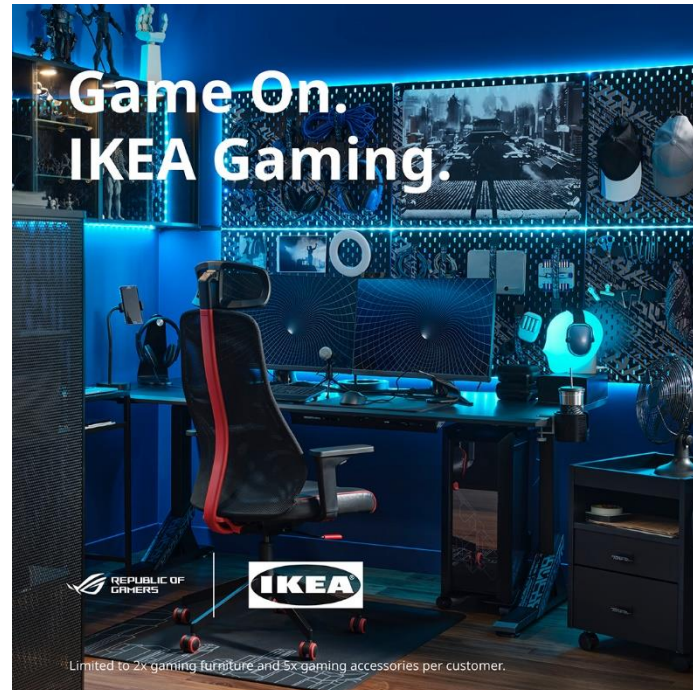


## IKEA and Republic of Gamers unveils a gamer's paradise!

*Get ready, set, go – IKEA's newest gaming collection lands across all IKEA Malaysia stores on 11.11 and online on 14.11.*



**KUALA LUMPUR, 8 November 2021** – Calling all gamers! The all-new IKEA Gaming Range, designed in collaboration with gaming experts, Republic of Gamers ('ROG') presents complete, personalised gaming solutions that blend beautifully into the home to level up your gaming performance.

Aiming to create a better everyday life for people and inspiring gamers out there, the range comprises of five product families: UPPSPEL, LÅNESPELARE, MATCHSPEL, UTESPELARE and HUVUDSPELARE. All UPPSPEL products have been jointly designed by IKEA and ROG. The rest of the series have been developed by IKEA, inspired by the insights and knowledge shared by ROG to closely meet the needs of gamers, from function, design and price.

'At IKEA, we've always believed in making our homes count, especially even more so after having spent most of our time in the comfort of our own homes during the lockdown. We continuously want to create meaningful spaces for everyone by understanding their wants and dreams for their haven – their homes. With this, the launch of the IKEA Gaming range marks our first foray into the gaming world, offering modern, functional and affordable end-to-end solutions for all gamers to enjoy,' said Gerard Jansen, Country Retail Director (Malaysia), IKEA Southeast Asia.



The IKEA gaming range is complete with ergonomic gaming desks and chairs as well as accessories that will liven up your gaming den, all while boosting your gaming performance. The new range offers a gaming desks and chairs across different price points to cater to all gamers out there.

Speaking on the collaboration, Johnny Chan, ASUS Republic of Gamers designer shared, "We know a lot about gamer needs, pain points and expectations, and we want to design solutions for ultimate, immersive gaming experiences."

The IKEA Gaming Range is available in-store from 11 November 2021 and for online purchase via [IKEA.my/gaming](https://www.ikea.my/gaming) from 14 November 2021 onwards.

Starting on 11 November 2021, in collaboration with ASUS Republic of Gamers Malaysia, IKEA Family members will be entitled to redeem a limited-edition ROG t-shirt with a minimum in-store purchase of RM500 in a single receipt transaction on IKEA's gaming range. *\*This exclusive promotion is limited to the first 100 members per store while stocks last.*

*\*\*For in-store purchases from 11 – 13 November 2021, each customer is limited to purchase up to 2 units of gaming furniture and 3 units of gaming accessories in a single purchase.*

Are you ready to get your game on?

END

### **About IKEA Malaysia**

We believe home is the most important place in the world. Since its 1943 founding in Sweden, IKEA has created a better everyday life for the many people by offering well-designed, functional home furnishings at prices so low that as many people as possible can afford them.

Today, IKEA is the world's largest home furnishing retailer, with more than 420 stores in 52 countries – including four in Malaysia. We are part of IKEA Southeast Asia - the only franchisee owned by the Kamprad family that founded IKEA. We make sustainability part of our everyday business and support initiatives that benefit children and the environment. To learn more, visit [IKEA.my](https://www.ikea.my)



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