



Have a Good GAME!

Gamania Digital Entertainment

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Chief Finance Officer

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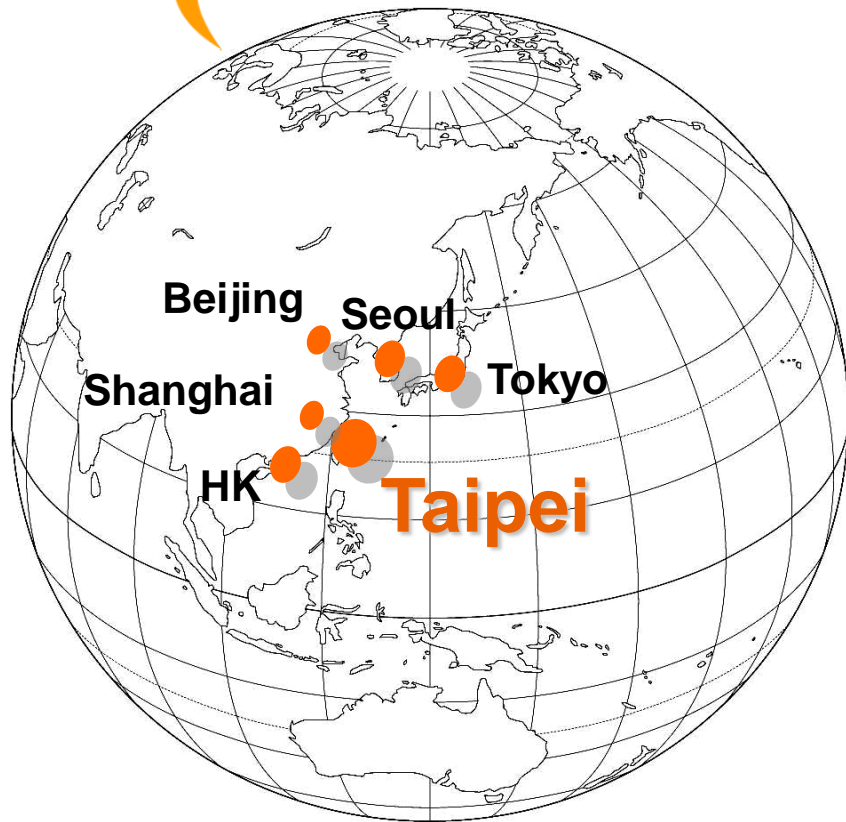
-  **Company Overview**
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Company Overview

High-quality Online Game Operator

Gamania
Family



Snapshot

- Online game operator and developer
- Headquarter established in Taipei in 1995
- Branch in Tokyo, HK, Beijing, Shanghai, & Seoul
- Listed in 2002 (6180.TT)
- Capital about NT\$1,588m (US\$47m)
- Employees around 1,100

Main Game Titles

- Operate **17** MMOGs, “Lineage” & “Maple Story” are flagship titles
- Operates **16** Casuals, of which “Kart Rider”, “BnB”, and “Getamped” are for all ages
- Launched **13** titles in 2008 and plan to launch over **15** new titles in 2009

Milestones

1995 ~ 2000

- Headquarter was established in Taipei in 1995
- Launched first self-developed PC-game “Convenience Store”
- Established Gamania corporate logo
- **“Convenience Store”** was granted **“The Best Game”** by Taipei Computer Association
- Launched first Massively Multi-player online game (MMOG) “Lineage”

2001 ~ 2005

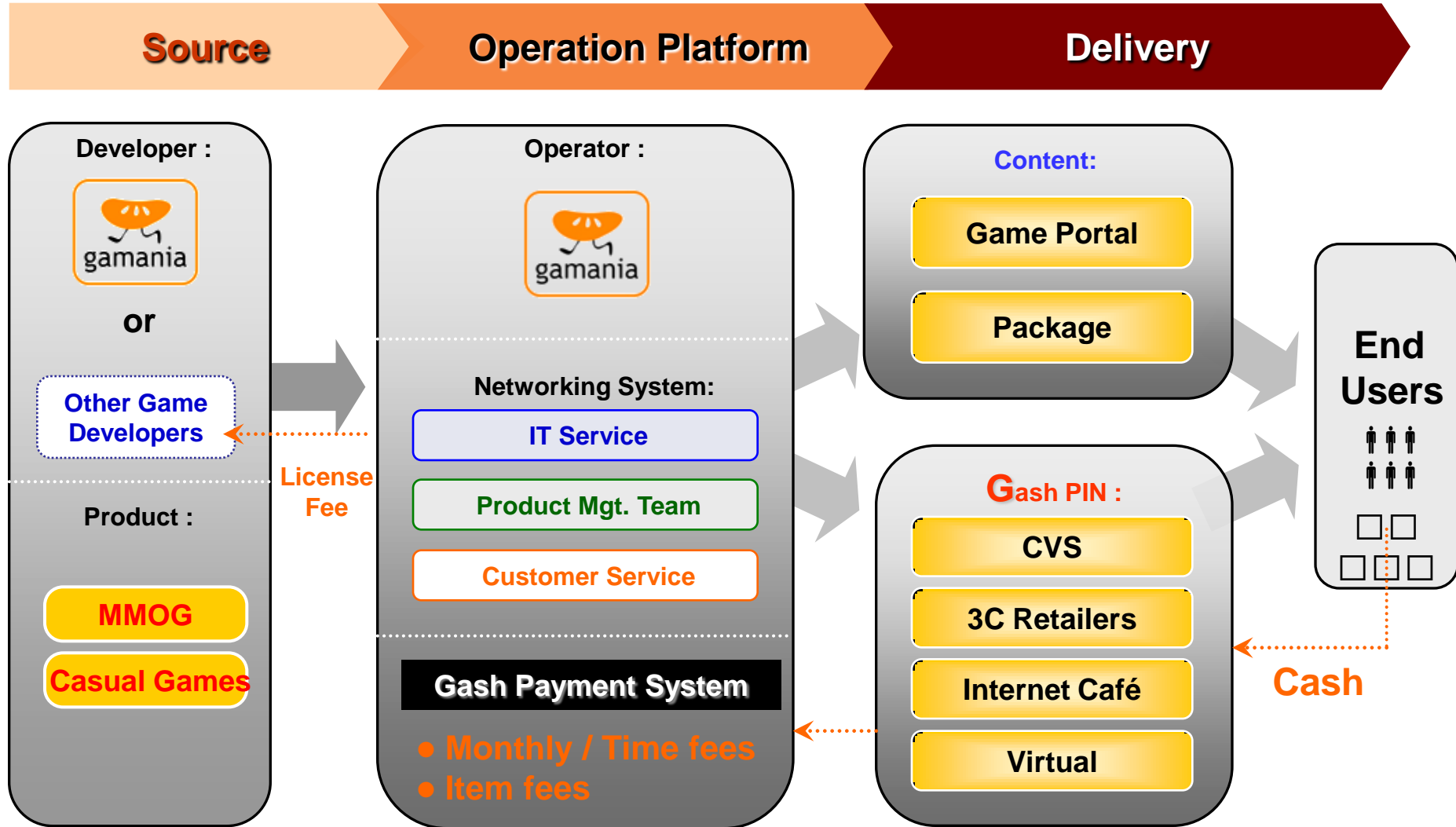
- **“Lineage”** was granted the **“The Best Online Game”** by Taipei Computer Association
- Gamania Logo was granted **“The Golden Award” in the Top10 Design”** in Taiwan
- Gamania logo was granted **“The Golden Award”** and revealed in China CIS Year Book
- **“Hero 108”** was granted **“Digital Content Prototype Design Award: Animation”**
- Launched “Maple Story” and successfully attract the young users

2006 ~ Now

- **“Zodiac”** was granted the **“Digital Content Prototype Design Award: Online Game”**
- Launched casual game “Kart Rider”
- Launched first self-developed MMOG “Bright Shadow”
- Launched Self-developed MMOG “Zodiac” & “XianMoDao”
- **“gamania.com”** was ranked Top 4 in online entertainment and Top 35 in Taiwan Web100, granted by Business Next
- Gamania was granted **“Taiwan Superior Brands”** by Bureau of Foreign Trade, Ministry of Economic Affairs.



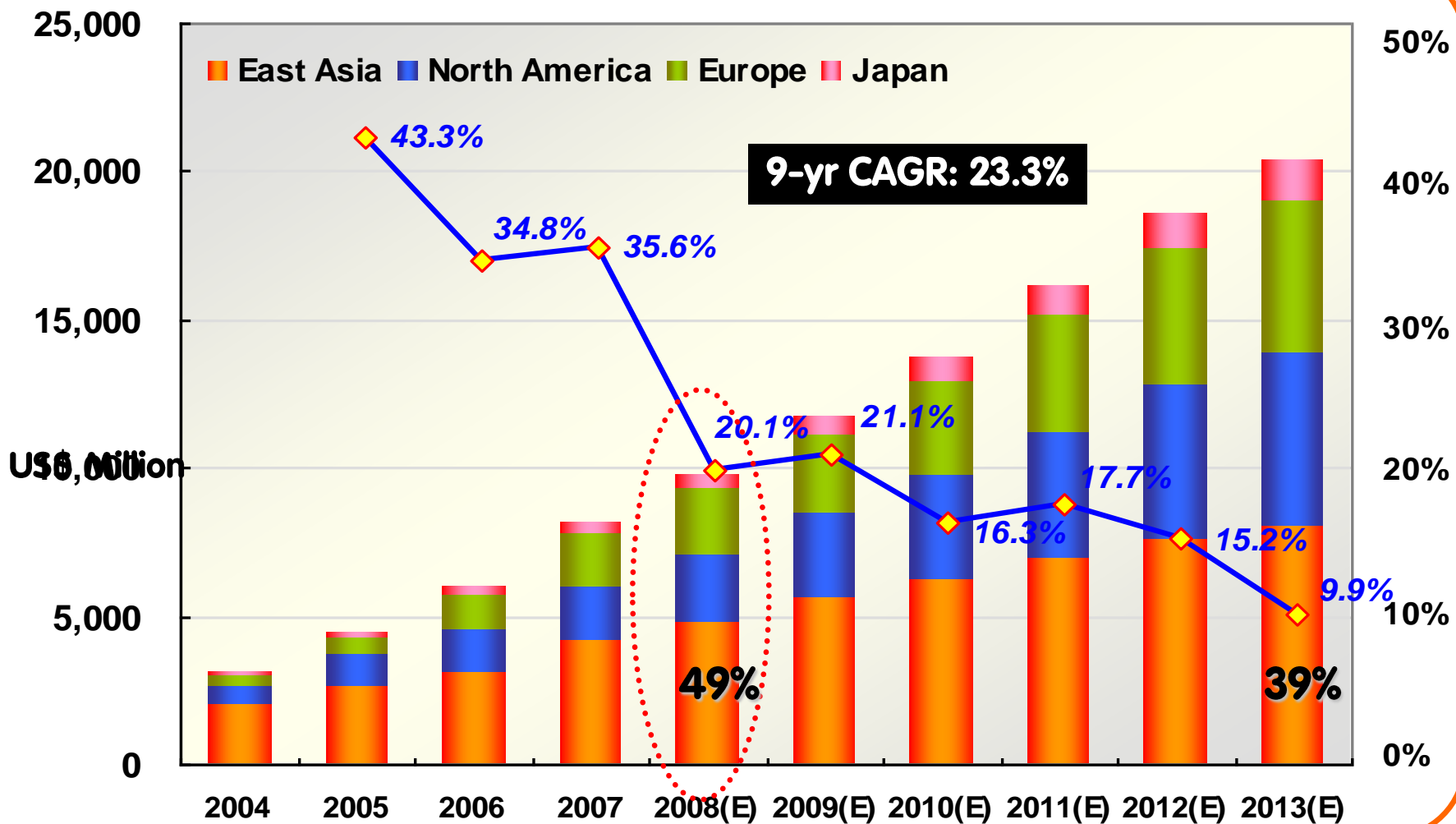
Business Model





Industry Introduction

Global Market



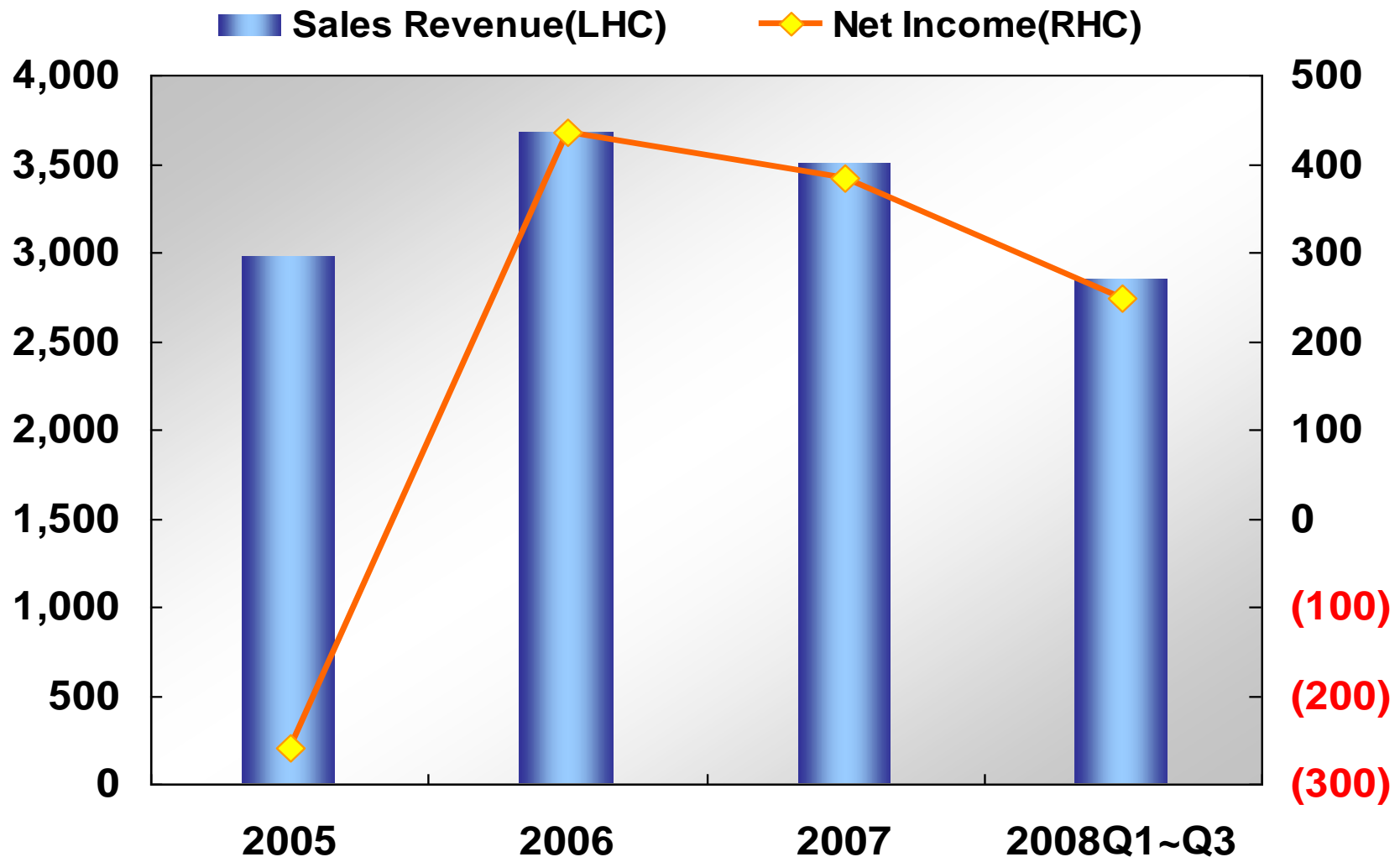
Source: DFC Intelligence (2008)



Earnings Review

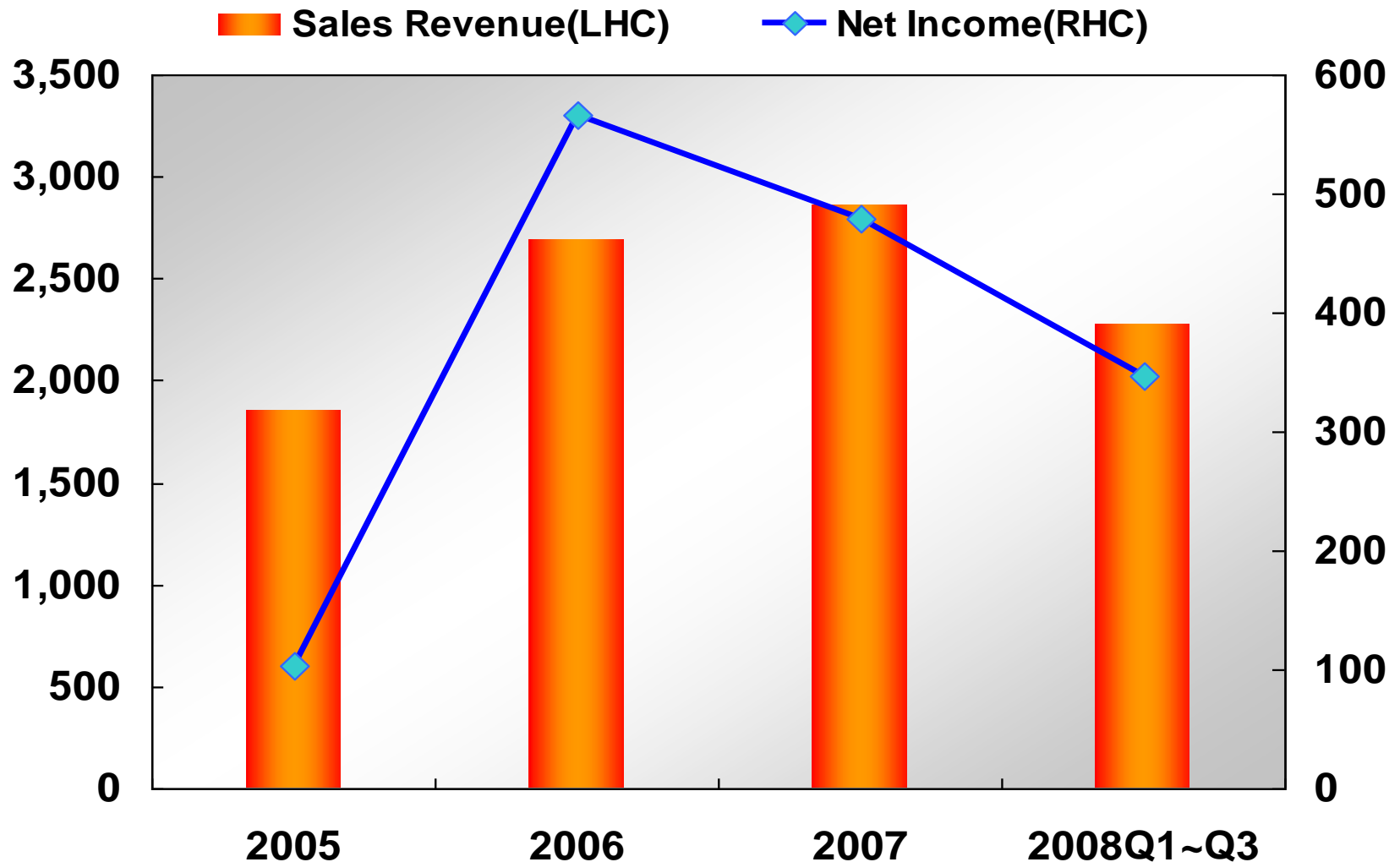
Consolidated Results of Gamania Group

Unit : NTD\$ m



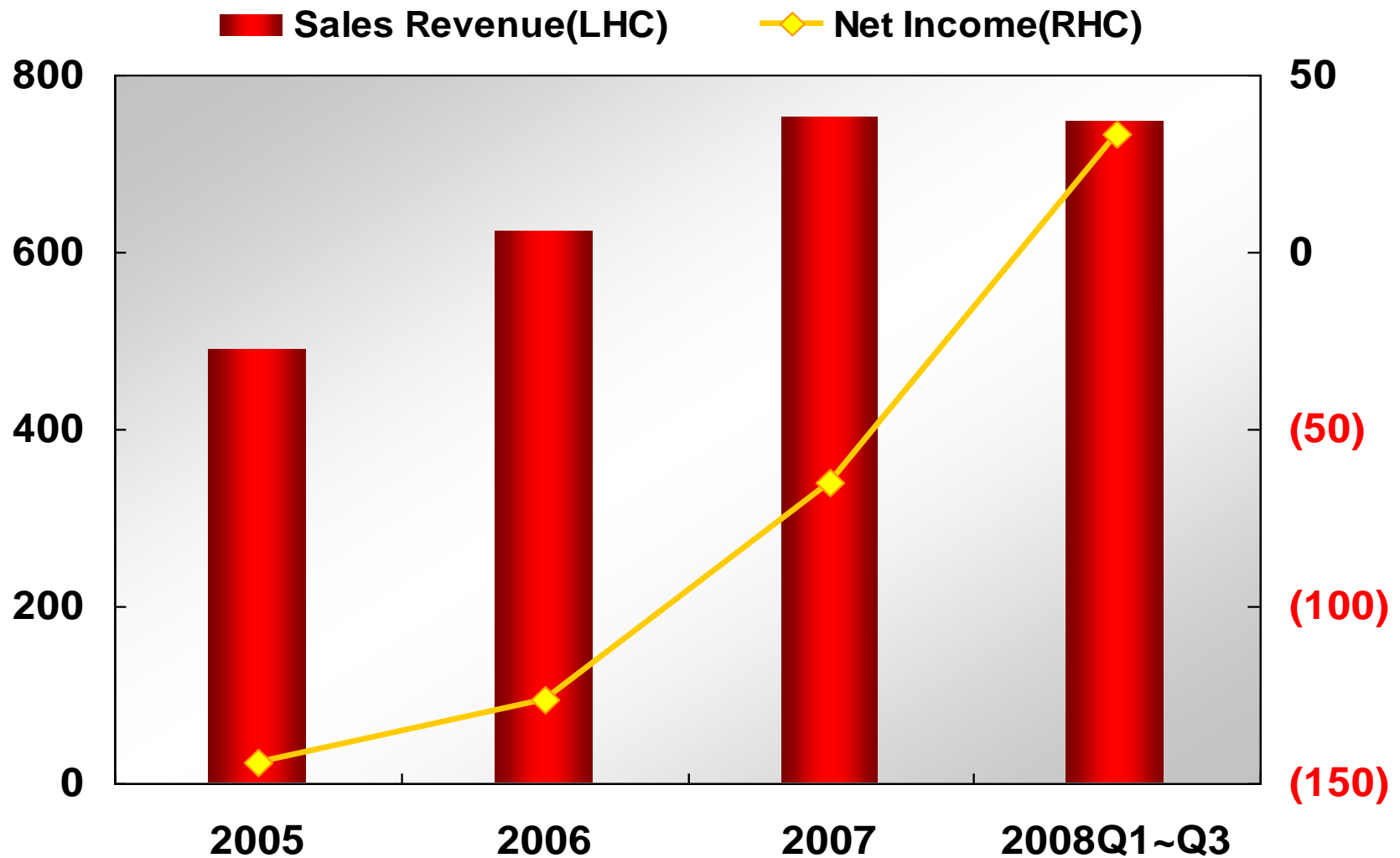
Operating Results of Gamania Taiwan

Unit : NTD\$ m



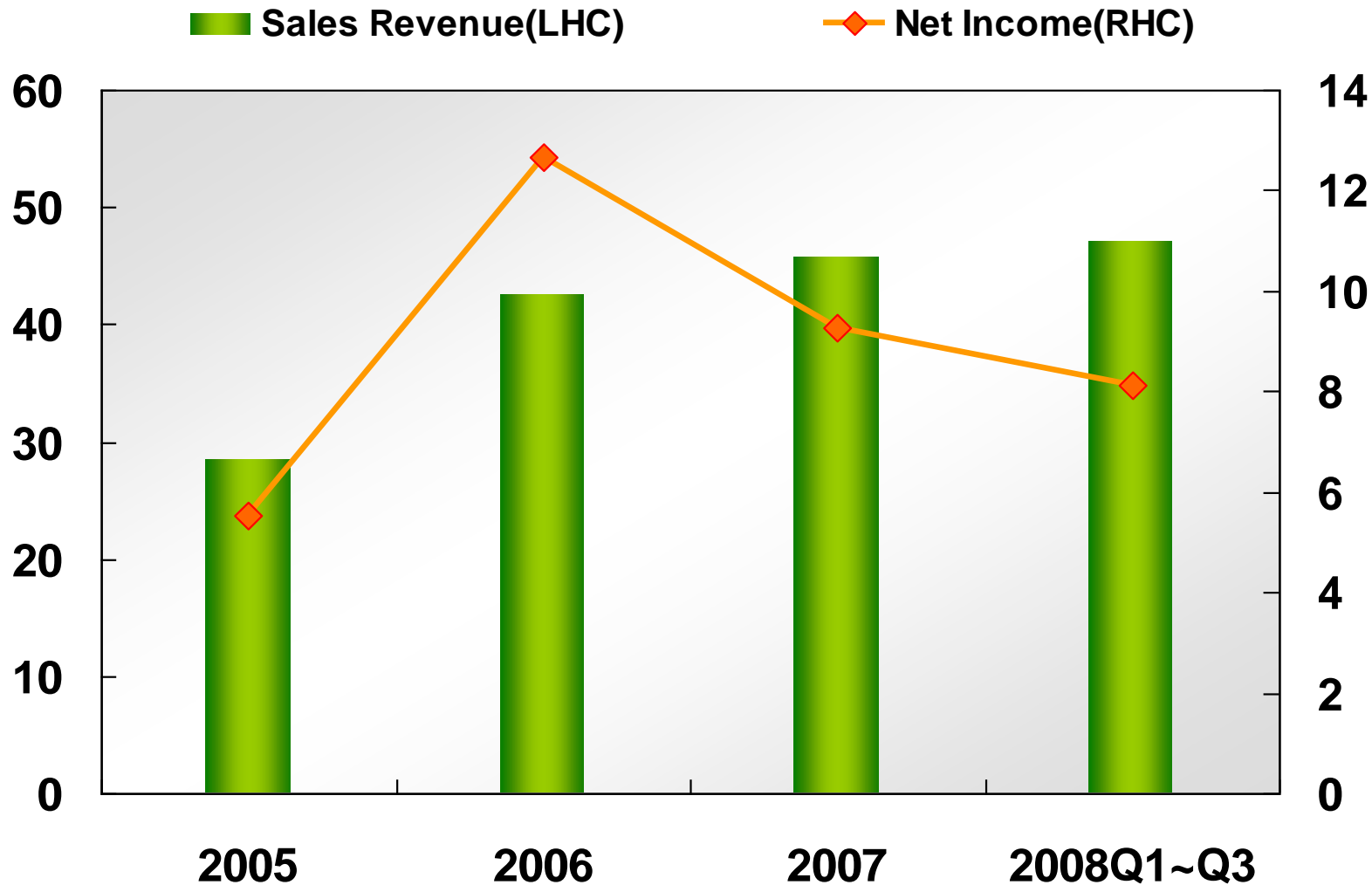
Operating Results of Gamania Japan

Unit : JPY\$ m



Operating Results of Gamania HK

Unit : HKD\$ m





Investment Highlights

Corporate Strategy

Horizontal

Diversify game titles to attract more users

Vertical

Enhance R&D to design quality titles

Penetration

Superior results in Japan, target China next

Diversification

Create new application of digital entertainment



Q & A Time





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