

## Double Eleven Doubles Down in Malaysia with Expansion of KL Office

- *The award-winning British games developer and publisher will be investing £1 million to expand their Malaysian base and is looking to increase its headcount to more than 100 staff*
- *Double Eleven's expansion in Malaysia is greatly supported by Malaysia Digital Economy Corporation*

**CYBERJAYA, 11 OCTOBER 2021:** British video games development studio Double Eleven has announced that it is expanding its Malaysian base in Kuala Lumpur.

The Middlesbrough-headquartered [awards-winning](#) games developer and publisher will be investing £1 million (approx. RM5.68 million) in a new 12,500sqft office in KL and is seeking to expand its regional staff to more than 100.

Launched in 2009, Double Eleven has worked with some of the world's biggest games companies as well as global tech titans such as Microsoft. The bestselling titles they've worked on include *Rust: Console Edition*, *Minecraft Dungeons*, *LEGO Harry Potter*, *Goat Simulator*, *Prison Architect* and *Crackdown 3*.

The company underwent tremendous growth over the past year, going from a staff count of 80 in 2019 to hiring its 200<sup>th</sup> employee last year. On 21 January 2020, it announced the opening of its Malaysian studio in Kuala Lumpur.

According to Lee Hutchinson, founder of Double Eleven, the company chose to open its second base in Malaysia for its access to high-calibre talent and great ecosystem between the Malaysian government, universities, and businesses.

"Given its ambition, talent and wider business environment, Malaysia was the clear choice for us to expand in Asia and we're committed to building a world class studio there. Working with our staff, we chose KL as our future home, where we're building a truly unique, people-first workplace with cutting edge infrastructure. Our investment in the design and development of our new premises underscore our desire to always be a great place to work and our values: humanity, ambition and integrity," he said.

Currently with 25 staff members, the Malaysian base quickly outgrew the initial 1,000sqft co-working space. Double Eleven has now secured a 12,500sqft space in Mid Valley Mega Mall Towers, to be filled with over 110 employees over the next two to three years.

The Kuala Lumpur team is working together with Double Eleven's main teams to gain experience and will eventually take on their own projects in the future. Currently, the Malaysian studio's core activities are focused on providing game development services such as quality assurance, coding, art, and design support.

Double Eleven's expansion in Malaysia is greatly lauded and supported by Malaysia Digital Economy Corporation (MDEC), Malaysia's lead digital economy agency. MDEC has helped Double Eleven establish its presence in the country since 2017, including helping incorporate Double Eleven Malaysia Sdn Bhd in 2018 and approving the company's MSC Status application in 2020.

MDEC has also connected Double Eleven to various Malaysian colleges and universities involved in games development, including The One Academy, UOW Malaysia KDU, and Asia Pacific University (APU).

Additionally, MDEC also facilitated collaboration, partnerships, and outsourcing opportunities between Double Eleven and local game development studios such as Passion Republic, Lemon Sky Studios, Streamline Studios, and other indie developers.

Most recently, Double Eleven participated at LEVEL UP KL 2021's Industry Conference as a panel speaker.

“MDEC is immensely proud to have supported the expansion of Double Eleven in Malaysia and lauds its continued investments in the country. Their presence in Malaysia not only serves as a sign of continued confidence with Malaysia as a digital content creation hub, but also in cultivating future Malaysian games development talents.

“Double Eleven’s growth in Malaysia is a step forwards for MDEC’s Digital Investments Future5 (DIF5) strategy to attract RM50 billion investments in the digital economy and the creation of 50,000 high-value digital jobs. This is in line with the goals set forth by the Malaysia Digital Economy Blueprint (MyDIGITAL) to make Malaysia a digital content leader in the regional market, including the creation of 200 IPs by 2025. We are thankful for Double Eleven’s support in our journey to make Malaysia the Heart of Digital ASEAN,” said Gopi Ganesalingam, Chief Digital Industry Officer (CDIO), MDEC.

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#### **About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the digital transformation of the economy for 25 years. We aim to enable a progressive, innovation-led digital economy.

To achieve this, MDEC will execute on its **NADI** (Nadi Digital) framework, based on the four thrusts: **New skills, Adoption, Digital ScaleUps and Investments**. NADI will drive our core programmes for the rakyat, industry and investors. MDEC will continue to lead Malaysia’s digital economy forward towards becoming a globally competitive digital nation, anchored on innovation, sustainability, and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

**#MyMDEC #NadiDigital #SayaDigital #HeartofDigitalASEAN**

To find out more about MDEC’s Digital Economy initiatives, please visit us at [www.mdec.my](http://www.mdec.my) or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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