



**MEDIA RELEASE**

10th April, 2013

Singapore PR Contact  
Linda Ruck  
Email: [lindaruckcommunications@gmail.com](mailto:lindaruckcommunications@gmail.com)  
Ph: (+65) 94518100

## **FunSpot partners with Indonesia's Largest Telco Telkomsel to provide social gaming service.**

**Singapore, Indonesia - 10<sup>th</sup> April, 2013** – FunSpot the leading provider of mobile social gaming and entertainment for emerging markets is pleased to announce the company has signed a major deal with Telkomsel, Indonesia's largest Operator to provide social entertainment and gaming services. Telkomsel's Digital Lifestyle Unit has just launched the new service.

Indonesia's mobile industry is exploding with more than 250 million subscribers. FunSpot will provide Telkomsel's customers a fully integrated mobile social gaming network that includes a local-language SNS (Social Network Service) and 9 made-for-mobile social games. The games represent the most popular categories in the social gaming world including: Cooking, Hobbies, Fashion, Football Clubs and Pets.

According to a report by Niko Partners Research, The South East Asia Game market generated more than \$560 million in 2012, with the region's online game industry expected to grow by more than 17% and Indonesia set to show the greatest growth. [www.nikopartners.com](http://www.nikopartners.com)

In Indonesia, most people connect to the Internet for the first time via their mobile phones however; the mobile device market is highly fragmented making it hard for majority of the Indonesian consumers to access exciting social gaming entertainment. FunSpot's mobile social games can be accessed by any phone with a browser and data connectivity. This makes this genre of mobile social entertainment relevant and reachable to the majority of Indonesians.

Another key feature is the ability for consumers to play any game for "free" in the game portal and connect to their existing social networks including Twitter and Facebook

Raja Hussain, Founder & CEO of FunSpot said, "The Telkomsel partnership has given us the opportunity to work with one of Asia's largest Telco's and the 7<sup>th</sup> largest cellular operator in the world to deliver mobile entertainment in one of the world's fastest growing mobile markets. The partnership with Telkomsel's Digital Lifestyle Unit is very exciting for our company. As a



Singapore based start-up this latest deal has put us firmly on track as the leader in mobile social entertainment for emerging markets.”

FunSpot provides a win win solution for Telkomsel by providing innovative and entertaining social applications for their subscribers and supports a sophisticated billing framework that allows the Operator to monetize on point/coin purchases.

Marina Kacaribu, Head of Digital Lifestyle Group Telkomsel said, “Telkomsel is focused on providing innovative services and products for our customers, supported by the largest network coverage in Indonesia. With digital services being positioned as one of the strategic focus of the business, Telkomsel is looking for an opportunity to work together with potential partners in that area, such as FunSpot.”

Since its inception, FunSpot has become the leading source of mobile entertainment for emerging markets. The company’s fast growing network is live across South East Asia and the Middle East.

### **About FunSpot**

FunSpot was established in January 2012 and is headquartered in Singapore. An entrepreneurial startup with the objective to be the largest and most engaging Mobile Social Gaming Ecosystem. The company has live customers, a proven technology, and is backed by a highly experienced management team spanning the telecommunications and mobile industry. FunSpot recently launched popular mobile games such as “The Walking Dead Assault” and Funcards Asia.

FunSpot has representative offices in Chennai India, Jakarta and San Jose CA. The company’s India based team is an integral part of the business with a focus on development of innovative new mobile social games and mobile social entertainment services. [www.FunSpotcorp.com](http://www.FunSpotcorp.com)

### **About Telkomsel**

Telkomsel has 54,000 Base Transceiver Stations (BTS), which makes them the largest network coverage in Indonesia, reaching over all of Indonesia’s population. As the world’s 7th largest cellular operator by number of subscribers, Telkomsel is the market leader in Indonesia’s telecommunication industry and serves more than 125 million subscribers. As a pioneer in the development of Indonesia’s mobile telecommunication industry to enter the latest era of mobile broadband services, Telkomsel provides cellular services through GSM Dual Band (900 & 1800), GPRS, Wi-Fi, EDGE, 3G, HSDPA, and HSPA+ networks throughout Indonesia. <http://www.telkomsel.com>