

gamania

Gamania Group 2021Q3 Investor Conference

September 3 , 2021

Forward-Looking Statements

This presentation material contains forward-looking statements and information. Forward-looking statements are statements that are not historical facts, including statements about our beliefs and expectations. Any statement in this presentation material that states our beliefs, expectations, predictions or intentions is a forward-looking statement. These statements are based on plans, estimates and projections as they are currently available to the management of Gamania Digital Entertainment Co., Ltd. Forward-looking statements therefore speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events, or otherwise. Forward-looking statements involve inherent risks and uncertainties. A number of important factors could therefore cause actual results to differ materially from those contained in any forward-looking statement.

Outline:

- **Group Overview**
- **Industry & Business Outlook**
- **Financial Highlights**
- **Corporate Outlook**

Beyond Games, Into Life!

2021Q3 Business Highlights:

1. Lineage M:

- Ranks Top 1 since launching in Taiwan.

2. MapleStory:

- Expanding to youth players and enhancing user engagement resulted in strong momentum which hit a historic sales in 2020, 1Q21, and July, 2021, on top of that, revenue as of 2021/07 has already exceeded the full-year results of 2020.

3. World Flipper:

- The pinball game combined with RPG successfully appealed to players.

4. beanfun!

- Major update with optimizing user experiences and big data analysis in 1Q21, and announced to release new service of online reading and comic in 2Q21.

Group Overview



Company Profile



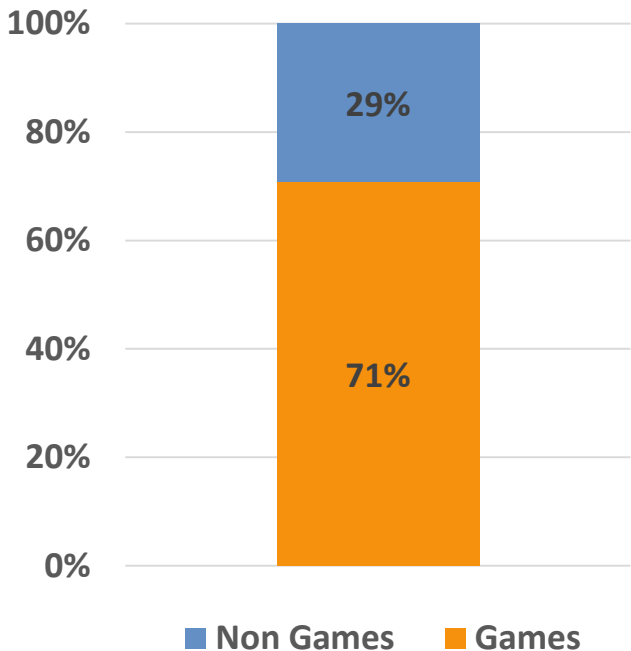
- **Founded:** June 1995
- **IPO:** May 2002 (6180 TT)
- **CEO:** Mr. Albert Liu
- **Capital:** NT\$1.75 B
- **Market Cap:** NT\$10.4 B / US\$375 M (2021/8/31)
- **Headcount:** 963 (as of 2021/3/31)
- **Business Model:** Eco-Internet Enterprise

Industry & Business Outlook



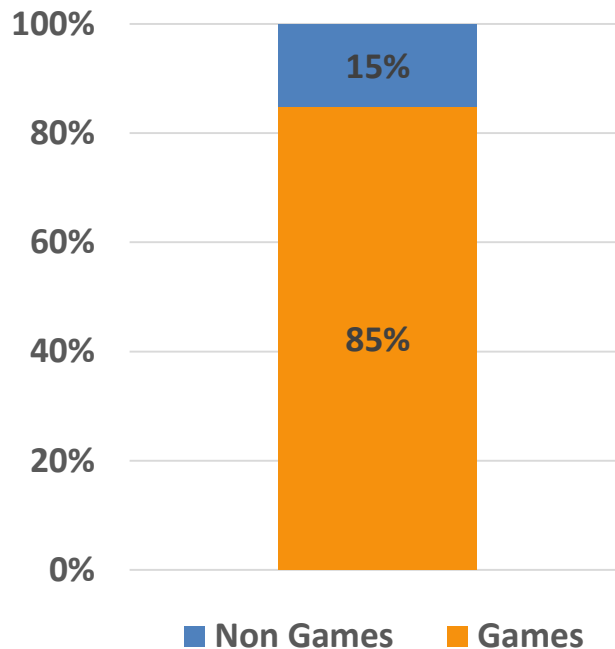
Both Worldwide And Taiwan Apps Revenue Mainly Driven By Games

2020 Worldwide Apps Revenue Breakdown By Category



Source: App Annie

2020 Taiwan Apps Revenue Breakdown By Category



Source: App Annie

Lineage M Ranks Top 1 Since Launching In Taiwan

Taiwan Top Mobile Games By Revenue

2018

2019

2020

2021/1 ~ 2021/8

Rank	2018	2019	2020	2021/1 ~ 2021/8
1	 Lineage M NCSOFT	 Lineage M NCSOFT	 Lineage M NCSOFT	 Lineage M NCSOFT
2	 Tower of Saviors Mad Head	 QQ Speed Tencent	 MU: Across Time GM99	 Coin Master Moon Active
3	 Ragnarok M : Eternal Love X.D. Network	 Tower of Saviors Mad Head	 Xin Stars Wanin	 Sangokushi Strategy Lingxi Games
4	 Arena of Valor Garena Online	 Arena of Valor Garena Online	 RO Next Generation Nuverse	 Xin Stars Wanin
5	 Lineage 2 Revolution Netmarble	 Rise of Kingdoms Lilith	 Slam Dunk Mobile DeNA	 Lineage 2M NCSOFT
6	 Xin Stars Wanin	 AFK Arena Lilith	 One Punch Man: The Strongest Ourpalm	 Ragnarok X: Next Generation Nuverse
7	 0857online GalaxyOnline	 Be The King Chuang Cool	 Arena of Valor Garena Online	 Castle in the Sky 37games
8	 Fate/Grand Order Aniplex	 The Continent of Wind ZlongGames	 Tower of Saviors Mad Head	 Arena of Valor Garena Online
9	 Be The King Chuang Cool	 Princess Connect! Re:Dive Cygames	 God and Devil Three Kingdoms eSkyFun	 Star 371-16 Mahjong IGS
10	 Pokémon GO Niantic	 0857online GalaxyOnline	 Star 371-16 Mahjong IGS	 Ni no Kuni: Cross Worlds Netmarble

Source: App Annie

Lineage M Returns To Top 1 With Strong Momentum In 2021

2021 Taiwan Top Mobile Games By Revenue

	January	February	March	April	May	June
1	Coin Master Moon Active	Coin Master Moon Active	Lineage M NCSOFT	Lineage 2M NCSOFT	Lineage M NCSOFT	Lineage M NCSOFT
2	Lineage M NCSOFT	Lineage M NCSOFT	Coin Master Moon Active	Coin Master Moon Active	Coin Master Moon Active	Lineage 2M NCSOFT
3	RO Next Generation Nuverse	RO Next Generation Nuverse	Sangokushi Strategy Alibaba Group	Lineage M NCSOFT	Lineage 2M NCSOFT	Ni no Kuni: Cross Worlds Netmarble
			July	August		
1			Lineage M NCSOFT	Lineage M NCSOFT		
2			Coin Master Moon Active	Sangokushi Strategy Lingxi Games		
3			Lineage 2M NCSOFT	Lineage 2M NCSOFT		

Source: App Annie

Key Successful Factors as The Gaming Leader



Gamania group operates games with popular classical IP successfully over 20 years and have massive member numbers



Lineage (2000~)

Maple Story (2005~)

Counter Strike Online (2008~)

Lineage M (2017~)

Crossgate M (2019~)

Lineage Remastered (2019~)

World Flipper (2021~)

PC Game

PC Game

PC Game

Mobile Game

Mobile Game

PC Game

Mobile Game

Lineage M Advantages: Flagship IP Mobile Game

- Online game Lineage has massive member numbers
- Inherits features and gameplay of online game Lineage
- Understands players preference with operating Lineage IP over 20 years
- Perfect integration of operation and marketing teams results in higher user engagement

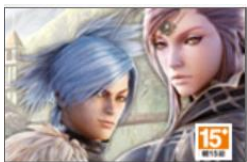


Lineage M : Flagship IP Mobile Game



Key Titles PC & Mobile Games

PC Games



Lineage



MapleStory



Lineage Remastered



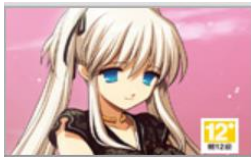
DragonNest



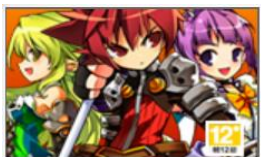
CSO



Crazyracing Kartrider



Mabinogi



ELSWORD

Mobile Games



Lineage M



World Flipper



Cross Gate M



曖昧瞬間



The Legendary Moonlight Sculptor



櫻桃小丸子手遊版



World of Dragon Nest



便利商店口袋版

MapleStory Strong Momentum Resulted In A Historic Sales

2020

historic yearly sales

1Q21

Record high quarterly sales

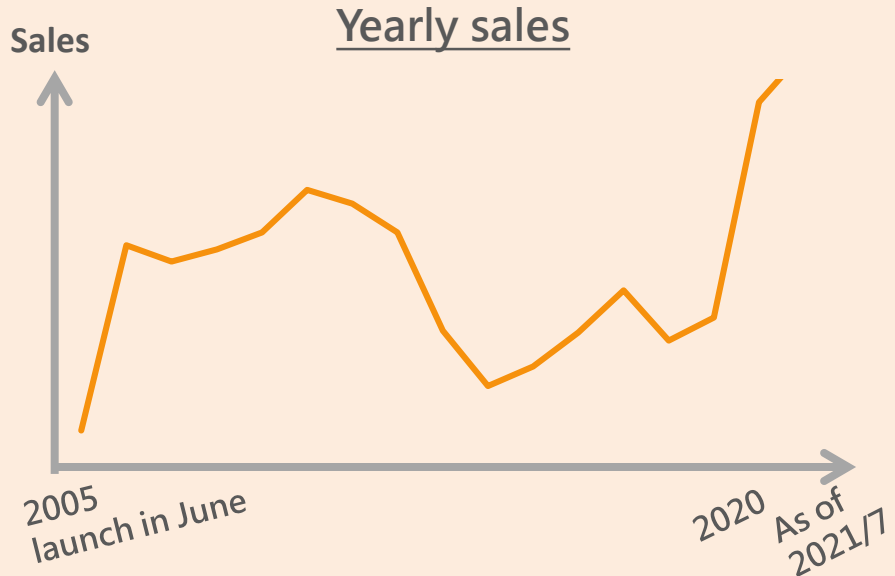
2021/7

Record high monthly sales

As of 2021/7

exceeded 2020 full-year sales

- Expanding to youth players to increase the user base
- Keep optimizing to extend life cycle
- Strong Revenue growth driven by Enhanced user engagement and consumption



2020-2021 large scale updates



「World Flipper」 Successfully Appealed To Players

- Co-developed by Cygames and its subsidiary Citail
- Exquisite graphics and unique gameplay
- The pinball game combined with RPG successfully attracted more players
- Absorbing the experience of Japanese version, our group added localized content to upgrade game experiences for users and released effective marketing campaigns.



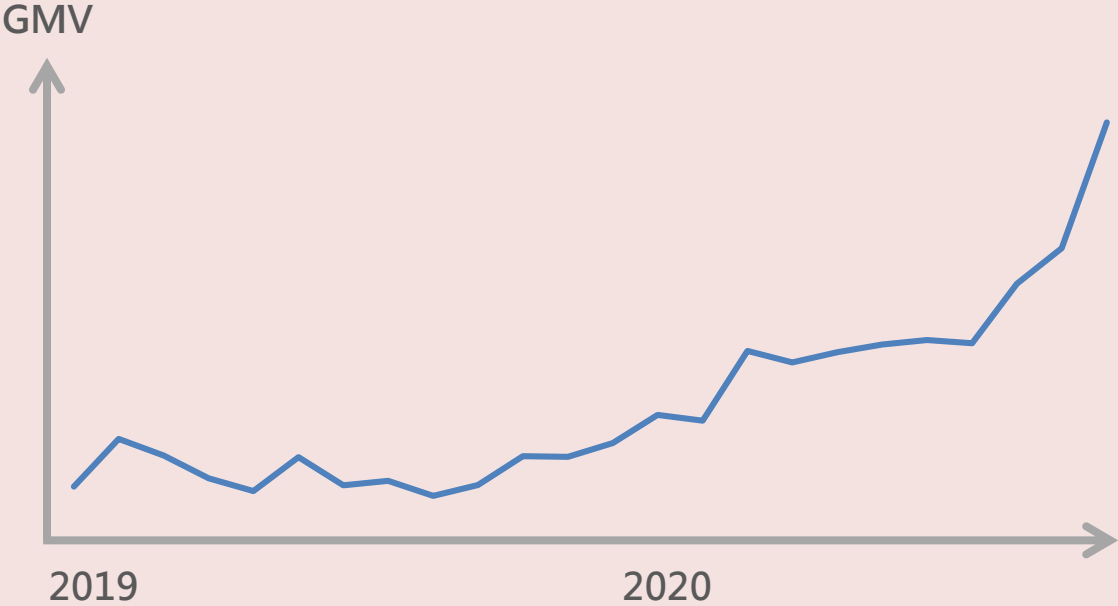
E-commerce: Robust GMV Growth

YoY + 386%
2020 GMV

YoY + 90%
2020 AOV

- focus on Anime, Comics, Games(ACG) products as its core services
- upgrade user experience through gaming and social media
- improve our partner's performance with AI data analysis

2019-2020 monthly GMV



New business model-Blind box



Financial Highlights

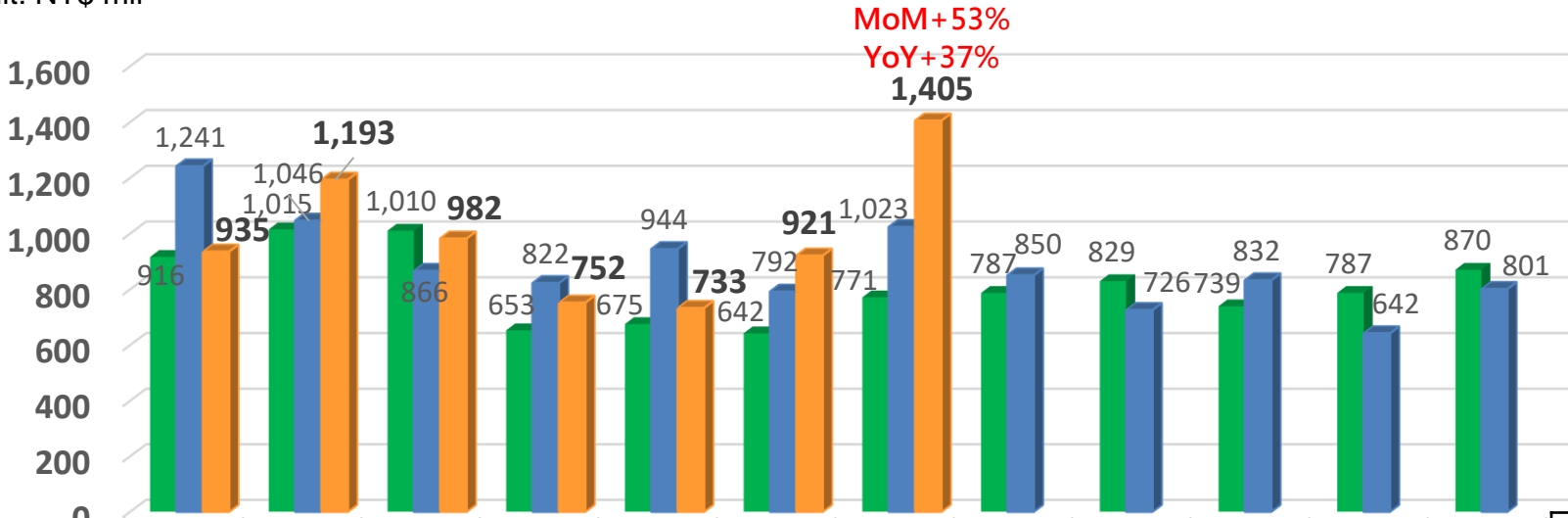


Consolidated Monthly Sales

- 2021/07 unaudited monthly sales is NT\$ 1.4 bn, MoM+53%, YoY+37%, reaching the highest sales in the last three years, mainly driven by MapleStory large scale updates, while it hit a record-high monthly sales.
- As of 2021/07, total unaudited monthly sales is NT\$ 6.9 billion, due to strong performance by MapleStory.

Monthly Sales

unit: NT\$ mil



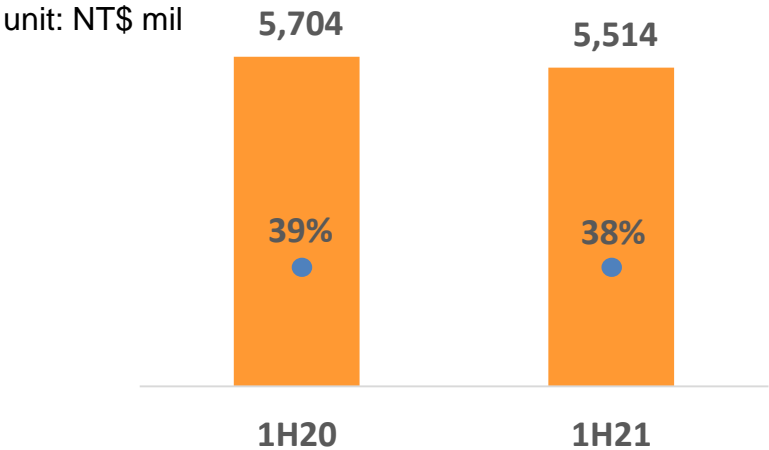
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	TOTAL
2019	916	1,015	1,010	653	675	642	771	787	829	739	787	870	9,693
2020	1,241	1,046	866	822	944	792	1,023	850	726	832	642	801	10,584
2021	935	1,193	982	752	733	921	1,405						6,921

Financial Analysis: Revenue Breakdown

- The 1H21 consolidated revenue was NT\$5.5 billion, primarily due to the strong performance of MappleStory, the new title of World Flipper, and the solid performance of Lineage M.

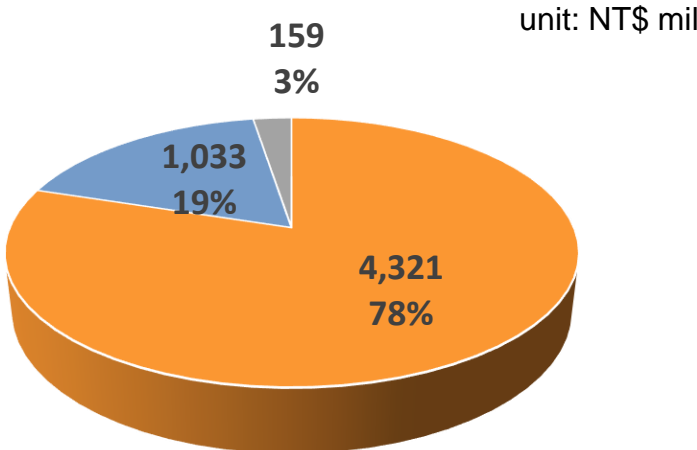
1H21 Consolidated Revenue

1H21 Consolidated Revenue Breakdown



■ Consolidated Revenue ● Gross Margin

*Note: 2018~2019 average gross margin was 38%

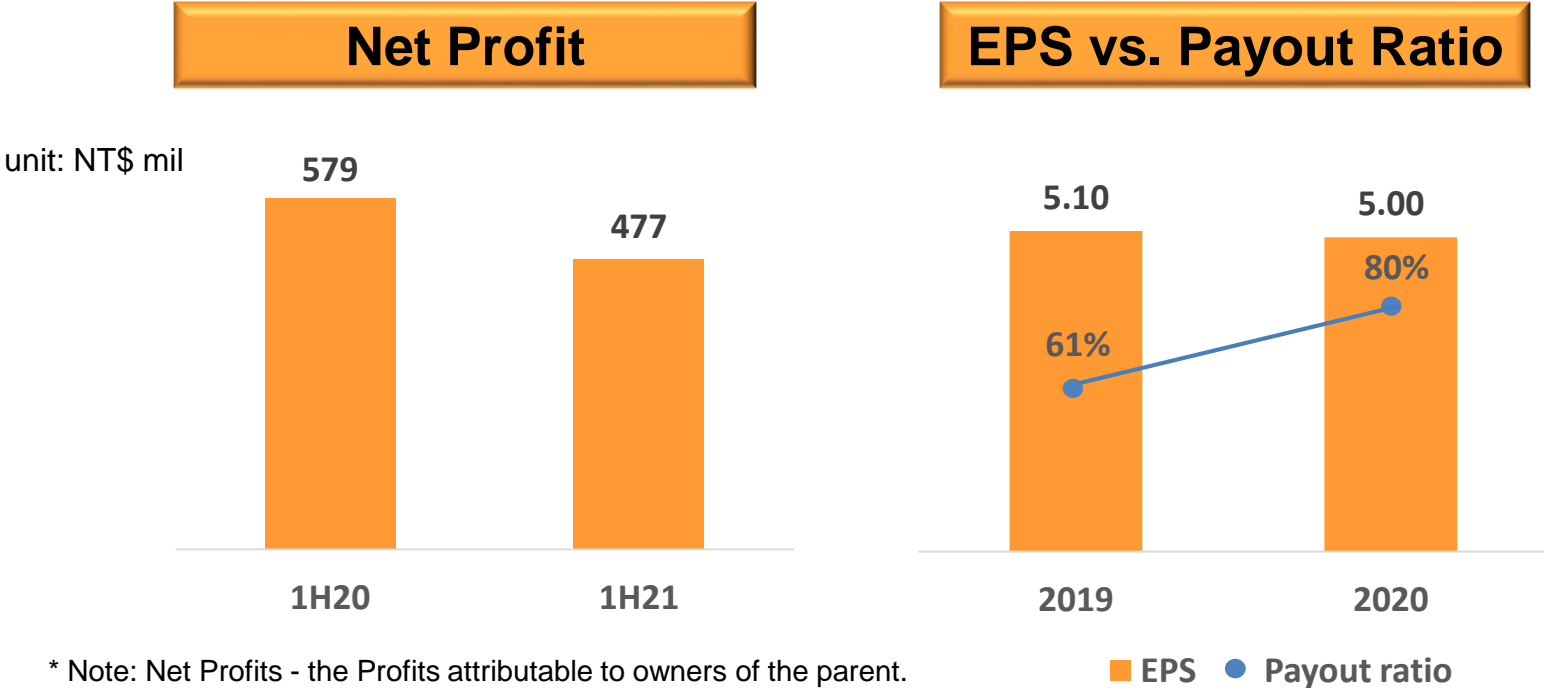


■ Game ■ Others* ■ GASH point

*Note: Others revenue is composed of service revenue and sales revenue

Financial Analysis: Net Profit And Payout Ratio

- 1H21 net income to owners of the parents was NT\$477 million, due to marketing expense of new titles in 1H21 increased year on year. EPS was NT\$ 2.72.
- 2020 Allotment of cash dividends was NT\$ 4.0 and payout ratio increased to 80%.



Corporate Outlook



Gamania Group Advantages



- **Build around four major business units**
Game, E-commerce, Media, Payment
- **Accumulated +10 million users**

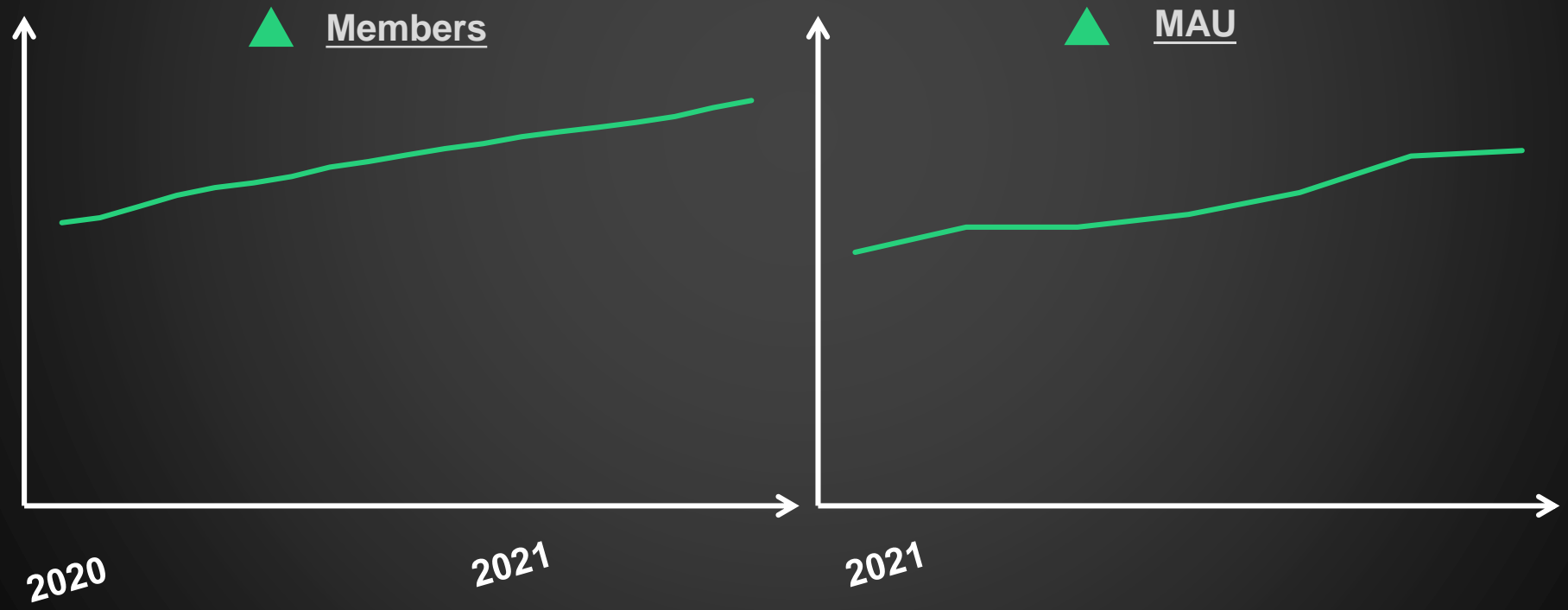


Concatenate Multi-point And Build Up Beanfun! In Entertainment Field



beanfun! Major Update Achieved A Great Synergistic Effect

- Major update with optimizing user experiences and big data analysis in 1Q21
- Announced to release new platform with online reading and comic in 2Q21



*Note: as of 2021/7/31

Communication

匿名聊天找同好

限時話題豆陣聊起來



Media

隨時掌握生活大小事

發燒時事、最夯娛樂消息不斷線



Shopping



Creative Content

小說異想恣意探索

追蹤最新網文無時差



IIO

數位資產盡在背包

道具、票券、GASH 想換就換



Build Up an AI and Big Data Center



**consolidate
users services**



**analysis users
interest**



**Analysis article
and picture**



**added value of
data application**

Build up the first Taiwan Eco-Internet enterprise

Thank You

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