



## **Bilibili and GREE Partner to Expand Mobile Games Content in China and Japan**

October 31, 2018

SHANGHAI, China, Oct. 31, 2018 (GLOBE NEWSWIRE) -- Bilibili Inc. ("Bilibili" or the "Company") (Nasdaq: BILI) and GREE, Inc. ("GREE") (3632.JP), today announced that they have entered into a business collaboration agreement (the "Agreement") to jointly develop mobile games in Japan and China markets under a joint venture. Under terms of the Agreement, the companies will also jointly explore Virtual YouTuber (or the "VTuber") business.

"The business cooperation with GREE further expands our capabilities in the mobile games industry, extends our international presence and adds a new stream of content via the VTuber platform," said Mr. Rui Chen, Chairman of the Board and Chief Executive Officer of Bilibili. "We believe that as the leading content producer and game developer in Japan, GREE's avant-garde content and innovative game production competencies will be welcomed by Bilibili's highly engaged community. Enthusiastic game lovers in China can now delight in our shared content, as well as a host of new constituents in Japan. Our partnership is a further testament to our commitment to delivering diversified and superior entertainment experiences to a vibrant and actively growing user base, while continuing to grow our business."

"It is a great pleasure to have Bilibili as our strategic partner for mobile game development," said Mr. Yoshikazu Tanaka, Founder, Chairman and CEO of GREE. "Bilibili's in-depth understanding of Gen Z's content preferences and its dynamic and growing community with enormous popularity among young generations in China is exactly what we are looking for. We believe the creative and attractive mobile games we plan to develop in cooperation with Bilibili will receive an excellent reception within Bilibili's ecosystem and support their growing audience's diverse interests."

### **About Bilibili Inc.**

Bilibili represents the iconic brand of online entertainment with a mission to enrich the everyday life of young generations in China. Bilibili is a full-spectrum online entertainment world covering a wide array of genres and media formats, including videos, live broadcasting and mobile games. Bilibili provides an immersive entertainment experience and high-quality content that caters to the evolving and diversified interests of its users and communities, and has built its platform based on the strong emotional connections of Bilibili's users to its content and communities.

For more information, please visit: <http://ir.bilibili.com>.

### **About GREE, Inc.**

Originally founded as the operator of a social network, GREE quickly emerged as one of Japan's mobile Internet pioneers, developing the world's first mobile social game. Today GREE continues to diversify as a technology company with a range of businesses including mobile games, live entertainment, digital media, advertising, and investment.

### **Safe Harbor Statement**

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "aims," "future," "intends," "plans," "believes," "estimates," "confident," "potential," "continue" or other similar expressions. Among other things, the Outlook and quotations from management in this announcement, as well as Bilibili's strategic and operational plans, contain forward-looking statements. Bilibili may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Bilibili's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Bilibili's strategies; Bilibili's future business development, financial condition and results of operations; Bilibili's ability to retain and increase the number of users, members and advertising customers, provide quality content, products and services, and expand its product and service offerings; competition in the online entertainment industry; Bilibili's ability to maintain its culture and brand image within its addressable user communities; Bilibili's ability to manage its costs and expenses; PRC governmental policies and regulations relating to the online entertainment industry, general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and the Company undertakes no duty to update such information, except as required under applicable law.

### **For investor and media inquiries, please contact:**

#### ***For Bilibili in China:***

Bilibili Inc.  
Juliet Yang  
Tel: +86-21-2509 9255 Ext. 8523  
E-mail: [ir@bilibili.com](mailto:ir@bilibili.com)

The Piacente Group, Inc.  
Ross Warner  
Tel: +86-10-5730-6200

E-mail: [bilibili@tpg-ir.com](mailto:bilibili@tpg-ir.com)

***For Bilibili in the United States:***

The Piacente Group, Inc.  
Brandi Piacente  
Tel: +1-212-481-2050  
E-mail: [bilibili@tpg-ir.com](mailto:bilibili@tpg-ir.com)

***For GREE, Inc.***

Investor Relations  
Email: [ir@gree.net](mailto:ir@gree.net)

Bilibili Inc.