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## **THE RISE OF NEW HEROES, CHAMPIONING GRASSROOTS ESPORTS DEVELOPMENT IN SUNSURIA CITY**

**[SALAK TINGGI- Selangor, January 24]**– Sunsuria Berhad has signed a Memorandum of Understanding to establish EXVRA, an ESports Hub within Sunsuria City, which is Sunsuria’s flagship township that is built on principles of ‘Smart, Livable, Sustainable’. Sunsuria Berhad, an award-winning public-listed property developer, will be working with four individuals – Teh Mun Ben, Justin Chang, Fahmi Fairuz and Hazman Hassan – on this project to boost the local ESports ecosystem.

The signing ceremony was also officiated by YB Menteri Tuan Steven Sim, Deputy Minister of Youth and Sports, who expressed his support towards the collaboration. “This merging of ESports and real estate is both unique and innovative and I believe that this combination is vital in building the future of ESports in our country. On behalf of the Ministry of Youth and Sports, I would like to urge all parties, from government agencies to private corporations to unite and work together in raising the bar for not just Esports, but also the empowerment of the youth to build a better Malaysia.” he said.

“By catering to the growing interest in ESports and merging it with property development, we believe that we can bring added value to our developments as well as the wider community,” said Tan Sri Datuk Ter Leong Yap, Executive Chairman of Sunsuria Berhad.

“Not only is this the first ESports hub in Selangor, but it is also aligned to Sunsuria’s core belief in having education as a catalyst in our township. Sunsuria City is built around Xiamen University Malaysia (XMUM) – individually, these elements are self-sufficient; but together, our township is enriched,” added Tan Sri Ter.

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The explosive growth of ESports over the years have been notable, but with such explosive growth, we need to be prepared for the oncoming industry and economy growth.

“ESports shouldn’t be taken as just another industry but an economy itself; to propel onward talent pool has to be created with proper benchmark to instigate investment into the economy” Benny Teh commented.

The planned project aims to cultivate the local ESports ecosystem to become more sustainable by making these future ESports centres education hubs. They will serve as a platform to inform the public on the various facets of ESports, ranging from competitive gaming and event operations to name a few. “The general public needs to be made aware that there is an entire world in ESports beyond just playing games. The people working behind-the-scenes are just as important as the players in the front line,” Fahmi Fairuz commented.

A key aspect of these education hubs is providing training for those interested in ESports-related careers. As an effort to develop ESports from the grassroots level, both companies wish to increase the local talent pool as well as to promote specialisation in specific areas of ESports. Those interested in ESports and are looking to kickstart their ESports career can utilise these training hubs to obtain the necessary skills and knowledge to work in the ESports field. “ESports, much like traditional sports, consists of various aspects. Our ESports centres will provide workshops, classes and training for those our local youth. Players will be able to meet and form ESports teams while those interested to work behind the scenes can learn how to handle tournaments, set up events, creative work and so on.. We hope that with these ESports Hubs, we will be able to train people based on their personal interests and the professional workforce that the field requires,” Hazman Hassan stated.

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Justin Chang said “Given the decision of Sunsuria Berhad to invest in ESports, we are confident that in the long run, there will be more interest from other real estate developers in the future which could translate to a boost in the ESports economy as a whole.”

The Olympic movement, ESports and gaming communities met and collaborated with International Olympic Council (IOC) in October last year. ESports could be an Olympic Sports event as soon as in year 2024 in Paris as was announced recently. “We hope that sponsors could see the potential in growing the ESports industry together.” Justin Chang further added.

**\*\*\*END\*\*\***

#### **ABOUT SUNSURIA BERHAD**

The roots of Sunsuria Berhad dates back to 1989, when its founder and owner, Tan Sri Datuk Ter Leong Yap, started to develop various residential, commercial and industrial property projects within Klang Valley. Today, Sunsuria has grown into a multi-faceted and well-established property developer, delivering innovative, high quality properties in Malaysia.

Sunsuria has embarked on a 525-acre flagship development located at Salak Tinggi, Putrajaya South with the name of “Sunsuria City”. The development is designed with the guiding principles of Smart, Livable and Sustainable. It is a freehold integrated township that will become the new international landmark with Xiamen University Malaysia, the first overseas campus of Chinese university, and international premium shopping outlet (Horizon Village Outlets) within its vicinity.

Sunsuria has been growing from strength to strength, embracing new challenges as we expand our expertise. Being a community-focused, growth and value-oriented developer, Sunsuria places reliability at the core of its operations and will continue to ensure better value creation for its stakeholders, focusing especially on our customers.

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Over the years, Sunsuria has gained recognition as among the leading property developers in Malaysia, winning notable accolades such as Property Insight Prestigious Developers Award (PIPDA) 2018 for Best Office Development, The Edge Top 20 Property Developers Award 2018, Highest Returns to Shareholders Over Three Years (Property) at The Edge Billion Ringgit Club Corporate Awards 2017, Best Township Development by iProperty.com Malaysia People's Choice Awards 2016 and Best Sustainable Township Development by Property Insights.

## **ABOUT EXVRA**

**Benny Teh:**

Benny Teh is currently serving as councillor for Perak Esports Council and has been active in esports for 8 years. He founded IpohNex, an event management company, on 2017 and works closely with the community. As President of Perak Esports Professional Association, he aids the state government on developing esports grassroots and policy making.

**Justin Chang:**

One of the top 100 Most Young Influential Entrepreneur (MYIE), Justin Chang is the co-founder and CEO of JETK Innovative Tech Sdn Bhd. Founded in 2012, this IT company specialises in innovative technology solutions and are pioneers of Augmented Reality and Virtual Reality in Malaysia. Their past collaborators include NVIDIA, Edgeviz and Ho Chin soon Research.

**Hazman Hassan:**

Formerly an architect by trade, Hazman Hassan is the co-founder and CEO of KITAMEN Resources Sdn Bhd, a Malaysian based Esports Company. This startup company has been active in the local esports scene since it was founded in 2016 and has worked with global brands. KITAMEN specialises in esports and gaming events and is experienced in live events, online broadcasting and esports tournament platforms.

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**Fahmi Fairuz:**

With a background in event management, Fahmi Fairuz is the co-founder and COO of KITAMEN Resources Sdn Bhd, a Malaysian based Esports Company. This startup company has been active in the local esports scene since it was founded in 2016 and has worked with global brands. KITAMEN specialises in esports and gaming events and is experienced in live events, online broadcasting and esports tournament platforms.

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