



YES! E-SPORTS ASIA HOLDINGS LIMITED

April 28, 2019

## YEAH ASIA LEAGUE 2019 SEOUL - SUCCESSFULLY HELD ON APRIL 28, 2019 (SUNDAY) AT THE VSG ARENA, SEOUL, SOUTH KOREA



**Yes! E-Sports Asia Holdings Limited** (“YEAH” or the “Company”), an Asian E-Sports tournament hub pioneer and a proprietary "E-Sport + Entertainment" platform, has successfully held its first YEAH ASIA LEAGUE cum UNIVERSITY LEAGUE at VSG Arena, Seoul, South Korea on Sunday, April 28, 2019.

This is YEAH’s first event in South Korea with the support of Korea International Exchange Foundation <http://www.ief.kr> and THE PLAY. This was also the second of a series of “E-Sport + Entertainment” events named “YEAH Asia League”, which will be held all around Asia throughout 2019, with Seoul being one of the major milestones since South Korea has always been the pioneer in E-Sports industry.



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Over 250 gamers, spectators and fans gathered at the venue to enjoy a series of exciting games and contests spanning to the afternoon, with lucky draw and winning prize pool totalled over KRW6,000,000.

The event was officiated by the CEO and Director of YEAH, Mr Timothy Shen, who commented on the successful event, “We are very proud to be one of the first non-Korean organisation to host such a professional event in Seoul, South Korea which symbolises a major step for YEAH. Our company was only established in late 2018, but has already hosted significant tournaments and educational seminars in Bangkok, Kuala Lumpur and now in Seoul. Our momentum is unsurpassed due to our commitment to the development of global e-sports industry and contribute to the eco-system.”

Mr Shen further continued, “We will be seen all around Asia and even Europe in the next few months, with planned events in Penang in early May, Tokyo in June, Hong Kong in July, Bangkok, Taiwan in August and our first European event during the fourth quarter of this year, with the aim of reaching over ten million esports gamers, enthusiasts and spectators etc by the end of the year. YEAH will be a strong e-sports + entertainment organiser which the industry cannot ignore.”

The event and its online qualifiers were live streamed on Facebook, Twitch and AfreecaTV (who was also the event’s official supporting streaming partner), attracted over 180,000 views and the event attracted over 690,000 reach in Seoul and Asia. With its strong support from the e-sports community and more, it is expected that YEAH ASIA LEAGUE will soon be an Asian phenomenon which will attract even more fans and gamers to participate around Asia throughout 2019.

The day also marked an official collaboration with Korean College Esports Federation (“KCEF”), a newly established Association with the aim to actively promote esports amongst Korean colleges, by the signing of Memorandum of Understanding (“MOU”) between the two organisations. Dukjin Yoon, founding president of KCEF, is thrilled at the opportunity to establish formal collaboration with YEAH, “KCEF and YEAH share the same vision which is to provide a powerful e-sports platform for the college students of South Korea to refine their experience in e-sports, Korea started the e-sports phenomena but has a weak spot in the amateur e-sports scenes. We think we can have big opportunities to interact with college gamers in other countries, which will widen our insights. We look forward to working closely together in achieving this goal together with YEAH.”



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Mr Tim Shen, CEO and Director of YEAH, with Dukjin Yoon, founding president of KCEF at the MOU signing ceremony

For fans who are into E-Sport and entertainment please continue to follow the news of YEAH Asia League Korea at: YEAH Asia League Korea Facebook fanpage.

You can find further details for E-Sports tournament, YEAH Cosplay Contest and Miss YEAH registration on YEAH's Facebook page:

<https://www.facebook.com/YEAHAsiaLeague/>

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