



## Axion Ventures Launches Rising Fire with Tencent in China

VANCOUVER, BRITISH COLUMBIA, July 03, 2018 - Axion Ventures Inc. (“**Axion Ventures**”, “**Axion**”, or the “**Company**”) (TSXv: AXV) is pleased to announce the commercial launch of the Company’s self title, ‘Rising Fire’ in China through Tencent Holding Limited’s (HKG: 0700) (OTC: TCEHY) (“Tencent”) massive distribution network, ‘WeGame’. Axion expects Tencent to distribute Rising Fire in a staged manner to approximately 1.5 million active WeGame users immediately, 15 million users by mid-July, and up to 100 million users by mid-August. Axion will update shareholders with usage and growth data on a periodic basis as this data is made available by Tencent who has the distribution rights of Rising Fire in China, the world’s largest gaming market, with a projected value of US\$37.98 Billion in 2018.

In connection with the launch, Tencent has commenced a multi-million dollar marketing campaign to raise awareness and drive player participation. Currently trading at a market cap of US\$475 Billion, Tencent is the world’s largest video game company by revenue.

### **Rising Fire Staged Release**

<b>Stage 1:</b>	1.5 Million Users	Currently in Process
<b>Stage 2:</b>	15 Million Users	By Mid-July 2018
<b>Stage 3:</b>	100 Million Users	By Mid-August 2018

“After years of high-level, rigorous testing by the world’s largest video game publisher, we are proud to announce that Rising Fire has officially been launched through Tencent’s powerful distribution arm,” said Todd Bonner, CEO and Chairman of Axion Ventures. “The testing process that Rising Fire was subjected to since 2016 examined multiple layers of gameplay, artwork, and playability which, through all four levels of alpha and beta testing, returned retention rates that indicate a major success. Through the data that has been logged, our team has produced what we believe to be a successful game within an industry that has exploded in popularity in recent years. We are excited to be able to report user growth as soon as Axion receives the hard data from Tencent.”

### **Rising Fire**

Rising Fire is a 600 man-year, third-person shooter, role playing game that has been initially developed for the PC platform in China which will be distributed by the largest game publisher in the world, Tencent Holdings Limited. The game contains 7 player classes, 20 levels, 30+ maps and more than 160 weapon parts providing players with endless customization. Five player versus player (PvP) and player versus environment (PvE) modules are offered allowing users to complete in solo game play featuring artificial intelligence or multiplayer, interactive e-sports events.

### **About Axion Ventures**

Axion Ventures is an Investment Issuer with majority ownership in Axion Games, an online video game development and publishing company headquartered in Shanghai, China as well as in True Axion Interactive Ltd., a video game development company headquartered in Bangkok, Thailand and cofounded with True Corporation. Axion Ventures also maintains holdings in other innovative technology companies.

[www.axionventures.com](http://www.axionventures.com)

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