

## Garena announces BTS as Free Fire's latest global brand ambassador

The global superstars will be teaming up with Free Fire for a series of collaboration events that will take place both in the game and beyond



**Singapore, February 28, 2022** – Garena has announced 21st century pop icons BTS as Free Fire's latest global brand ambassador. The collaboration will see one of the world's most streamed artists worldwide<sup>1</sup> enter the world of Free Fire for a never-before-seen event later in March.

"BTS is a global phenomenon; their appeal and influence are unrivaled. We are absolutely excited to welcome BTS as our latest brand ambassador, and can not wait to share the collaboration plans we have in place," said **Harold Teo, Free Fire Producer at Garena**.

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<sup>1</sup> What the World Streamed Most in 2021, Spotify Newsroom, 1 Dec, 2021



“Bringing BTS into the Free Fire universe will offer our players more ways to engage with the game, socialize with the community, and enjoy new experiences.”

BTS has established itself as one of the world’s most well-loved groups, having won hearts and minds of hundreds of millions worldwide. Fans and players of Free Fire can look forward to a series of collaboration events and activities, both in the game and beyond.

More details about the BTS x Free Fire collaboration will be shared in the coming weeks. Stay tuned for all the latest updates on Facebook, Instagram, and YouTube.

Download Free Fire on the Apple iOS App or Google Play store.

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### **About Garena**

Garena is a leading global online games developer and publisher. Free Fire, its self-developed mobile battle royale title, was the most downloaded mobile game in the world in 2019, 2020, and 2021, according to App Annie.

Garena is run by passionate gamers and has a unique understanding of what gamers want. It exclusively licenses and publishes hit titles from global partners – such as Arena of Valor, Call of Duty: Mobile, and League of Legends – in selected markets globally. Garena champions social and entertainment experiences through games, enabling its communities to engage and interact. Garena is also a leading esports organizer and hosts some of the world’s biggest esports events.

Garena is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Garena, Sea’s other core businesses include its e-commerce arm, Shopee, and digital financial services arm, SeaMoney. Sea’s mission is to better the lives of consumers and small businesses with technology.