

Media Alert:



## Razer Smashes Record on Singles Day



12 November 2018 - Razer achieved record-breaking performance in the tenth anniversary of the Tmall Double 11 shopping extravaganza. Key highlights include:

- Sales in the first hour exceeded the full-day sales in 2017
- Ranked number 1 in gaming mice, gaming keyboards, and gaming audio headsets
- Strong Razer Blade laptop sales, with stellar response to Mercury White Limited Edition

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## **ABOUT RAZER**

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, Blade gaming laptops and the acclaimed Razer Phone.

Razer's software platform, with over 50 million users, includes Razer Synapse (an Internet of Things platform), Razer Chroma (a proprietary RGB lighting technology system), and Razer Cortex (a game optimizer and launcher).

In services, Razer zGold is one of the world's largest virtual credit services for gamers. Razer Pay is the e-wallet designed for youth and millennials, and Razer Game Store is the only games download store that offers rewards for gamers.

Founded in 2005 and dual-headquartered in San Francisco and Singapore, Razer has 15 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).

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**Razer – For Gamers. By Gamers.™**

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