



MEDIA RELEASE

JIO DELIGHTS GAMERS - BRINGS “Pokémon GO” TO INDIA

JIO AND NIANTIC (Pokémon GO) FORM STRATEGIC PARTNERSHIP FOR INDIA

Mumbai, December 13, 2016: Reliance Jio Infocomm Limited (“Jio”) delights Indian gamers by bringing the sought-after, first-of-its-kind, Augmented Reality game ‘Pokémon GO’ to India in a partnership with Niantic, Inc. – publisher and developer of Pokémon GO in association with The Pokémon Company. With this partnership, thousands of Reliance Digital Stores and select partner premises in India will appear as ‘PokéStops’ or ‘Gyms’ in the Pokémon GO game beginning Wednesday, December 14, 2016.

This launch is in line with Jio’s mission to empower Indians with opportunities that are fuelled by the power of data and a Digital Life and to delight them on an ongoing basis with entertainment-based apps, such as ‘Pokémon GO,’ the leading app in the gaming category.

“We are delighted to partner with Jio to launch Pokémon GO in India.” said John Hanke, Chief Executive Officer and founder of Niantic. “It’s exciting to see Pokémon fans in India step out and explore their neighbourhoods in search of Pokémon and Jio’s disruptive high speed 4G LTE Network will be an excellent way to experience the game.”

The two companies will work together to bring Indians a richer and more enjoyable mobile entertainment experience for Pokémon GO, including activating Jio retail locations and charging stations as PokéStops and Gyms within the game and allowing Indians to catch, train, and battle at any of Jio’s outlets throughout the country.

On Jio’s social messaging app, JioChat, Pokémon players have access to an exclusive Pokémon Go Channel. The Pokémon Go Channel will enable Pokémon Go players to collaborate and be part of an exciting community of players with daily tips, contests, clues, and special events. The Pokémon Go Channel on JioChat a fun way to socialize with other players and level-up faster.

“With over 500 million downloads globally, we are excited to launch Pokémon GO officially in India on the Reliance Jio network,” said Mathew Oommen, President Reliance Jio. “Our partnership with Niantic not only brings access to the Pokémon GO app but also opens the door to more opportunities for our customers to enjoy content on Jio’s one-of-a-kind mobile broadband network.”

The partnership puts Pokémon GO players on a world-class all-IP data strong network, and during the Happy New Year Offer, Jio SIM customers will be able to download and play Pokémon GO without incurring data charges, like any other apps and content, till 31st March 2017.



About Reliance Jio Infocomm Limited:

Reliance Jio Infocomm Limited (“Jio”), a subsidiary of Reliance Industries Limited (“RIL”), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

Reliance Jio Infocomm

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About Niantic, Inc.

Niantic, Inc. builds mobile real-world experiences that foster fun, exploration, discovery, and social interaction. Originally incubated within Google, Niantic, Inc., spun out in 2015, with investments from Google, The Pokémon Company, and Nintendo. The company’s immersive real-world mobile game Ingress has been downloaded more than 15 million times and is played in more than 200 countries and territories worldwide. Niantic, Inc., also developed and published Pokémon GO, the real-world Pokémon game for iOS and Android mobile devices that was downloaded more than 500 million times in its first two months. For more information on Niantic, please visit www.nianticlabs.com.

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About The Pokémon Company

The Pokémon Company (President and Chief Executive Officer, Tsunekazu Ishihara) was established in 1998. Headquartered in Tokyo, The Pokémon Company’s operations span four key areas: video game production and development, trading card game business planning and promotion, licensing and quality control, and management of all official outlets selling Pokémon-related merchandise in locations throughout Japan. Upholding the brand through strict product evaluation and support for licensees, it ensures that the role-playing world of Pokémon remains a fresh, fun, and exciting connective medium for players around the globe who enjoy collecting and exchanging the unique characters, which have grown in number to more than 700 since the release of the first video game in 1996.