

Hearts United Group to Take Part in Sony Interactive Entertainment Japan Asia's China Hero Project as a Quality Control Partner

Hearts United Group Co., Ltd. (hereinafter referred to as "Hearts United Group") is pleased to announce that it will take part in the China Hero Project led by Sony Interactive Entertainment Japan Asia (hereinafter referred to as "SIEJA") as a quality control partner supporting quality assurance ("QA") and user experience (UX) improvements in the development of PlayStation® format software.



At the 2016 PlayStation® Press Conference in China held today in Shanghai, China, SIEJA Deputy President Hiroyuki Oda announced the China Hero Project, an initiative that seeks to create successful global-class titles (heroes) and contribute to the growth and development of the Chinese software industry through the PlayStation® platform and strong support of Chinese-owned companies, particularly start-ups looking to penetrate the Chinese and worldwide game markets, in collaboration with the partner companies.

Under the project, companies that strongly support the development of the Chinese home video game market including Hearts United Group, Epic Games, Inc., CRI Middleware Co., Ltd., Silicon Studio Corp. and Unity Technologies (Shanghai) Limited will provide Chinese game developers with development technologies such as game engines and middleware along with debugging services for quality standards improvement. Meanwhile, Whiz Partners Inc. will provide technical and management support across cross-sectional processes from game development to sales through assistance with business operation, finance and so on. In selecting the companies targeted for the project, finding titles and teams with the potential to succeed not only in China but globally will serve as an important perspective, and the PlayStation® 4, a platform that has now sold over 40 million units worldwide, will spur the creation of these "heroes."

With the lifting of the ban of the manufacture and sale of home video game consoles in China and the Chinese release of the PlayStation®4 in March 2015, China's home video game market is on the road to expansion. Against this backdrop, Hearts United Group has decided to enter the Chinese game market with the aim of establishing quality standards in the market and leading the formation of business. With the conclusion of a business alliance signed with Whiz Partners Inc. and the establishment of a subsidiary in China in July 2016, Hearts United Group has promoted the expansion of the debugging business in China.

In this climate, Hearts United Group supports the purpose of the China Hero Project, and with respect to quality

standards as an essential factor in the formation of the home video game market in China moving forward, Hearts United Group has engaged in repeated discussions and activities with SIEJA on quality improvements. As a result, Hearts United Group has decided to take part as a China Hero Project quality control partner on this occasion.

Under the China Hero Project, our group will be responsible for quality control of the PlayStation® format software developed by participating Chinese game developers. Hearts United Group will provide debugging services that support QA and UX improvements, promote understanding of debugging through the holding of seminars and other events, create opportunities to solve issues, emphasize the need for debugging and encouraging the widespread adoption and utilization of outsourcing. In doing so, our group will support the development of high-quality PlayStation® format software and contribute to the expansion of the home video game market in China.

[About the China Hero Project]

■ Aims of the China Hero Project

- Create successful, world-class titles through the PlayStation® platform
- Grow and develop the Chinese software industry through the project

■ Roles of the Partner Companies

◆ SIEJA (title selection, technical support, business operational support)

- Selection of titles and companies with the potential to succeed globally
- Technical support for the PlayStation® platform
- Cross-sectional support for general business operation

◆ Our Group (quality / UX services) and Tool & Middleware-related Companies (development support, quality/UX improvements)

- Promote the adoption of good quality technologies in the development of PlayStation® platform software
- Support the introduction of quality assurance and user experience improvements, and enhance quality control
- Provide support to raise the level of Chinese companies developing PlayStation® platform software

◆ Whiz Partners Inc. (business management and funding)

- Provide management support, cultivate business managers and offer funding assistance
- Support budgeting and management for the pursuit of game software development



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Profile of Hearts United Group Co., Ltd.

Hearts United Group URL	: http://www.heartsunitedgroup.co.jp/
Date Established	: October 1, 2013
President & CEO	: Eiichi Miyazawa
Headquarters	: 6-10-1 Roppongi, Minato-ku, Tokyo
Business activities of group	: Debugging business, media business, creative business and other businesses

* PlayStation and PS4 are registered trademarks of Sony Interactive Entertainment Inc.

* SIEJA is a division company of Sony Interactive Entertainment Inc. and is responsible for sales and marketing in Japan as well as Asian countries and regions.