

## **SLUSH FORMS GLOBAL PARTNERSHIP WITH PwC AND SUPERCCELL**

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**Slush has teamed up with PwC and Supercell to create a new dimension to their already successful Slush events. The collaboration will bring in new content, ideas, speakers and influential guests to events while enabling Slush to continue growing its global footprint and adding more international events to its successful portfolio.**

Prior to 2015, Slush mainly operated in Finland. But over the last year, the organization has gone international, hosting events in Asia, the US and other parts of Europe. In April of 2015, Slush Asia gathered over 3.000 entrepreneurs and investors in Tokyo, Japan, while the Japanese edition of Slush aims to attract 10.000 participants in the spring of 2016.

“It’s been an absolute pleasure to see the cultural change initiated by Slush, especially during our Asian events this year. Our collaboration with PwC and Supercell will definitely be key in helping us grow these events to a whole new level next year”, says Slush CEO **Riku Mäkelä**.

“Supercell is known not only as a gaming company, but also as a strong proponent of entrepreneurship globally, while PwC is a well-known brand with advisers, networks and offices across the globe. Leveraging these broad networks and their capabilities will serve as a cornerstone of the relationship with Slush,” continued **Riku**.

“Slush Asia in spring of 2015 was a fantastic experience. In Finland, young people have become increasingly enthusiastic about entrepreneurship in the past years, and it was an absolute pleasure to see a similar phenomenon being born in Japan as well,” says Supercell CEO **Ilkka Paananen**.

**Vicki Huff Eckert**, PwC’s Global Technology, Entertainment, Media & Communications Leader, states that “As the business landscape continues to evolve and change, it’s important that we support the numerous entrepreneurs setting up daily. We are very pleased to work with Slush to ensure that tomorrow’s megabrands get the support they need today to succeed.”

**Henrik Steinbrecher**, the PwC Network’s Middle Market leader, adds: “The collaboration with Slush is a great opportunity for us to work with the next wave of tech talent and entrepreneurs at the start of their lifecycle and with more established companies looking to build entrepreneurial businesses within their existing businesses.”

### **More information:**

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*Slush is a not-for-profit startup and technology event, organized annually in Helsinki, Finland, and in other locations across the world. In 2015, the original Helsinki Slush will take place on November 11th and 12th. This year's speakers include several European "unicorn" founders, or founders of companies that are privately held and worth over \$1 billion. Such speakers include **Ilkka Paananen** of Supercell, Skype-founder **Niklas Zennström**, **Kristo Käärmann** of TransferWise and Adyen's founder **Pieter van der Does**.*

*In 2016, Slush will also be organized in Japan and China.*

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