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In South East Asia, the Online Games market is growing more than 45.7% a year, especially in Thailand where the market is growing more than 32.4% annually. With the Thai government's Thailand 4.0 initiative to drive Digital Technology and Creative industries, this leads to strong opportunities in the Thai market for large multinational companies such as Nexon.

Mr. Terry Noh, Chief Operating Officer at Nexon (Thailand) Company Limited revealed that Nexon is the global leader in online games for PC and mobile, who is servicing more than 100 titles in 190 countries. Nexon has been in the game industry for over 20 years. Nexon saw strong growth opportunity in South East Asia and decided to enter the region by investing in a well-known online game company in Thailand called I Digital Connect late last year. With a recent government approval, Nexon will acquire remaining 51% of equity stake in I Digital Connect and will change the company name to Nexon (Thailand) in the upcoming month. Nexon plans to make Thailand a publishing hub for South East Asia which will help drive Digital Content industry in Thailand. Moreover, Nexon looks to utilise local IPs and opportunities to support local developers to expand their content worldwide.

"Nexon sees the South East Asia market as high potential and growth rate, especially on the mobile side. We have been successful in many part of Asia, America and Europe, and have been waiting for the right time to expand into South East Asia. After setting up office in Taiwan 2 years ago, and we are now very excited to open an office here in Thailand. This shows our strong commitment to this region. Nexon has foreseen that Thailand has a lot of potential in Digital Content industry and can grow quickly due to the support from the government under Thailand 4.0 policy, continuous growth in smartphone penetration, and expanding 4G network coverage. We want to get closer to the market and our customers to understand the local culture and our customer needs. We also want to build long term relationships with gamers and game developers in this region. By doing so, we really hope that we can help turn Thailand to be a digital content hub of South East Asia"

Mr. Isra Taulananda, Chief Executive Officer said that Nexon has been working closely with I Digital Connect since last year. Nexon and I Digital Connect have cooperated in launching many global hit titles such as Hero of Incredible Tales which ranked number 1 in Korea. This game is also one of the first mobile games in the world developed with Unreal Engine 4. In Thailand, HIT was very successful and made 'Top Grossing' and 'Top Download' app in both the App Store and Google Play within a short time. Current there are more than 22 million downloads worldwide. Another title which has been recently launched is Dynasty Warriors: Unleashed, a high quality game based on Romance of the Three Kingdoms theme that also did extremely well in Thailand. This game just celebrated its success of more than 7 million downloads worldwide.

For the second half of this year, Nexon will continue to publish more hit games in the Thai market including Durango, Dark Avenger 3 and Point Blank: Strike. On the PC side, Nexon is planning to

launch Tree of Savior and Maple Story – two of the most requested Nexon games by the Thai gamers. Nexon believes that these two games have graphic and playstyle that are most suitable for Thai market and do not required high PC or Internet specifications.

About NEXON Co., Ltd. and NEXON (Thailand) Co., Ltd.

NEXON Co., Ltd. (“Nexon”) (3659.TO) is a global leader in online games for PC and mobile. Founded in Korea in 1994, Nexon developed one of the world’s first graphics-based massively multiplayer online games. Nexon also pioneered the concept of microtransactions and the free-to-play business model, setting a new standard in which play is free, and users have the option to purchase in-game items to enhance their experience. Nexon currently services over 100 titles in more than 190 countries. The Company is headquartered in Tokyo, Japan and its shares are listed on the Tokyo Stock Exchange.

NEXON (Thailand) Co., Ltd. is part of the NEXON group. The company was setup in 2017 by acquisition of a leading online game publisher called i Digital Connect.

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Nexon (Thailand) <http://www.nexon.in.th>

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