

October 28TH, 2020



Gentec International and Razer partner for Canadian mobile distribution

Gentec International is pleased to announce a distribution partnership with Razer Inc., the world's leading lifestyle brand for gamers. The distribution agreement will focus on the mobile gaming accessories category for Canada.

Mobile gaming is the fastest growing gaming platform worldwide with 13% growth year-over-year.¹ As gamers move to their smartphones as the new platform of choice, the introduction of 5G networks to Canada unlocks an even larger market of cloud-connected, low-latency gaming. Coupled with the cloud gaming services of Google Stadia, Apple Arcade, and Microsoft Xbox Steaming, the mobile gaming ecosystem is now complete. Razer's mobile gaming products include mobile gaming controllers, true wireless headphones and even smartphone cases specifically designed to dissipate heat, with more exciting products on the way.

"We look forward to promoting this industry leading brand to maximize the potential sales in the Canadian wireless channel," stated Anthony Sesel, Managing Director - Wireless & Mobile Gaming Division at Gentec International. Razer's flagship mobile gaming product, the Razer Kishi, attaches directly to smartphones and provides thumbsticks and tactile buttons for a true gaming experience. It is currently shipping for both Android devices and Apple devices. "With the introduction of 5G networks to Canada, connected mobile gaming is poised to take off in 2021. We are excited to bring Razer's coveted brand to Canada."

"Gentec International is the perfect distribution partnership for us in Canada. They are leaders in the Canadian wireless industry and a natural fit for our product strategy," stated Razer USA's Director of Americas Mobile Carrier Sales, Garth Benner. "Working with Gentec will ensure our new and innovative products are showcased across Canada's leading wireless and electronics retailers."

The Razer distribution agreement is effective immediately and products have already begun shipping from Gentec. For further details on the partnership or Razer products, please contact Anthony Sesel, Managing Director | Wireless & Mobile Gaming Division, at 905-513-7733 or email media@gentec-intl.com.

¹ The World's 2.7 Billion Gamers Will Spend \$159.3 Billion on Games in 2020; The Market Will Surpass \$200 Billion by 2023. (2020, May 08). Retrieved from <https://newzoo.com/insights/articles/newzoo-games-market-numbers-revenues-and-audience-2020-2023/>

About Razer

Razer™ is the world's leading lifestyle brand for gamers. The triple-headed snake trademark of Razer is one of the most recognized logos in the global gaming and esports communities. With a fan base that spans every continent, the company has designed and built the world's largest gamer-focused ecosystem of hardware, software and services. Founded in 2005 and dual-headquartered in Irvine (California) and Singapore, Razer has 16 offices worldwide and is recognized as the leading brand for gamers in North America, Europe and China. Razer is listed on the Hong Kong Stock Exchange (Stock Code: 1337). **For more information, visit www.razer.com or contact Kham Lam - Kham.Lam@razer.com**

About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, recognized as one of Canada's Best Managed Companies, supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless,

and mobile audio products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Optex, Sigma, SanDisk, Manfrotto, Gitzo, Lowepro, Joby, Syrp, Safari, FeiyuTech, and Zeiss. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

Learn more – visit www.gentec-intl.com



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