

First Order Received from a Chinese Game Manufacturer Full-Scale Commencement of the Game Debugging Business in China

Our group, with the parent company Hearts United Group Co., Ltd., is engaged mainly in the debugging business. We are pleased to announce that it has received the first order from a Chinese game manufacturer at our game debugging business in China.

Recently the Chinese government ended its ban on the manufacturing and distribution of home gaming devices. This raised expectations for the future growth of the console gaming market. With growth in console games adding to already popular mobile games, China is on track to surpass the U.S.A., exceeding 22 billion US dollars in 2015, and is expected to become the world's largest gaming market.* In line with this trend, our group has been carrying out field surveys in China for two years and has confirmed the importance of debugging for Chinese game manufacturers in the future and its outsourcing needs. As such, we decided to enter the Chinese gaming market in May 2016.

Subsequently, we established DIGITAL Hearts (Shanghai) Co., Ltd. in Shanghai, China, in July 2016. In cooperation with Sony Interactive Entertainment Japan Asia, we also repeatedly discussed quality improvements and carried out related activities that would be indispensable for the future of the Chinese home gaming market. The result was our active promotion of the debugging business in China, such as our participation in the China Hero Project, the project to support the game development industry in China, led by Sony Interactive Entertainment Japan Asia.

Through these efforts, our group received the first debugging order for PlayStation® VR from a Chinese game manufacturer only one month after the establishment of DIGITAL Hearts (Shanghai) Co., Ltd.

Following the participation in the China Hero Project, Our group will increase demand for debugging, establish quality standards, and form related businesses in the Chinese gaming market by actively providing debugging services for new trade inquiries with the current received order as a catalyst.

*2015 Global Games Market Report by market research and predictive analytics firm Newzoo

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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

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