

## Whiz Partners signs MOU with Sony Interactive Entertainment

### Japan Asia and

### Overview of “China Hero Project”

Whiz Partners Inc. (Minato-ku, Tokyo, hereafter Whiz Partners) signs MOU with Sony Interactive Entertainment Japan Asia (Minato-ku, Tokyo, hereafter SIEJA) in relation to China Hero Project and other games-related projects. “China Hero Project” is a strategic project initiated by SIEJA, which was announced today at the “2016 PlayStation Press Conference” held in Shanghai, China.



During the conference, Executive Vice-President Hiroyuki Oda of SIEJA introduced the mission of the “China Hero Project” where SIEJA will strongly support the Chinese domestic game developers to solidify their foothold in China and expand globally through PlayStation’s platform. As a collaborative effort the China Hero Project will aim to produce world-class blockbuster “Hero” titles and in return contribute to the growth of China’s family entertainment industry and ultimately influence the global gaming market.

The Project has established many honorable partnerships with companies including Epic Games Inc., CRI Middleware Co., Ltd., Hearts United Group Co., Ltd., Silicon Studio Corp., and Unity Technologies (Shanghai) Limited. The Partners will each respectively provide advanced technologies and services in the areas of game engines, game middleware and game testing. Additionally, the Project has formed a partnership with Whiz Partners Inc. to provide investment funding, business operations and financial management support. This Project aims to discover Chinese developers with the potential to develop “global standard games” where they will be launched on the PlayStation® platform with the market of 40 million units sold worldwide.

=====

## 1. Mission of the China Hero Project

- Develop global standard blockbuster titles through the PlayStation® platform
- Contribute to the Chinese gaming industry's growth and development

## 2. Role of each respective partner

- SIEJA
  - Screening of potential game titles and enterprises with global standards
  - PlayStation® platform technical support
  - Overall business operational support
- Tools & middleware, quality/UX service providers
  - Utilize advanced technologies and services development tools on the PlayStation® platform
  - Promote quality assurance and user experience services on the PlayStation® platform
  - Provide support and improve the overall standard of China's game developers on the PlayStation® platform
- Whiz Partners
  - Capital fund raising and financial support
  - Business and management support

=====

The "China Hero Project" primarily targets start-up ventures and Chinese domestic enterprises. The standard of quality required for family entertainment console games are significantly higher than mobile games, and thus the production and development budget are much larger in scale. For start-up ventures, not only the technical support is required but capital funding, resource allocation, management training are critical aspects to ensure the success of the team. Therefore Whiz Partners and our affiliate company Whiz Partners Asia (hereafter "Whiz Asia") will jointly provide the support in the areas of business and financial management to allow candidates to have access to initial and subsequent rounds of funding and guidance to management expertise to increase their overall success in creating a Hero title.

Whiz Asia and a China based fund aim to jointly establish a Renminbi fund in China to provide funding to the candidates of the Project and other subsequent games-related projects initiated by SIEJA targeting the PlayStation® Platform (PlayStation®4 and PlayStation®VR etc.).

Moreover, two portfolio companies of Whiz Asia's operating fund Whiz Asia Evolution Fund including CRI middleware Co., Ltd, (Shibuya-ku Tokyo, Ticker Symbol: 3698, hereafter CRI) and Hearts United Group Co., Ltd. (Minato-ku, Tokyo, Ticker Symbol: 3676, hereafter HUG) have participated in the Project as technology partners respectively providing audio middleware and game testing services.

<China Hero Project Slides>

PlayStation. CHINA HERO PROJECT  
中国之星计划

PS4 / PlayStation.VR

提供软件使用许可和服务的特别套餐  
Special Package of License & Service

 UNREAL ENGINE 游戏引擎 Game Engine	 Advanced Optical Effects Middleware Silicon Studio 后期特效中间件 Post Effect Middleware	 CRIWARE 音频和视频管理中间件 Audio & Video Middleware	 HUG Hearts United Group 用户体验及品质保证 UX/Quality Assurance
---	---	--	--

PlayStation. CHINA HERO PROJECT  
中国之星计划



开设 PlayStation® VR 大师课程

PlayStation. CHINA HERO PROJECT  
中国之星计划

  
PARTNERS

中国之星计划基金  
CHINA HERO PROJECT FUND

Hiroyuki Oda, Executive Vice President (Asia Business) of SIEJA

“Since entering the China market we have been exposed to a lot of new talent full of enthusiasm, and their passion for game development has left us in awe. They are very much eager to develop excellent titles targeting the global market. We are thrilled to announce our partnership with Whiz Partners and Whiz Asia as we will jointly help realize the dreams of many Chinese developers to produce the next Hero title for the PlayStation® platform. Through this partnership I anticipate the acceleration of the growth and development of Chinese games that will soon put this country in the leading position in the global market.”

Satoshi Iino, Chief Investment Officer of Whiz Partners Inc.

“We manage the Whiz Asia Evolution Fund investing into Japanese companies of unique core technology and services with high potentials for the growing overseas markets. The China Hero Project may not only foster Chinese domestic enterprises through providing support, but at the same time help facilitate and expand the technology and services of our portfolio Japanese companies in the China market. This is in line with our fund’s investment thesis to promote the values and growth of Japanese enterprises in the growing Chinese and Asian markets. Through this honorable partnership with SIEJA and participation in this Project we will be able to accomplish multiple achievements, and we aim to commit all our suitable efforts, expertise and resources to effectively facilitate the activities of SIEJA.”

Louis Choy, Chief Investment Officer of China Hero Project Fund and Founding Partner of Whiz Partners Asia Ltd.

“In order to provide the financial support for this Project, we have established a Renminbi fund- “China Hero Project Fund”. I have the experience investing in multiple successful enterprises in the China market, and my Partner at Whiz Asia Simon Wongs was also the first investor of Jack Ma- Alibaba, Having achieved great returns we are contemplating perhaps in the China Hero Project we will also be anticipating the birth of the next Alibaba. Besides providing capital and investment support, we will also be offering to our investees the network and experiences we have amassed in both the China and Japan games market. At the same time, we will continue to provide effective support to Whiz Asia Evolution Fund’s portfolio companies CRI and HUG to ensure their successful execution and completion of the Project.”

Our Renminbi fund is not limited to targeting the China Hero Project, but we hope to capture opportunities for future projects catered to the PlayStation® platform, to further deepen our relationship with SIEJA.

※“PlayStation” and “PS4” are the registered trademarks of Sony Interactive Entertainment LLC.

※The Sony Interactive Entertainment Japan Asia is a subsidiary of Sony Interactive Entertainment, responsible for Japan and Asia regional sales and marketing.