

# ZeusX Celebrates Five Years of Innovations and Looks to the Future of Gaming

*ZeusX marks five successful years, driven by innovation and community-focused development in the gaming marketplace*

SINGAPORE, SINGAPORE, SINGAPORE, March 19, 2025 /EINPresswire.com/ -- Today marks the five-year anniversary of [ZeusX](#), a revolutionary platform in the gaming marketplace. Founded by Alex Tay, ZeusX began with a mission to create a safe, global environment for gamers to buy, sell, and trade digital assets. Reflecting on the journey, Tay shares insights on the company's growth, challenges, and the evolving gaming landscape.

**Origin and Vision:** Launched in March 2020, ZeusX was born from Tay's passion for gaming and his experience in insurance and banking. The platform

was designed to address the risks and inefficiencies of trading digital gaming assets on conventional platforms. "Our goal was to empower gamers by making trading secure, accessible, and personalized," says Tay.

**Key Milestones:** Despite launching during the onset of the COVID-19 pandemic, ZeusX quickly attracted users from 85 countries, demonstrating the global demand for a dedicated gaming marketplace. The platform has undergone multiple iterations to enhance user experience and security, culminating in over \$10 million in gross merchandise sales in 2024.

**Industry Evolution and Adaptation:** The gaming industry has seen significant growth, especially in mobile gaming, which ZeusX predicted and capitalized on early. "We've adapted by expanding our offerings to include not just gaming items but also services, top-ups, and collectibles, meeting gamers' evolving needs," Tay elaborates.

**Memorable Moments:** A standout moment in ZeusX's history was one of the platform's first



Zeusx Logo



Our goal was to empower gamers by making trading secure, accessible, and personalized, especially for the mobile gaming community, which I saw as the future”

*Alex Tay*

transactions between a gamer in Texas and another in Slovenia. This transaction highlighted the global reach and impact of ZeusX. Another pivotal moment came with the strategic focus on Genshin Impact, which led to a surge in user engagement and transactions.

The Future of ZeusX: Looking forward, ZeusX aims to differentiate and expand further into markets like South Korea and Western Europe. “We plan to integrate more deeply with gaming ecosystems and introduce AI-driven features to enhance the user experience,” says Tay.

A Message from the Founder: Tay extends his gratitude to the ZeusX community: “Thank you to everyone who has joined us on this journey. We remain committed to enhancing your gaming experience and helping you succeed in the virtual world. Here’s to more innovations, more growth, and more gaming!”

ZeusX remains dedicated to its mission of enhancing the gaming experience, driven by a community-first approach that values secure, accessible, and enjoyable trading for gamers worldwide.

About ZeusX: ZeusX is a leading global gaming marketplace where gamers can securely and efficiently buy, sell, and trade digital gaming assets. Founded in 2020, ZeusX has grown rapidly, driven by a commitment to innovation and community-focused development.

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