”

Kadri Ugand, co-founder and CEO of GameFounders said, “Asia’s games industry is currently booming and a lot of companies are trying to find the East-West link. We look forward to our collaboration with MDeC, as opening a GameFounders’ hub in Malaysia will bring our value proposition to a completely new level. Combining our network of global mentors with the talent in Asia, the game studios will definitely benefit from the knowledge sharing and technology exchange.”

The Malaysian games industry is currently at nascent stage with room to grow. Based on the PriceWaterHouseCoopers Global Entertainment and Media Outlook 2013-2017, Malaysia’s games market was worth RM727 million in 2013 and expected to grow 20% to RM868.70 million by 2017. Currently there are over 50 MSC Malaysia-status games companies, involved in online, mobile and interactive games. Over the past few years, Malaysian games studios have worked together with major international studios to produce high quality games for worldwide distribution - one example includes Lemon Sky’s recent partnership with world renowned BANDAI NAMCO to develop new series of projects in 2015. Malaysian games studios have also had international successes like Kings League: Odyssey by Kurechii which had won the GDC China Independent Game Festival China Best Game

GameFounders is the first startup accelerator in Europe focused only on the games industry. Since its inception in 2012, the company has successfully nurtured 29 games studios (startups) from 16 countries in their portfolio that are all active to-date and 80% of them are earning revenue following the launch of their original Intellectual Properties (IPs). GameFounders run a 3-months accelerator program with over 120 gaming gurus focusing on accelerating startups on monetization, marketing, business and growth in gaming.

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About MDeC, MSC Malaysia & Digital Malaysia

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest and develop cutting-edge digital and creative solutions in Malaysia.

In 2011, 15 years after the introduction and successful implementation of MSC Malaysia, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. Following this, in 2012, Digital Malaysia was officially unveiled as the national transformation programme to achieve this aim.

Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. It will drive wealth creation, stimulate efficiency and enhance quality-of-life by harnessing and building upon Malaysia's varied ICT initiatives, resulting in a nation that connects and empowers government, businesses and citizens through a vibrant and demand-focused digital ecosystem.

About GameFounders (<http://www.gamefounders.com/>)

GameFounders works with the same model as Y-Combinator, but only with game studios. Young game studios are selected from a global pool (so far applications from 67 countries) and relocated to the hub. The teams will go through a 3-month program of seminars, mentoring sessions, access to gaming partnership deals and introductions to all the relevant people for their game. GameFounders has been operating from its hub in Europe (Estonia) since 2012 and made 28 investments into young game studios from 19 different countries. GameFounders' program is built on four cornerstones; competence, partnership deals, network and funding.