



RAZER CORPORATE NEWSLETTER

1337.HK

KEY HIGHLIGHTS



"Razer has had a phenomenal first half of 2021 with revenue reaching new heights, continued gross margin expansion, and a better-than-expected net profit of not less than US\$30 million. We are proud of our performance thus far and have confidence that Razer is on track to continue to achieve strong levels of revenue growth and ongoing profitability throughout the year."

Min-Liang Tan, Co-founder and CEO

RAZER ISSUES POSITIVE PROFIT ALERT FOR 1H2021

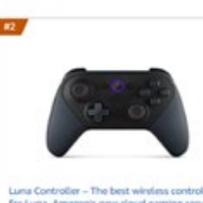
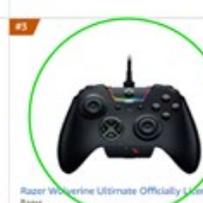
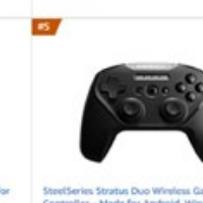
Razer expects to record a profit after tax ("net profit") of not less than US\$30 million for the six months ended June 30, 2021, as compared to a loss after tax of US\$17.7 million for the six months ended June 30, 2020.

The expected improvement in net profit for the Group is mainly due to:

- The higher than expected revenue growth;
- Continued improvements of gross profit margin; and
- Continued improvements in operating expenses management.

For more details, please refer to:

<https://doc.irasia.com/listco/hk/razer/press/p210714.pdf>

 <p>Razer Viper Mini Ultralight Gaming Mouse - Fastest Gaming Switches - 8500 DPI Optical... ★★★★★ 15,751 \$24.99</p>	 <p>Logitech G305 LIGHTSPEED Wireless Gaming Mouse, HERO 12K Sensor, 12,000 DPI... ★★★★★ 6,483 \$28.49</p>	 <p>Logitech G502 HERO High Performance Wired Gaming Mouse, HERO 25K Sensor, 25,600... ★★★★★ 19,720 \$57.99</p>	 <p>Razer DeathAdder Essential Gaming Mouse - 6400 DPI Optical Sensor - 5 Programmable... ★★★★★ 34,571 \$26.50</p>	 <p>Razer DeathAdder Essential Gaming Mouse - 6400 DPI Optical Sensor - 5 Programmable... ★★★★★ 34,571 \$27.54</p>
 <p>Razer Tartarus v2 Gaming Keypad: Membrane, Membrane Key Switches - 32 Programmable... ★★★★★ 179,999 \$79.99</p>	 <p>Razer Cyrena Chroma Gaming Keyboard - Individually Backlit RGB Keys - Spill-Resistant... ★★★★★ 11,000 \$58.60</p>	 <p>HPET K10 Gaming Keyboard USB Wired Floating Keyboard, Quiet Ergonomic Water... ★★★★★ 13,871 \$23.99</p>	 <p>Razer Cyrena Chroma Gaming Keyboard - Hybrid Mechanical Key Switches... ★★★★★ 7,200 \$69.00</p>	 <p>Razer Huntsman Tournament Edition TKL Tenkeyless Gaming Keyboard: Fastest... ★★★★★ 12,200 \$99.99</p>
 <p>RIPHMUS Gaming Headset Xbox One Headset with 7.1 Surround Sound Stereo, PS4... ★★★★★ 85,754 \$19.99</p>	 <p>Razer Kraken X Ultralight Gaming Headset: 7.1 Surround Sound - Lightweight Aluminum... ★★★★★ 19,913 \$52.99</p>	 <p>BENGOO G9000 Stereo Gaming Headset for PS4 PC Xbox One PS5 Controller Noise... ★★★★★ 46,702 \$19.99</p>	 <p>Razer BlackShark V2 Pro Wireless Gaming Headset: THX 7.1 Spatial Surround Sound... ★★★★★ 10,587 \$199.99</p>	 <p>Razer Kraken Tournament Edition THX 7.1 Surround Sound Gaming Headset... ★★★★★ 6,240 \$46.99</p>
 <p>Razer Wolverine Tournament Edition Razer ★★★★★ 11,700 Windows 10, Xbox One 16 offers from \$70.39</p>	 <p>Luna Controller - The best wireless controller for Luna, Amazon's new cloud gaming service ★★★★★ 2,389 \$55.99</p>	 <p>Razer Wolverine Ultimate Officially Licensed... Razer ★★★★★ 11,700 Windows 10, Xbox One \$154.98</p>	 <p>GameSir T4 pro Wireless Game Controller for Windows 7 & 10 PC/IOS/Android/Switch... ★★★★★ 4,647 \$35.99</p>	 <p>SteelSeries Stratus Duo Wireless Game Controller - Made for Android, Windows, and... ★★★★★ 2,748 \$44.99</p>

RAZER SAW SPECTACULAR PERFORMANCE ON AMAZON PRIME DAY IN THE US AND AT 618 SHOPPING EVENT IN CHINA

Razer had stellar sales on Amazon Prime Day in the US and at the 618 Shopping Event in China. Both events were held recently in June.

Razer's mice, keyboards, headsets and console controllers swept the Amazon Prime Day 2021 best-seller charts, with average selling price being 87% higher than other brands* on the charts.

Key highlights^ include the following:

- PC Gaming Mice: Razer takes 12 of the top 20 spots, with Razer Viper Mini Ultralight Gaming Mouse as the number 1 best-seller
- PC Gaming Keyboards: Razer takes 8 of the top 20 spots, with Razer Tartarus v2 Gaming Keypad as the number 1 best-seller
- PC Game Headsets: Razer takes 9 of the top 20 spots, with Razer Kraken X Ultralight Gaming Headset as the number 2 best-seller
- PC Game Controllers: Razer takes 2 of the top 20 spots, with Razer Wolverine Tournament Edition as the number 1 best-seller



RAZER'S FIRST EVER E3 KEYNOTE CONCLUDED WITH TREMENDOUS SUCCESS

Razer's first ever keynote presentation at the leading global video game event E3 recently concluded with resounding success, with over 600,000 concurrent viewership and 250 million impressions across all online platforms globally.

During the E3 keynote, we unveiled a series of innovative hardware built with Razer's best-in-class technology and design that will continue to raise the bar for PC gaming. These include the first Razer Blade to ever feature an AMD processor, the 8-core AMD Ryzen™ 9 5900HX, offering the fastest gaming performance in its class.

This new Razer Blade 14 will also feature up to the NVIDIA® GeForce RTX™ 3080 Laptop GPU, and up to a Quad HD 165Hz display, all packaged into the world's most compact 14-inch gaming chassis. Rounding out the 14-inch powerhouse are the signature Razer trappings that have established Razer Blade laptops as one of a kind, including per-key Razer Chroma RGB backlighting, immersive THX® Spatial Audio for dynamic sound, and an abundant offering of ports to make everyday life easier.

Alongside the Razer Blade 14, Razer also announced their first Gallium Nitride (GaN) charging device, the Razer USB-C GaN charger, as well as the Razer Raptor 27 gaming monitor.

To watch the keynote, please click here: <https://www.twitch.tv/videos/1056333262>

For more details, please refer to:

<https://press.razer.com/product-news/razer-announces-the-ultimate-amd-gaming-laptop-the-new-razer-blade-14/>

<https://www.wired.co.uk/article/razer-blade-14>



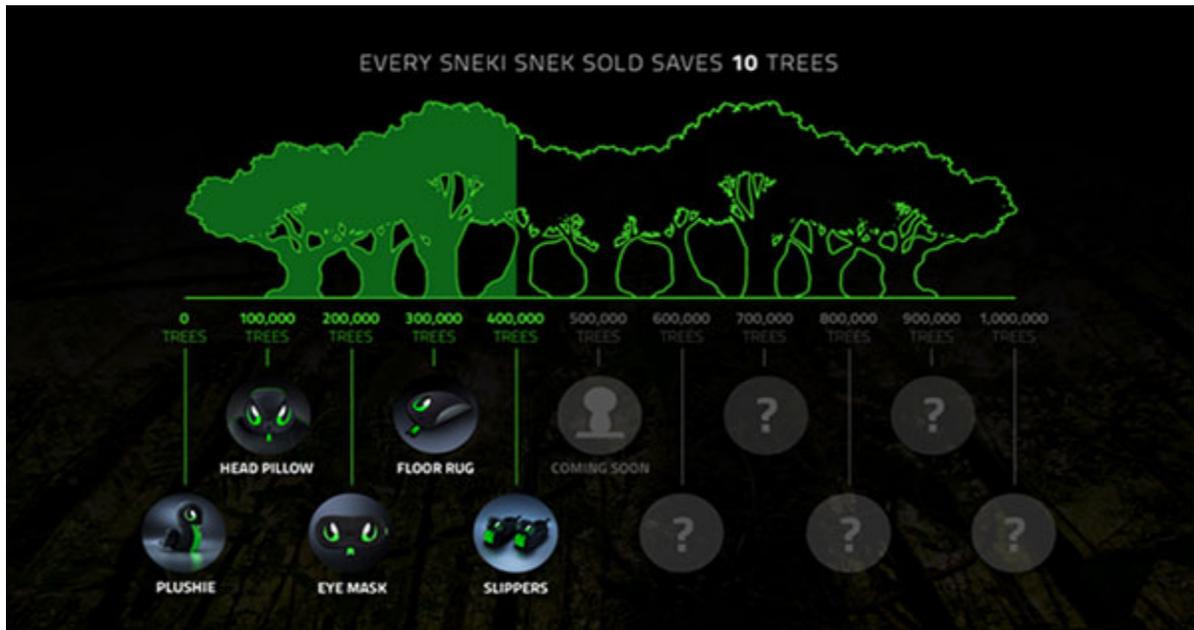
RAZER BECOMES A CONSTITUENT OF THE MSCI GLOBAL SMALL CAP INDEXES

Razer has been included as a constituent in the MSCI Global Small Cap Indexes since close of May 27, 2021.

“We are delighted that Razer has become a constituent of the MSCI Global Small Cap Indexes,” said Min-Liang Tan, Co-Founder and CEO of Razer. “This milestone is a recognition of Razer’s investment value and a testament to our strategy to grow our gamer-centric ecosystem of hardware, software, and services. Riding on our dominant brand position and intensely loyal user base, our proven capabilities in rolling out innovative, category-defining products and services, we are committed to delivering sustained operational and financial excellence as we continue to engage with a broad base of investors.”

For more details, please refer to:

https://app2.msci.com/eqb/gimi/smallcap/MSCI_May21_SCPublicList.pdf



SNEKI SNEK CAMPAIGN HAS SAVED 450,000+ TREES WITH CONSERVATION INTERNATIONAL SINCE INCEPTION

We are delighted to report that we have saved over 450,000 trees since the inception of the Sneki Snek Campaign to save trees with Conservation International in October 2020.

As part of our drive to galvanize our community to contribute and support the global green movement, we have been marking a milestone at every 100,000 trees saved by launching new Sneki Snek eco-merch as each new target is achieved. So far, we have seen tremendous sales response from our fans for the 5 Sneki Snek we launched since.

Earlier in the year, we announced our 10-year sustainability roadmap which will focus on four areas:

- **Green Organization:** pledge to use recycled and recyclables by the end of 2021, renewable energy by 2025 and be carbon neutral by 2030.
- **Green Products:** achieve consumer transparency with carbon consumer labels by 2022, 100% of all Razer products can be recycled with Razer by 2025, and that 100% of Razer products will utilize recycled or recyclable materials by 2030.
- **Green Community:** educate fans through various activations such as the saving of one million trees with Sneki Snek campaign in partnership with Conservation International.
- **Green Investments:** support and invest in environmental and sustainability startups in the areas of renewable energy, carbon, plastics management, and sustainable forestry.

For more details, please refer to:

<https://www.razer.com/hk-en/go-green/green-community>

RAZER BEST-IN-CLASS PRODUCTS



GAMESRADAR: RAZER VIPER 8K HZ IS "THE EQUIVALENT OF AN F1 CAR"

Razer debuted the Razer Viper 8K Hz, the world's fastest gaming mouse with true 8000Hz polling rate and fans are raving over it.

Benjamin Abbott of GamesRadar+ gave it an Editor's Choice and explains, "It's a big deal for those who want to squeeze every last millisecond of speed from their gear. There's a reassuring feeling about your mouse being the fastest one out there, too. For that reason, it's comfortably the best gaming mouse for shooters right now."

For more details, please refer to:

<https://www.gamesradar.com/razer-viper-8k-hz-review/>



PC WORLD: KIIYO PRO IS "ONE OF THE BEST WEBCAMS OUT THERE"

Razer recently unveiled a highly advanced webcam for professional levels of streaming and work conferencing. The new high-performance Adaptive Light Sensor provides superior imaging under almost any lighting conditions.

Adam Patrick Murray of PC World awards it an Editor's Choice award and agrees, "The Razer Kiyoo Pro is one of the best webcams I've ever used. Its high-end hardware and easily workable software traits make it an easy recommendation... It strikes a sweet spot for those wanting an easy-to-use camera that looks great without having to take the next step to invest in a DSLR."

For more details, please refer to:

<https://www.pcworld.com/article/3609774/razer-kiyo-pro-review-one-of-the-best-webcams-out-there.html>



ANDROID CENTRAL: "YOUR NEW GAMING THRONE HAS ARRIVED"

Razer's first foray into gaming chairs with the Iskur continues to be met with praise for its premium build and comfort.

AndroidCentral's Zackery Cuevas decisively scores it a 5 out of 5 and presents THE BEST Award. He elaborates his decision, "The Razer Iskur is an impressive chair and is the best premium chair you can buy. While \$500 might be difficult for some to stomach, what you get is a high-quality gaming chair that excels in comfort and back support."

For more details, please refer to:

<https://www.androidcentral.com/razer-iskur-review>

MARKET NEWS

NEWZOO: VIEWERSHIP ENGAGEMENT CONTINUES TO SKYROCKET ACROSS GAMES AND ESPORTS

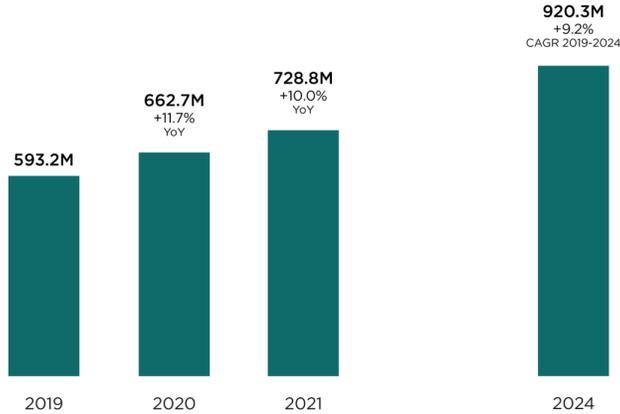
A new report from Newzoo states that the continued confinement of gamers to their homes has had them spend more time on platforms like Twitch and Youtube.

It therefore estimates that the global games live-streaming audience will reach 728.8 million by the end of 2021, a 10% increase over 2020's audience number.



Games Live Streaming Audience Growth

Global | For 2019, 2020, 2021, and 2024



©Newzoo | March 2021 Global Esports and Live Streaming Market Report
newzoo.com/esports-report

Esports has also seen its audience grow and Newzoo projects that the global esports audience will grow to 474.0 million in 2021, with a year-on-year growth of 8.7%.

This also results in increased spending for the growing esports audience, with revenues estimated to hit approximately US\$1.1 billion by the end of 2021, representing a year-on-year growth of 14.5%.



Esports Revenue Growth

Global | For 2019, 2020, 2021, and 2024



©Newzoo | March 2021 Global Esports and Live Streaming Market Report
newzoo.com/esports-report

For more details, please refer to:

<https://newzoo.com/insights/articles/viewership-engagement-continues-to-skyrocket-across-games-and-esports-the-global-live-streaming-audience-will-pass-700-million-this-year/>



THEGUARDIAN.COM  McAfee SECURE

'A wonderful escape': the rise of gaming parents – and grandparents

THE GUARDIAN: 'A WONDERFUL ESCAPE': THE RISE OF GAMING PARENTS – AND GRANDPARENTS

The Guardian states that video game popularity soared during the pandemic, as people sought distraction and ways to connect with loved ones. Research from GlobalWebIndex found the 55-64 age group was the fastest-growing market, rising by almost a third (32%) since 2018. With gaming increasingly counted as "family time", it also uncovered the rise of gaming parents and grandparents, affectionately coined OAGs.

For more details, please refer to:

<https://www.theguardian.com/games/2021/may/07/a-wonderful-escape-the-rise-of-gaming-parents-and-grandparents>

RAZER™ is the world's leading lifestyle brand for gamers. The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services.

Razer's award-winning hardware includes high-performance gaming peripherals and Blade gaming laptops. Razer's software platform, with over 125 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma RGB (a proprietary RGB lighting technology system supporting thousands of devices and hundreds of games/apps), and Razer Cortex (a game optimizer and launcher). Razer also offers payment services for gamers, youth, millennials and Gen Z. Razer Gold is one of the world's largest game payment services, and Razer Fintech provides fintech services in emerging markets. Founded in 2005 and dual-headquartered in Irvine (California) and

Singapore, Razer has 17 offices worldwide and is recognized as the leading brand for gamers in the USA, Europe and China. Razer is listed on the Hong Kong Stock Exchange (Stock Code: 1337).



FOR GAMERS. BY GAMERS.™

WWW.RAZER.COM

White-list us! Please add no.reply@connect.razer.com to your address book. Razer respects your privacy. Information regarding use of your personal information can be viewed via our [Privacy Policy](#).

This email was sent by: Razer (Asia-Pacific) Pte. Ltd
514 Chai Chee Lane, #07-05, Singapore 469029, SG
Copyright © 2021 Razer Inc. All rights reserved.