

[NEWS RELEASE]

May 13th, 2024

Garena Online Private Limited
KADOKAWA CORPORATION

Garena and KADOKAWA Announce Anime Adaptation of *Garena Free Fire*, The World's Most Downloaded Mobile Battle Royale for 5 Consecutive Years¹

Tokyo JP – Garena Online Private Limited (<https://www.garena.sg/>) and KADOKAWA CORPORATION (<https://group.kadokawa.co.jp/global/>) have announced the production of an anime adaptation of *Garena Free Fire*, a popular mobile game developed and published by Garena, through joint investment.



From left to right: (Garena) Harold Teo, Jason Ng / (KADOKAWA) Takashi Sensui, Shinya Kato

Garena Free Fire is an immersive battle royale game. In February 2024, its peak Daily Active Users (DAU) surpassed 100 million. The anime adaptation is scheduled to be produced by a Japanese anime production studio with KADOKAWA QINGYU — KADOKAWA's overseas branch — as its production manager. The completed animation will be broadcast and streamed worldwide.

¹ According to data.ai, a Sensor Tower company, worldwide downloads across iOS and Google Play.

<About Garena Free Fire>

Garena Free Fire is an immersive battle royale game created specifically with mobile gamers in mind. Developed and published globally by Garena, *Garena Free Fire* was the world's most-downloaded mobile game from 2019 to 2021, and the most-downloaded mobile battle royale in 2022 and 2023, according to data.ai.



Garena Free Fire Game Illustration

Aside from the classic battle royale mode, *Garena Free Fire* also offers other engaging game modes that can be enjoyed by all, such as Clash Squad, Pet Mania, Zombie Invasion, and more.

Garena Free Fire is available for download on the [Apple iOS App](#) and [Google Play](#) store. For more information, check out the [official website](#).

■About Garena Online Private Limited

Garena is a leading global online games developer and publisher. *Garena Free Fire*, its self-developed mobile battle royale title, was the world's most downloaded mobile game from 2019 to 2021, and the most downloaded mobile battle royale in 2022 and 2023, according to data.ai.

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* and *Call of Duty: Mobile* – 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.

<https://ff.garena.com/>

■About KADOKAWA CORPORATION

KADOKAWA CORPORATION develops a wide range of entertainment, including publications, videos, games, Web services, education, and operating IP experiential facilities such as TOKOROZAWA SAKURA TOWN. By utilizing technology, KADOKAWA CORPORATION implements a global media mix strategy, focusing on stable Intellectual Property (IP) creation and delivering it to the world in a variety of forms.

<https://group.kadokawa.co.jp/>

KADOKAWA Official Website: <https://www.kadokawa.co.jp/>

* For brands interested in participating in the anime series, please reach out to the following contacts for more information.

[Contact]

Garena: ff_licensing@garena.com (English, Chinese)

KADOKAWA QINGYU: aohane@shkadokawa.com (Japanese, Chinese)

【PRESS CONTACT】

Garena Regional PR: nyeoeyl@garena.com

KADOKAWA CORPORATION / PR: pr-group@kadokawa.jp