



## **Singapore's Cloud Alliance Secures US\$5 Million Series A**

SINGAPORE, May 25, 2016 /PRNewswire/ -- Riding the wave of a booming mobile games industry, Singapore-based private investment firm, Aetius Capital, has successfully closed a US\$5 million Series A funding for Cloud Alliance Pte Ltd ("Cloud Alliance").

Cloud Alliance is a Singapore-based company that specializes in developing platform solutions for the games industry. Cloud Alliance has recently sealed a global deal with San Francisco-based Unity Technologies ("Unity") to be Unity's integrated payment partner. Cloud Alliance will develop a comprehensive platform solution called CloudMoolah which will serve over 5.5 million registered game developers on Unity's platform, starting with Southeast Asia. Cloud Alliance is the first company appointed by Unity Technologies to be its integrated payment partner. Unity is the world's largest game development engine used by developers to create rich interactive 2D, 3D, Virtual Reality ("VR") and Augmented Reality ("AR") experiences. It is estimated that more than half of the world's game developers including large publishers, indie studios, students and hobbyists, use Unity. In the field of VR and AR, Unity commands an estimated 90% market share.

Aetius Capital, which had successfully led and closed the funding deal for Cloud Alliance, is a Singapore-based private investment firm which backs highly driven entrepreneurs in various industries. Recently, it also led the US\$850,000 seed funding in a Singapore-based digital remittance fintech startup, Toast .

Mr Benjamin Cher, founder and CEO of Aetius Capital, and also a co-founder of Cloud Alliance said, "It is a major win for Cloud Alliance to seal this global partnership with Unity. Unity is the undisputed global market leader in game development. Through our platform solution called CloudMoolah, we can enable Unity's game developers to significantly shorten their time to publish and monetize their games, starting in Southeast Asia where the games market is worth around US\$3 billion a year growing at a compounded annual growth rate of 69%."

Mr Cher, a former Credit Suisse banker and Temasek executive, added: "Aetius Capital is always on the lookout for highly driven and resilient entrepreneurs who can execute as well as they can pitch to investors. Once we identify the entrepreneurs we want to work with, we will be able to sort out their funding needs quickly. For Cloud Alliance, the US\$5 million round was completed in about two months. For Toast, the seed round was completed within two weeks. Time is money, and we want our entrepreneurs to spend more time building their business than fund-raising, which can be a cumbersome process."

Jonathon Sze, co-founder and Chief Operating Officer of Cloud Alliance, said, "We knew that fund-raising would be challenging in the current market but Aetius Capital was able to lead and close the round quickly with their extensive network."

[About Cloud Alliance \(www.cloudmoolah.com\)](http://www.cloudmoolah.com)

Cloud Alliance is a Singapore-based company founded on March 2016. It is an integrated payment partner of Unity Technologies, the world's largest game development engine. It offers a platform solution called CloudMoolah to enable game developers to publish and monetize their games more easily.

[About Aetius Capital \(www.aetiuscapital.com\)](http://www.aetiuscapital.com)

Aetius Capital is a Singapore-based private investment firm. It partners with highly driven entrepreneurs and management teams to build great companies. Recent investments include Toast ([www.toastme.com](http://www.toastme.com)) and Cloud Alliance ([www.cloudmoolah.com](http://www.cloudmoolah.com)).

[Benjamin Cher, CEO of Aetius Capital \(http://aetiuscapital.com/About.html\)](http://aetiuscapital.com/About.html)

Mr Benjamin Cher is the founder and CEO of Aetius Capital. He is a seasoned professional with more than 15 years of experience in banking, private equity, strategic planning and general management. Prior to Aetius Capital, Benjamin held senior roles at Credit Suisse AG and Temasek International. Benjamin holds a Master of Science in Management Science & Engineering from Stanford University, and a Bachelor of Engineering (First Class) in Electrical & Electronic Engineering from Imperial College London.