**Visa-EVOS Esports partnership paving way for Visa’s entrance in the market of Southeast Asia**

Visa is a global payment provider and has now extended its reach to the Esports audiences of Southeast Asia. They signed a partnership deal with EVOS to get the benefits. Paying with Visa will now assure a 50% discount on the EVOS+ Esports membership for the fans. Also, EVOS will soon enable the payments via Visa for buying the currencies in the game and also for the merchandise.

Still, revealing all the benefits assured, they choose not to reveal the financial terms between both.

With the “Unlock your Dreams” campaign, the EVOS Esports revealed this collaboration in front of their fans. Now, there are more expectations from EVOS Esports to soon feature Visa in their activations, initiatives for higher engagement, other videos, and also in the brand messaging of them.

Visa Worldwide Indonesia’s President Director, Riko Abdurrahman stated that consumers these days prefer cashless transactions and payments for the in-app purchases. With their vision to pay and get paid cashless everywhere and for everyone ensures a smooth and seamless payment for enhancing Indonesia’s Esports ecosystem and ensuring empowerment for EVOS Esports. And with this, the testament used is to Unlock your Dreams through the collaboration.

At the time for growth and development of EVOS, the partnership secured £7 million by 2019, involving several payment rounds. The organization has also developed alliances with others including Lazada Indonesia, Internation E-commerce group Lazada’s domestic branch, and Armaggedoon, a peripheral brand. Both of them aim at supporting Indonesia’s mobile Esports.

Also, according to the reports from Newzoo, the Indonesian players spent around 1.1 billion USD on the games in 2019. With this, they emerged as one of the top Southeast Asia’s games markets. Ministery of Sports and Youth of Indonesia and the National Sports Committee of Indonesia (KONI) also recognized the Esports industry as an “accomplished sport” previously in August 2020, and legitimized investments in the sector. With this immense success, investments such as that by Visa is nothing shocking!