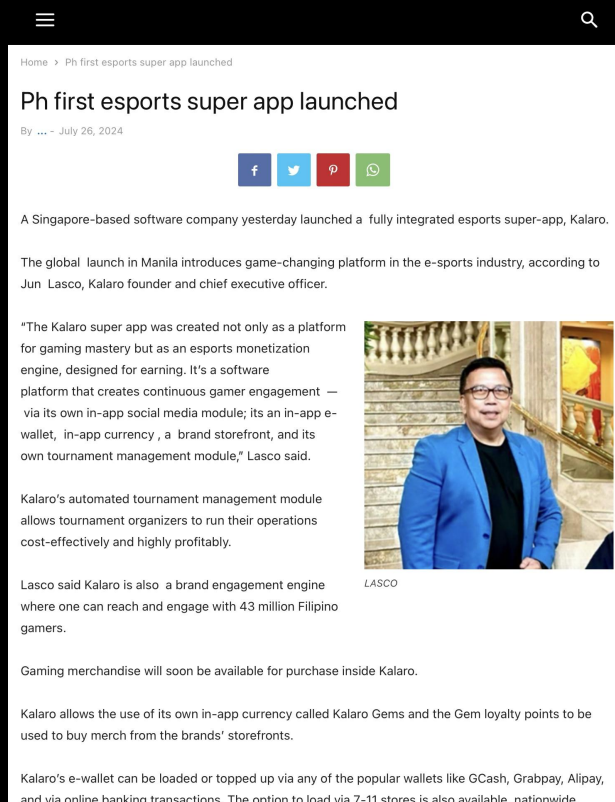


Client:	Kalaro Holdings Pte. Ltd.
Posted:	26 July 2024
Website type:	News
Account name:	Malaya
URL:	https://malaya.com.ph/
Owner:	People's Independent Media, Inc. (90% owned by Amado P. Macasaet)
Unique Visitors/Followers:	126.9k monthly visits
Country:	Philippines
Tone:	Positive
Link:	https://archive.malaya.com.ph/news_business/ph-first-esports-super-app-launched/?amp



Client: Kalaro Holdings Pte. Ltd.

Posted: 24 July 2024

Website type: News

Account name: Manila Standard

URL: <https://manilastandard.net/>

Owner: Philippine Manila Standard Publishing, Inc.
(Owned by the Romualdez family)

Unique Visitors/Followers: 512.9k monthly visits

Country: Philippines

Tone: Positive

Link: <https://manilastandard.net/sports/314475809/phs-1st-esports-super-app-launched.html>



Shown here are (from left) Jun D. Lasco, Founder & CEO, Walter A. Bucher, Independent Director, David Nithyananthan, Co-Founder, Renahyn B. David, Board Director, Genesis E. Bautista, Director for Marketing, at a recent Kalaro executive committee meeting.

By Manila Standard Sports

July 25, 2024, 12:01 am

A FULLY integrated esports super-app, Kalaro, was globally launched this morning (12:01 a.m., July 25) in Manila by a Singapore-based software company.

"The Kalaro super app was created not only as a platform for gaming mastery but as an esports monetization engine, designed for earning," said Kalaro Founder and CEO Jun D. Lasco. "This will be a game-changer in the esports industry. It's a software platform that creates continuous gamer engagement — via its own in-app social media module, its in-app e-wallet and in-app currency, its brand storefront, and its own tournament management module.

Client: Kalaro Holdings Pte. Ltd.

Posted: 25 July 2024

Website type: News

Account name: Business Mirror

URL: <https://businessmirror.com.ph/>

Owner: Philippine Business Daily Mirror Publishing, Inc.
(Owned by Antonio Cabangon-Chua)

Unique Visitors/Followers: 135.5k monthly visits

Country: Philippines

Tone: Positive

Link: <https://businessmirror.com.ph/2024/07/25/kalaro-phls-first-esports-super-app-launched/>






Client:	Kalaro Holdings Pte. Ltd.
Posted:	26 July 2024
Website type:	News
Account name:	Manila Bulletin
URL:	https://mb.com.ph/
Owner:	Manila Bulletin Publishing Corporation (Owned by Emilio Yap and family)
Unique Visitors/Followers:	1.973m monthly visits
Country:	Philippines
Tone:	Positive
Link:	https://mb.com.ph/2024/7/25/kalaro-launches-esports-super-app/

TECHNOLOGY

Kalaro launches esports super app

Integrated platform enhances gamer engagement with AI-powered features and a secure e-wallet

BY MB TECHNEWS
Jul 26, 2024 12:42 PM

AT A GLANCE

- Kalaro, a fully integrated esports super-app, was launched globally by a Singapore-based software company on July 25 in Manila.
- The app is designed not only for gaming mastery but also as an esports monetization engine, aiming to solve industry challenges related to platform ranking algorithms.
- Kalaro includes an in-app social media module, e-wallet, currency, brand storefront, and tournament management, enhancing continuous gamer engagement.
- The Global Esports Federation (GEF) became a strategic partner after the Olympics Esports Week in June 2023, and Kalaro acquired its first U.S. investor in November 2023.

Kalaro, a fully integrated esports super-app, was launched globally by a Singapore-based software company on July 25 in Manila.

"The Kalaro super app was created not only as a platform for gaming mastery but as an esports monetization engine designed for earning," said Kalaro Founder and CEO Jun D. Lasco. "This will be a game-changer in the esports industry, creating continuous gamer engagement via its in-app social media module, e-wallet, currency, brand storefront, and tournament management module."

Lasco emphasized that monetization has become a significant challenge in the industry due to the ranking algorithms of platforms like YouTube and Facebook. Kalaro aims to solve this by facilitating continuous engagement through live and recorded tournaments, watch parties, and live podcasts or training videos broadcast within its social media hub.

Client:	Kalaro Holdings Pte. Ltd.
Posted:	28 July 2024
Website type:	News
Account name:	The Philippine Star
URL:	https://www.philstar.com/
Owner:	PhilStar Daily, Inc. (51% owned by MediaQuest Holdings, 21% owned by the Belmonte family, 28% as private stock)
Unique Visitors/Followers:	10.97m monthly visits
Country:	Philippines
Tone:	Positive
Link:	https://www.philstar.com/business/2024/07/28/2373410/philippines-1st-esports-super-app-launched/amp/

Philippines 1st esports super app launched

(The Philippine Star) - July 28, 2024 - 12:00am



MANILA, Philippines — Kalaro, a fully integrated esports super app, was globally launched in Manila on July 25 by a Singapore-based software company.

"The Kalaro super app was created not only as a platform for gaming mastery but as an esports monetization engine, designed for earning," Kalaro founder and CEO Jun Lasco said. "This will be a game-changer in the esports industry. It's a software platform that creates continuous gamer engagement via its own in-app social media module, in-app e-wallet and in-app currency, brand storefront and tournament management module."

The super app creates a social network hub for gamers so that finding a teammate, a new gamer-friend, a coach, or a competitor for a friendly match will be fast and fun.

"While LinkedIn is for professionals and Facebook is for everyone, Kalaro is the social platform for gamers. It's where people can meet new gamer friends," Lasco said.

"Kalaro is also a brand engagement engine. Brands can use the platform to engage 43 million Filipino gamers. Brands can keep them updated on the latest trends and happenings in esports and how their company creates new products to be ahead of these trends," he said.

The tech CEO explained: "Joining tournaments and similar competitions is the only proven way to gain mastery – in any sport, for that matter. Now that the International Olympic Committee has recognized esports as a legitimate sport to be soon included as an official Olympics event, Filipinos can leverage Kalaro so that tournaments, for training purposes, can be implemented across the country's 82 provinces. The super app's automated tournament management module allows tournament organizers to run their operations cost-effectively and highly profitably."

Client: Kalaro Holdings Pte. Ltd.

Posted: 28 July 2024

Website type: News

Account name: Business World

URL: <https://www.bworldonline.com/>

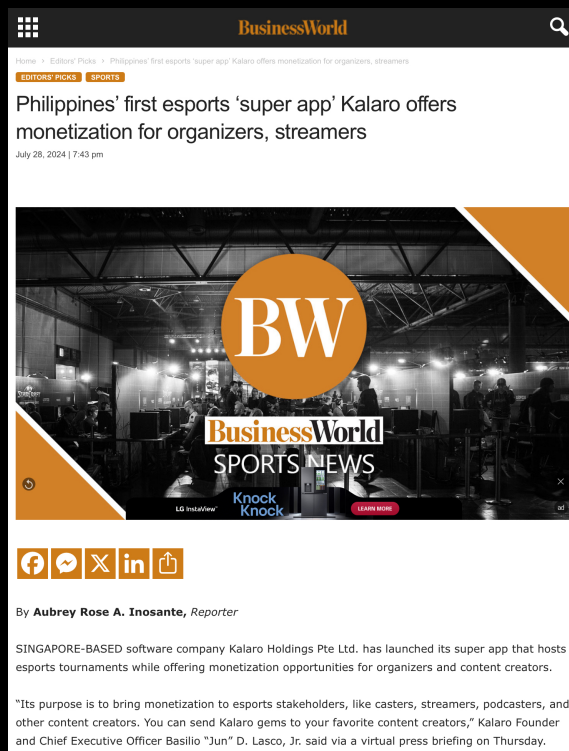
Owner: 70% owned by PhilStar Daily, Inc.
30% owned by World Press, Inc.

Unique Visitors/Followers: 551.6k monthly visits

Country: Philippines

Tone: Positive

Link: <https://www.bworldonline.com/sports/2024/07/28/610708/philippines-first-esports-super-app-kalaro-offers-monetization-for-organizers-streamers/>



Client: Kalaro Holdings Pte. Ltd.

Posted: 2 August 2024

Website type: News

Account name: Daily Tribune

URL: <https://tribune.net.ph/>


Owner: Concept and Information Group, Inc.

Unique Visitors/Followers: 489.2k monthly visits

Country: Philippines

Tone: Positive

Link: <https://tribune.net.ph/2024/08/02/mobile-super-app-mixes-work-play>




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INDUSTRY 4.0

Mobile super app mixes work, play

It's a software platform that creates continuous gamer engagement, via its own social media module, its e-wallet and currency, its brand storefront, and its own tournament management module.



At a recent Kalaro executive committee meeting are (from left) Jun Lasco, founder and CEO, Walter Bucher, independent director, David Nithyanathan, co-founder, Renalyn David, board director, and Genesis Bautista, director for Marketing. PHOTOGRAPH COURTESY OF Kalaro


Chito Lozada

Published on: 03 Aug 2024, 00:20

Online games are now being extensively developed to become electronic commerce platforms.

A fully integrated esports super-app, Kalaro, was recently launched in Manila by a Singapore-based software company.

"The super app was created not only as a platform for gaming mastery but as an esports monetization engine, designed for earning," Kalaro founder and CEO Jun Lasco said.



Client:	Kalaro Holdings Pte. Ltd.
Posted:	21 August 2024
Website type:	News
Account name:	The Manila Times
URL:	https://www.manilatimes.net/
Owner:	Dante Ang
Unique Visitors/Followers:	2.119m monthly visits
Country:	Philippines
Tone:	Positive
Link:	https://www.manilatimes.net/2024/08/20/tmt-newswire/philippines-first-esports-super-app-launched/1965586

OPINION

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Client: Kalaro Holdings Pte. Ltd.

Posted: 23 September 2024

Website type: News

Account name: AsiaBiz Today

URL: <https://www.asiabiztoday.com/>

Owner: Business Excellence & Research Group Pte Ltd.
(Owned by Vishwesh Iyer)

Unique Visitors/Followers: 6,045 monthly visits

Country: Singapore

Tone: Positive

Link: <https://www.asiabiztoday.com/2024/09/23/kalaro-launches-philippines-first-esports-super-app-revolutionizing-gamer-engagement-and-monetization/>

