

XBOX *for Malaysia*



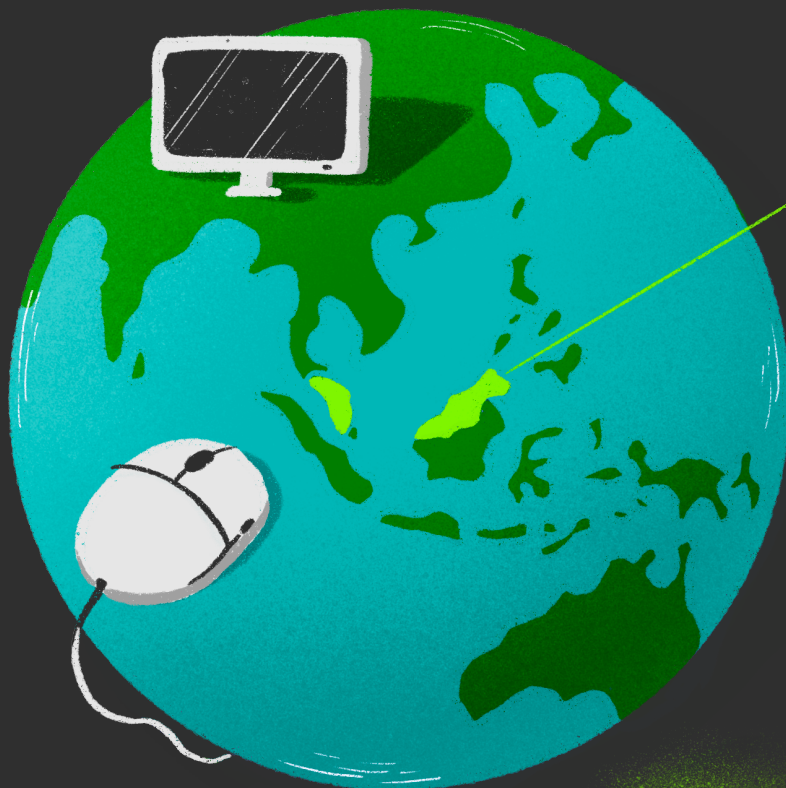
GLOBAL GAMING INDUSTRY

- WORTH \$200+ BIL!
- LARGEST & FASTEST-GROWING FORM OF ENTERTAINMENT



Today...
3 BIL
PEOPLE
PLAY GAMES
GLOBALLY

with an
EXPECTED GROWTH
of **4.5 BIL** by 2030



MALAYSIA

GROSS REVENUE OF LOCAL GAMING INDUSTRY (2022):
~\$489.10 MIL

PROJECTED NUMBER OF GAMERS BY 2027:
16.2 MIL USERS

ABOUT XBOX

100 MIL
ACTIVE USERS
MONTHLY

CONSOLE

PC

MOBILE PHONE

TABLET

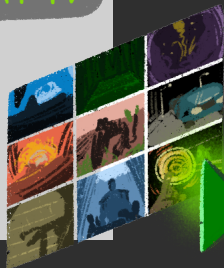


GAME PASS

25 MIL MEMBERS GLOBALLY

SMART TV

FIRST-PARTY GAMING STUDIOS
HAVE GROWN FROM **5** TO **23**

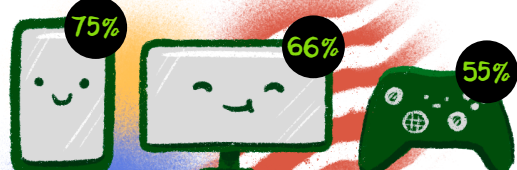


PLATFORM

WHY IS GAMING IMPORTANT?

- MAKES LIFE FUN
- BUILDS COMMUNITY
- CREATIVE OPPORTUNITIES

SHARE OF GAMING SECTORS IN MALAYSIA



ID@XBOX

GAME CONTENT

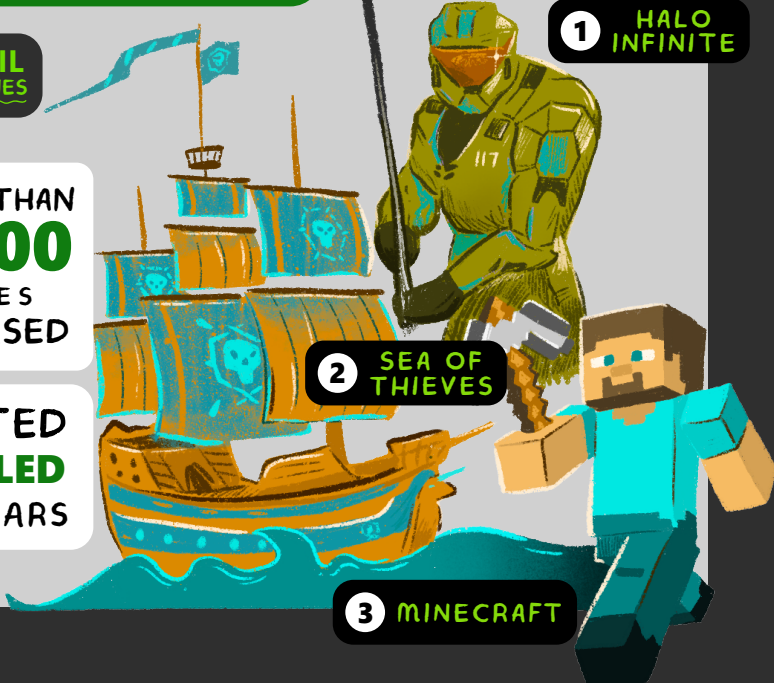
TOP 3 IN MALAYSIA

>4,600
DEVELOPERS
ACROSS
94
COUNTRIES

>\$2.5 BIL
IN ROYALTIES

MORE THAN
3,000
GAMES
RELEASED

REVENUE GENERATED
BY PARTNERS **DOUBLED**
OVER THE PAST 3 YEARS



1 HALO INFINITE

2 SEA OF THIEVES

3 MINECRAFT

PC GAME PASS SERVICE

AVAILABLE IN
46 COUNTRIES

LAUNCHED IN 2022:

- MALAYSIA
- INDONESIA
- THAILAND
- VIETNAM
- PHILIPPINES

illustrated for Xbox by @moodoodles