



[For immediate release]

## NIRAKU GC HOLDINGS

株式会社ニラク・ジー・シー・ホールディングス  
**NIRAKU Announces Establishment of Joint Venture Company to Enter  
E-Sports Business in Pan-Asia Region**

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(26 November 2018, Hong Kong) – **NIRAKU GC HOLDINGS, INC.**<sup>1</sup> 株式会社ニラク・ジー・シー・ホールディングス (“NIRAKU” or the “Group”; stock code: 1245), one of the largest and leading pachinko hall operators in Japan, today announced that it has entered into a Joint Venture Agreement with Capital Creation (BVI) Limited (“CCBVI”) through NGCH Hong Kong Limited (“NGCHHK”), a wholly owned subsidiary of the Group, to establish a joint venture company in Hong Kong that will enter the e-sports business in the Pan-Asia region.

The joint venture company, Yes! E-Sports Asia Holdings Ltd. (“YEAH”), to be 60% owned by CCBVI and 40% by NGCHHK, aims to provide a horizontal e-sports platform, focusing on the Mainland China, Hong Kong, Macao, Taiwan, Japan, South Korea, Singapore, Malaysia, Thailand and Vietnam markets. YEAH will also seek to promote e-sports in the Pan-Asia region.

In view of the rapidly expanding e-sports market worldwide, and particularly the Pan-Asia market, the Group believes that building strategic partnerships and strong business networks in different countries can lead to the provision of innovative top-class and comprehensive entertainment across Asia via its proprietary “e-sports + Entertainment” platform, thereby echoing its corporate slogan “Happy Time Creation”.

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<sup>1</sup>For identification only

**About NIRAKU GC HOLDINGS, INC.**<sup>1</sup> 株式会社ニラク・ジー・シー・ホールディングス

Founded in 1950, NIRAKU GC HOLDINGS, INC.<sup>1</sup> 株式会社ニラク・ジー・シー・ホールディングス was the fourth largest pachinko hall operator in Japan in terms of gross revenue in 2013, according to Entertainment Business Institute. With a history of operating pachinko halls for over 60 years, the Group is strategically located in Northeast Honshu, Japan, and has stood by its corporate slogan of “Happy Time Creation”, placing a primary focus on the customer experience and goodwill. The Group operates a total of 55 pachinko halls as at the date of this press release. With most of its halls geographically placed in suburban areas, the Group benefits from lower land costs, a more stable customer base and less competition from other forms of entertainment.

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