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THE MAJOR LEAGUE CHAMPIONED BY CELCOM PITS RENOWNED DOTA 2 TEAMS IN AN EPIC BATTLE

KUALA LUMPUR, 17th August 2017 – The Livescape Group is all geared up to collaborate with Beatnation, with the support of Iskandar Investment Berhad (IIB), to present the highly anticipated DOTA 2 tournament, **The Major League**, Championed by Celcom on 20 October to 22 October 2017 – as announced this morning during the press conference held at Makespace, Kuala Lumpur.

The Major League, Championed by Celcom, to be held at EduCity Indoor Arena, Iskandar Puteri, is the first initiative by Iskandar Investment Berhad (IIB) to establish Iskandar Puteri as the Esports hub of Southeast Asia. There will also be **The Major League Qualifier**, which will reveal the Malaysian team who will go up against seven global teams to nab their share of the coveted RM300,000 prize. The current announced teams are **Ehome** of China; **Evos** of Indonesia; **Clutch** of Philippines and **MVP Revolution** of Kyrgyzstan; while the three remaining teams will be announced soon.

The organising committee, made up of The Livescape Group and Beatnation, reiterated that, “We are absolutely thrilled to be working together in presenting **The Major League, Championed by Celcom**. This is a great platform for teams all over the world to convene and demonstrate their best moves. On top of that, we’re positive that **The Major League, Championed by Celcom** will make national history within the Esports community.”

Akmal Ahmad, *Chief Operating Officer of Iskandar Investment Berhad (IIB)* agreed, “The Esports industry has been gaining a steady recognition and seen a rapid rise in popularity and participation, especially here in Malaysia. We are very happy to host Asia’s premier Dota 2 tournament at our world-class indoor arena at EduCity Sports Complex in Iskandar Puteri. We look forward to making bolder steps in the creation of a stronger Esports ecosystem in Iskandar Puteri, and to future collaborations within the Esports scene in Malaysia.”

Meanwhile, Zalman Aefendy Zainal Abidin, *Chief Marketing Officer of Celcom* said, “This is an exciting opportunity for Celcom to be a major part of an upcoming lifestyle sports category. Esports is immensely popular with the youth and Celcom is honoured to fuel this growing enthusiasm amongst the youth. We will be cheering the Malaysian team!”

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“Esports is growing tremendously in the region and Malaysia with all its cyber infrastructure is perfectly positioned as a hub in Asia. We anticipate strong participation from the gaming community across the ASEAN region which will indirectly boost tourism. Esports will also be featured in the upcoming Asian Games 2018 and Malaysia Major Events hopes to see more of such events coming to our shores and is proud to support The Major League, Championed by Celcom for the very first time” Said Tony Nagamaiah, General Manager of Malaysia Major Events.

The tournament, poised to be an epic battle on the DOTA 2 game platform, seeks to find talented Malaysians to join the ranks of global players. The Major League Qualifier will hold the qualifying rounds at participating cyber café outlets such as Apple Dream Net, Orange E-Sports, Blitzzone, Digital Fortress, and The Pantheon; while The Major League Qualifier Final Round will be held at the Academy of Esports in Afiniti Medini, Iskandar Puteri.

During the electrifying event filled with flamboyant cosplayers, the organisers revealed that tickets for the ***The Major League, Championed by Celcom*** are now available to be purchased via the official website, www.themajorleague.asia.

The Major League, Championed by Celcom is powered by Iskandar Investment Berhad and proudly sponsored by Celcom Axiata Berhad, EduCity, Mudah.my, Omen by HP, Logitech, EGG Network, Warlord, and Packist and is proudly supported by ALIFE and Malaysia Major Events (MME), a division of the Malaysia Convention & Exhibition Bureau, an agency under the Ministry of Tourism & Culture, Malaysia

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About Livescape Group

Livescape Group, started off in Malaysia, is one of Southeast Asia’s largest lifestyle and corporate event management companies with offices in Singapore and Jakarta. They have grown to host some of the biggest events Malaysia has ever seen such as ***Rockaway Fest*** and ***Electric Run***. Throughout their 6 years, Livescape Group has worked with reputable brands such as Astro, AirAsia, Disney, Petronas, MTV and many more.

About Beatnation

Beatnation, a creative enterprise focused on expanding Malaysia’s subculture and art scene, started off with pushing different projects ranging from beatboxing to urban dance, they are now looking to the horizon of different projects that will bring substantial values to the country. Some of their many successful events include ***Armageddon Championship 2016***, ***Felix Zenger Live in Kuala Lumpur*** and ***All from The Mouth 2015***.

About Celcom Axiata Berhad

Celcom is Malaysia’s leading data network provider, with 10.2 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom

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is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer FIRST™ is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 320 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

About Iskandar Investment Berhad (IIB)

Iskandar Investment Berhad (IIB) is a Catalyst of Change and a key player in Iskandar Malaysia's transformation into a regional metropolis of international standing. Incorporated in November 2006, IIB is tasked to ensure Iskandar Malaysia continues its successful trajectory into an attractive investment destination and a vibrant liveable region via catalytic and high impact projects. IIB focuses on the development of Iskandar Puteri in the education, creative, tourism and leisure as well as health and wellness sectors. IIB's prominent accomplishments include the successful joint ventures and investment partnerships in EduCity, LEGOLAND® Malaysia Resort, Iskandar Puteri, Medini and infrastructure projects under the 9th Malaysia Plan in Iskandar Malaysia. IIB is committed to steering economic and environmentally sustainable growth in Iskandar Malaysia, and ensuring inclusive growth for local Iskandarians through employment and income opportunities.

For more information on IIB, please visit www.iskandarinvestment.com

About Malaysia Major Events (MME)

Malaysia Major Events (MME) is a division of the Malaysian Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia. Created under the Prime Minister's Economic Transformation Programme (ETP), MME facilitates significant events that help boost Malaysia's economic growth. It focuses on identifying and supporting major event bids for sports, arts, lifestyle, and entertainment events. MME also provides assistance to home-grown and home-hosted events, as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events.

For media inquiries, please contact:

Samentha James

PR & Communications Executive at Global Creative Media Agency (GCMA)

E-mail: samentha.james@gcma.tv

Office: 03 7733 4262

Mobile: 017 518 7186