



## **UltiZen Games Raises \$8 million USD from Three New Investors**

*--- JAFCO ASIA leads Investment ---*

Shanghai, China August 3<sup>rd</sup>, 2010. UltiZen Games Ltd., a game development and outsourcing company, has raised \$8.0 million USD in its third institutional round of funding from JAFCO Asia, HoTung and Tokio Marine. The Series C funding will be used to expand the company's online web game publishing and mobile games.

UltiZen established as a game outsourcing company, now operates three divisions; Game Outsourcing under the UltiZen brand, Online gaming development and publishing under the U-Pal brand and Mobile games development and publishing under the Mo-Star brand. The company currently employs nearly 400 people across three divisions in Shanghai, SuZhou and Beijing.

UltiZen Games is very excited to add JAFCO Asia, HoTung and Tokio Marine to the company's existing investors, Dragonvest Partners, PacLink and CA-JAIC. "Our new investors bring considerable industry experience and relationships to the company. We look forward to further developing our gaming market presence with their support", said Lan Haiwen, CEO of UltiZen Games.

"We are very glad to lead the Series C investment round of UltiZen Games", said Raymond Gu, Associated Director of JAFCO Asia, "we believe the management team is strong and the company strategy is clear, we are expecting a fast grow in the coming 12 to 24 months."

"The business model of UltiZen Games is unique, the synergy among its three business divisions makes lots of sense", added David Tso, Chief Representative of Hotung China, "we are happy to working with the team to explore the emerging market of online web/social games and mobile games."

"We're very pleased to build on our special relationship with UltiZen," said Takayuki Nakazato, CEO of Tokio Marine Investment Services, "we believe the Series C investment will meaningfully strengthen UltiZen's unique position in the fast-growing online gaming market and help drive the company to a new stage."

UltiZen's first online web game – War of Gods was launched in May 2009. The company will launch, under the U-Pal brand, a comprehensive game portal with more than five new titles in the second half of 2010. UltiZen is a leader in licensing its games worldwide. War of Gods is operational in Europe, North America, Japan, Korea, Vietnam, Taiwan, and Malaysia.

Princess Fury, UltiZen's first iPhone/iPad game was launched on June 3<sup>rd</sup>, 2010 and is available through the iTunes store. "We previewed the game just a few days ago, and were impressed with the visual style and the idea of adding strategic elements to what is typically a simplistic button-mashing genre. With Princess Fury now available, we're happy to say that it has largely succeeded in bringing a new take to a tried and true formula", reviewed by Touch Arcade, a worldwide leading portal of Features news and reviews for iPhone and iTouch games. The company plans to launch at least one new game each month during the second half of 2010. Mo-Star games can be found on Apple's global iTunes store.

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### **About UltiZen Games**

Founded in 2005, UltiZen Games is China's largest PC game development and outsourcing company. UltiZen is also the creator of the U-Pal casual game platform for the Chinese market, as well as the leading mobile game developer. UltiZen also received 2008 Red Herring Global 100 Award, an annual listing of the most innovative private technology companies around the world. In 2010, UltiZen has about 400 employees and maintains studios in Shanghai, Beijing and Suzhou, with representative office in Kyoto.

### **About JAFCO**

JAFCO Asia is one of the leading brands in the venture capital industry in the Asia-Pacific region. Its primary focus is to invest in promising technology enterprises with high-growth potential. Headquartered in Singapore, and with entities in Shanghai, Beijing, Hong Kong, Taipei and Seoul, JAFCO Asia has around US\$650m in aggregate funds under management. It is an operating subsidiary of JAFCO Co. Ltd, which is part of the Nomura group of companies and one of the largest private equity firms in Japan with funds under management exceeding US\$5B and is listed on the Tokyo Stock Exchange.

### **About HoTung**

Hotung Investment Holdings Ltd, a venture capital firm with operations in Taiwan, the US and China, was incorporated in March 1997 and has been listed on the Main Board of SGX-ST since August 1997. It is the first and only Taiwan venture capital firm listed on the Singapore Exchange.

The Group's investment portfolio is focused on key industry sectors that include semiconductor, Internet and consumer-related sector etc. Over 70% of the Group's portfolio investments are in the greater China region, while the rest is based in the US.

### **About Tokio Marine**

Established in 1994, Tokio Marine Investment Services (TMIS) has been conducting advisory services and asset management business in Asia region. TMIS is based in Hong Kong and serves as an investment arm of Tokio Marine Group. The company currently focuses on Asian private equity investment and provides investment advisory services on its proprietary funds and external private equity funds to generate high investment return.

Media Contact:

Miss Zhu Bei

Phone: +86 21 5120 8208

Email: [zhubei@ultizen.com](mailto:zhubei@ultizen.com)

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