



June 21, 2016

Press release

GungHo Online Entertainment, Inc.

Official Service Launch Dates for the Chinese Version of Puzzle & Dragons

This is to notify you that GungHo Online Entertainment, Inc. (hereinafter “GungHo”) (headquartered in Chiyoda-ku, Tokyo, Japan) (Representative Director, President and CEO: Kazuki Morishita) will launch the official service for the Android^{*1}-based Chinese version of the puzzle RPG, Puzzle & Dragons on July 19, 2016^{*1} and the iOS-based Chinese version of the game on Thursday, July 21.^{*1} This follows a period of joint development of this version with Tencent Holdings Limited (headquartered in the People’s Republic of China; hereinafter “Tencent”), a leading provider of comprehensive Internet services in China. Puzzle & Dragons is currently available on iOS, Android™, and Kindle Fire devices.

The Chinese smartphone game market grew to RMB54.1 billion in 2015 (approximately. JPY 902.9 billion; source: Analysis International) and is expected to keep expanding until 2019.

To entertain as many Chinese users as possible in the long term, GungHo has been modifying the Puzzle & Dragons game according to Chinese users’ tastes and preferences for its Chinese versions in the joint project with Tencent. And we now plan to launch the official service for the Android-based Chinese version of Puzzle & Dragons on July 19, 2016^{*1} and the iOS-based Chinese version of the game on Thursday, July 21.



GungHo will strive to develop the Puzzle & Dragons brand so that it is appreciated by as many game users as possible worldwide, by introducing Puzzle & Dragons in China, following North America, South Korea, Taiwan, and Hong Kong.

* 1: Please note that the official service launch dates are subject to change depending on the progress in China of a prior registration review of the game contents.

* 2: The Android-based Chinese version of the game will be distributed on the WeChat (called Weixin in Chinese) or mobile QQ platforms provided by Tencent.

Product description

Title: Puzzle & Dragons (name in Traditional Chinese: 智龙迷城)
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