

# ROG VISION

We, the Republic of Gamers, are the best of the best, and we continue to strive for perfection in the Gaming community. We offer the best hardware engineering, the fastest performance, and the most innovating ideas.

**NO. 1** GAMING BRAND  
WORLDWIDE



## PILLARS OF THE ROG BRAND



### Authenticity

- Established 13+ year history
- Built by gamers, on the foundation of engineering
- Uncompromising quality across the complete product line, serving the needs of Gamers worldwide.



### Passion

- 1 in 3 ROG fans own 2+ ROG products
- Well-informed customer base, grown from DIY community
- Passionate choice of Esports enthusiasts



### Community

- ROG Stream Team reached 21M fans, 74K average viewers
- Heavily involved with industry gaming events, collegiate & K-12 programs over +250 campuses in North America such as PAX East/West, ESL One, TESPA, & more.

## CAPTURING THE GROWTH IN GAMING



### Global

Launch global leagues for professionals and amateurs. Align with organizations that feature the highest level of play.



### Local

Host and sponsor local LAN events. Sponsor top teams per region and invest in collegiate orgs. Acquire top streamers and deliver localized content.



### Personal

To Engage with fan base on a personal level through communication on social media, forums, and events.

### What do Esports players want?

The ASUS Republic of Gamers (ROG) is recognized globally as the No. 1 gaming brand used within collegiate Esports scene. ROG can satisfy the demanding requirements of GPU and processing power to empower players to compete at their highest level. We work directly with schools to ensure students enrolled in engineering programs will have the right equipment for graphic-intensive applications, photo/video editing, VR and more.