

PUBG CORPORATION REVEALS PUBG MOBILE INDIA PLANS

The new app will maximize data security and cater to local preferences

The creation of an Indian subsidiary and investments of \$100 million USD will contribute to the Indian gaming, esports, entertainment, and IT industries

SEOUL, SOUTH KOREA - NOVEMBER 12, 2020 - PUBG Corporation, creator of *PLAYERUNKNOWN'S BATTLEGROUNDS*(PUBG) and subsidiary of South Korea's KRAFTON, Inc., today announced that it is preparing to launch *PUBG MOBILE INDIA*, a new game created specifically for the Indian market. The company also revealed plans to provide a secure and healthy gameplay environment alongside investments to cultivate local video game, esports, entertainment, and IT industries.

With privacy and security of Indian player data being a top priority for PUBG Corporation, the company will conduct regular audits and verifications on the storage systems holding Indian users' personally identifiable information to reinforce security and ensure that their data is safely managed.

To build and foster a healthy gameplay environment, in-game content will be improved and tailored to reflect local needs. Various aspects of the game will be customized for Indian gamers, such as the game now being set in a virtual simulation training ground, new characters automatically starting clothed, and green hit effects to reflect the virtual nature of the game. More importantly, the company will include a feature that places restrictions on game time to promote healthy gameplay habits for younger players.

PUBG Corporation also announced plans to create an Indian subsidiary to enhance communications and services with players. The Indian company will hire over 100 employees specializing in business, esports, and game development. In addition to establishing a local office, the company will look to actively collaborate and leverage local businesses to strengthen its gaming service.

Finally, with its parent company KRAFTON, Inc., PUBG Corporation plans to make investments worth \$100 million USD in India to cultivate the local video game, esports, entertainment, and IT industries. Outside of the manufacturing industry, these investments will represent the largest made by a Korean company.* Thanks to overwhelming community enthusiasm for PUBG esports in India, the company also plans to make investments by hosting India-exclusive esports events, which will feature the biggest tournaments, the largest prize pools, and the best tournament productions.

PUBG MOBILE is the mobile version of *PUBG*, an intellectual property owned and developed by PUBG Corporation, a South Korean gaming company. The game successfully transported the PC battle royale gameplay experience into mobile, which went on to gain immense popularity worldwide.

More information on the launch of *PUBG MOBILE INDIA* will be released at a later date.

**Source: Overseas Direct Investment Statistics from the Export-Import Bank of Korea*

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About PUBG Corporation

PUBG Corporation, a member of [KRAFTON](#), is the developer and publisher of the 2017 blockbuster battle royale video game, *PLAYERUNKNOWN'S BATTLEGROUNDS* (*PUBG*). Since its release, *PUBG* has sold over 70 million

copies to date and achieved worldwide acclaim, including seven Guinness World Records and multiple game awards.

Headquartered in Korea, PUBG Corporation has multiple operational offices globally across North America, Latin America, Europe, and Japan. With the goal of developing *PUBG* as a global franchise, the company is currently undertaking a number of projects in esports, product licensing, and more. For more information about *PUBG*, please visit www.pubg.com.

About KRAFTON, Inc.

KRAFTON, Inc. is a collective of independent game development teams responsible for various entertainment properties, including *PLAYERUNKNOWN'S BATTLEGROUNDS* and *TERA*. The name, which is derived from the word craftsmanship, is an acknowledgement of the company's never-ending pursuit of innovation and creating engaging experiences. KRAFTON currently consists of PUBG Corporation, Bluehole, Striking Distance Studios, PNIX and Delusion. For more information about KRAFTON, Inc., please visit <https://www.krafton.com>.