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YY Announces Strategic Partnership With Asiasoft and S2 Games

Creating a Globally Integrated and Interactive Gaming Experience With Debut of S2 Games' Strife

GUANGZHOU, China, Oct. 24, 2013 (GLOBE NEWSWIRE) -- YY Inc. (Nasdaq:YY) ("YY" or the "Company"), a revolutionary rich communication social platform, today announced that it has entered into a strategic partnership with Asiasoft Corporation Public Company Limited (SET:AS) ("Asiasoft") and S2 Games, to create a globally seamless and interactive playing experience.

Pursuant to the partnership, YY has licensed S2 Games' *Strife*, and will jointly operate the title with Asiasoft, the leading provider of online gaming services in Southeast Asia. Developed by S2 Games, the developer of award-winning hit title *Heroes of Newerth*, *Strife* will be the premier of a second-generation, free-to-play, Multiplayer Online Battle Arena ("MOBA") title which is slated to start its beta test in the fourth quarter of 2013, with a scheduled commercial release for early 2014.

Mr. David Xueling Li, Chief Executive Officer of YY, stated, "We're very excited to partner with Asiasoft and S2 Games, marking our expansion outside of China and into the international gaming arena. By leveraging our partners' established expertise and proven track record in game operation and development, we are not only adding a highly anticipated S2 Games' title to our gaming portfolio, but we are also gaining immediate access to Asiasoft's 60 million registered users. We believe such partnerships will further enable YY to leverage its unique and powerful communications technologies and expand its user base and brand further outside of China."

Pramoth Sudjitporn, Chief Executive Officer of Asiasoft stated, "YY's communications platform and interactive features have proven to deliver premium audio and video services and content to millions of users. Meanwhile, S2 Games has developed a very exciting next-gen MOBA title in *Strife*. Asiasoft is proud to be partnering with YY and S2 Games as we are looking forward to the potentials of enriching the gaming experiences for our users, as well as further growing our market in Southeast Asia."

Marc DeForest, CEO of S2 Games, stated, "All three of our companies are navigating a similar trajectory to success. YY is a distributor of rich, engaging and compelling content that is delivered to hundreds of millions of people. Asiasoft is a leading online game operator in Southeast Asia. Because of our regional prowess, we have the potential to propel *Strife* to success throughout Southeast Asia. S2 Games is a seasoned developer of award-winning video games that have been played by millions around the world. We each have our respective expertise. Together, YY, Asiasoft and S2 will deliver what is set to be one of the most memorable and rewarding gaming experiences throughout China and Southeast Asia."

About YY Inc.

YY Inc. ("YY" or the "Company") is a revolutionary rich communication social platform that engages users in real-time online group activities through voice, text and video. Launched in July 2008, YY Client, the Company's core product, empowers users to create and organize groups of varying sizes to discover and participate in a wide range of online activities, including online games, karaoke, music concerts, education, live shows and conference calls.

About Asiasoft Corporation Public Company Limited

Asiasoft Corporation Public Company Limited ("Asiasoft") is a leading online game operator in Southeast Asia, dominating market share in Thailand, Singapore and Malaysia and convening Vietnam, Indonesia and the Philippines. The company's affiliates are involved in international investment for online games publishing and development, as well as game portal services (www.playpark.com) including others IT related business. Currently, Asiasoft has 43 enjoyable and interactive online games from all over the world, with more than 60 million registered IDs in South East Asia region. For more information on Asiasoft, please visit www.asiasoft.net.

About S2 Games

S2 Games is a game publisher and developer with a mission to identify, develop, evolve and unleash the future of online multiplayer games. Since its inception in 2003, S2 has been focused on driving innovation into the global online game space, through identifying and solving industry issues, listening closely to its passionate gamer base and incorporating features that gamers truly want.

Active in sponsoring and helping drive many global tournaments for their flagship title, Heroes of Newerth which has accumulated over 12 million installs with over 2 million current registered players, and their new title, Strife, S2 is focused on providing the best online multiplayer gaming experience and opportunities for its fans to shine. For more information on S2, please visit www.S2games.com.

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," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the business outlook and quotations from management in this announcement, as well as YY's strategic and operational plans, contain forward-looking statements. YY may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission ("SEC"), 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 statements about YY'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: YY's goals and strategies; YY's future business development, results of operations and financial condition; the expected growth of the online communication social platform market in China; the expectation regarding the rate at which to gain registered user accounts, active users, especially paying users; YY's ability to monetize the user base; YY's ability to continue attracting advertisers and offering popular online games; fluctuations in general economic and business conditions in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in YY's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and YY does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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