



## **Valve Chooses Xsolla For Monetization Of Steam In Russia**

Valve Chose Xsolla's Direct Payment And Cash Kiosks To Monetize Steam In Russia, Helping Over 38 Million Russian Players To Enjoy Their Favorite Games On Steam

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Steam, created by Valve Corporation, is the leading platform for PC and Mac games and digital entertainment, serving over 1500 games to over 30 million active users worldwide. Steam, the world's largest social entertainment platform, offers delivery and management of digital content and is available worldwide in 24 languages, including English, Spanish, French, Italian, Russian, German and Chinese. Beyond content, Steam also delivers a social entertainment platform enabling players to find, communicate and play with one another via the Steam Community.

Xsolla now offers gamers the ability to add value to their Steam Account Wallet from over 450,000 kiosks throughout Russia. The Steam Wallet funds are then available in customers' accounts online to purchase, download and play their favorite games using Steam.

Valve chose Xsolla, the leader in game monetization solutions, to help make Steam games more accessible to gamers in the Russian market. Xsolla's cash kiosks address the unique needs of the Russian market, where the majority of people pay for goods using cash due to the high rate of credit card fraud prevalent throughout the region.

*"We are excited about our partnership with Xsolla,"* stated Mark Richardson, Business Development at Valve Corporation (Steam). *"Xsolla understands how to provide people with accessible payment methods, based on customers' needs, region by region."*

*"Xsolla specializes in online games and understands the Russian gaming market- they also offer more payment options than any other payment solution provider. Partnering with Xsolla was an obvious choice for Valve."*

Albert Donahue, Vice-President & Co-Founder of Xsolla commented: *“Xsolla's partnership with Valve (creators of Steam) will enable millions of gamers in the Russian Federation to enjoy Steam.”*

*“Steam revolutionized the way games are distributed and experienced- in the same way, Xsolla revolutionized the monetization of online games because of our understanding of the unique payment habits of each region and the fact that we specialize in online games, providing both popular and more unique payment options in over 74 countries around the world. We believe that the alliance of Steam and Xsolla will revolutionize the gaming industry.”*

About Xsolla:

[Xsolla](#) specializes in online games, providing localized in-game payment solutions for global reach. Xsolla has been developing monetization tools for MMO, Social, Mobile and Casual Games for 6 years. Xsolla's headquarters are in Los Angeles, California with offices in Russia, Ukraine, and Belarus. Xsolla partners with over 200 payment service providers offering credit and pre-paid cards, mobile payments, premium SMS, E-wallets, cash and e-cash, payment kiosks and offers — all within one platform- with no installation, currency exchange or chargeback fees. Xsolla works with more than 300 publishers worldwide, including Gameforge, Bigpoint, Wargaming, Aeria Games, InnoGames, S2 Games and more. For more information or a free proposal, please call (877) 797-6552 or visit Xsolla online at [www.xsolla.com](http://www.xsolla.com).

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Newsroom & Blog: <http://www.newsroom.xsolla.com>

About Steam:

Steam, created by Valve Corporation, is the leading platform for PC and Mac games and digital entertainment, serving over 1500 games to over 30 million active users worldwide. For more information, please visit [www.steamgames.com](http://www.steamgames.com).

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