

gamania

Gamania Group 2019Q4 Investor Conference

December 6, 2019

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!

Group Overview



Company Profile



- **Founded:** June 1995
- **IPO:** May 2002 (6180 TT)
- **CEO:** Mr. Albert Liu
- **Capital:** NT\$1.75 B
- **Market Cap:** NT\$10.3 B / US\$333 M (2019/11/29)
- **2018 Consolidated Revenue:** NT\$14.3B / US\$466M
- **Headcount:** 929 (as of 2019/3/31)
- **Business Model:** Eco-Internet Enterprise

Business Outlook



Key Successful Factors as The Gaming Leader

- Popular Classical IP & Sustainable Operations & Strong Social Network: the 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~)

PC
Game

PC
Game

PC
Game

Mobile
Game

Mobile
Game

PC
Game

Games Dominate Apps Ranking by Revenue

iOS 2018 Worldwide Revenue

Rank Category Rank Change
vs. 2017

1	Games	-
2	Entertainment	-
3	Social Networking	-
4	Music	-
5	Photo and Video	▲ 2
6	Lifestyle	▼ -1
7	Health and Fitness	▲ 1
8	Productivity	▲ 2
9	Books	▼ -3
10	Education	▼ -1

Source: App Annie

Google Play 2018 Worldwide Revenue

Rank Category Rank Change
vs. 2017

1	Games	-
2	Social	-
3	Entertainment	-
4	Lifestyle	▲ 1
5	Music & Audio	▲ 2
6	Productivity	-
7	Communication	▼ -3
8	Health & Fitness	▲ 1
9	Dating	▲ 1
10	Education	▼ -2


Source: App Annie

Lineage M Ranks Top 1 since Launching in Taiwan

Taiwan Top Mobile Apps

Lineage M: Taiwan Top 1 Game App

畅销排行


1		Lineage M NCSOFT
2		Tower of Saviors Mad Head
3		Ragnarok M : Eternal Love X.D. Network
4		Arena of Valor Garena Online
5		Lineage 2 Revolution Netmarble
6		Xin Stars Wanin
7		0857online GalaxyOnline
8		Fate/Grand Order Aniplex
9		Be The King Chuang Cool
10		Pokémon GO Niantic

Source: App Annie (2018/01-2018/12)

Taiwan Top Mobile Apps

Lineage M: Taiwan Top 1 Game App

畅销排行

1		Lineage M NCSOFT
2		QQ Speed Tencent
3		Tower of Saviors Mad Head
4		Arena of Valor Tencent
5		Rise of Kingdoms Lilith
6		Be The King Chuang Cool
7		AFK Arena Lilith
8		The Continent of Wind Zilong
9		Princess Connect! Re:Dive Cygames
10		0857online GalaxyOnline

Source: App Annie (2019/01~2019/11)

Lineage M : Flagship IP Mobile Game

- Launched in Taiwan/HK/Macau on 2017/12/11
- Dominates #1 for both Apple & Google Play since launching in Taiwan
- Accumulated Registered Users 5,000,000+



Lineage M : Flagship IP Mobile Game

New Class
Black Flame



The 1st Anniversary of Lineage M
2019 Taipei Game Show



New Class
Dark Knight



2017/12/11

2018/11/14

2019/1/28

2018/6/27

2019/1/24

2019Q2



Lineage M
released
in Taiwan

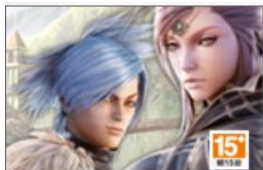
New Class
Gunman

New Class
Dragon Knight

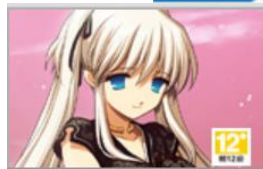
New Class

Key Titles PC & Mobile Games

PC Games



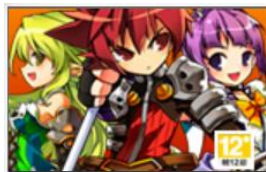
Lineage



Mabinogi



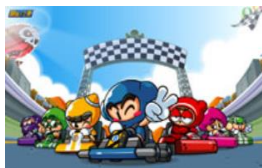
CSO



ELSWORD



MapleStory



Crazyracing Kartrider



Lineage Remastered



DragonNest

Mobile Games



Lineage M



World of DragonNest



Cross Gate M



便利商店口袋版



Summons Board



櫻桃小丸子手遊版

The Effect brought by Lineage M

➤ Lineage M strengthens quality of the group:

- Growing Operation Performance
- Gained massive member numbers
- Improved Cash Flow
- Increased possibilities to operate more popular classical IP Game



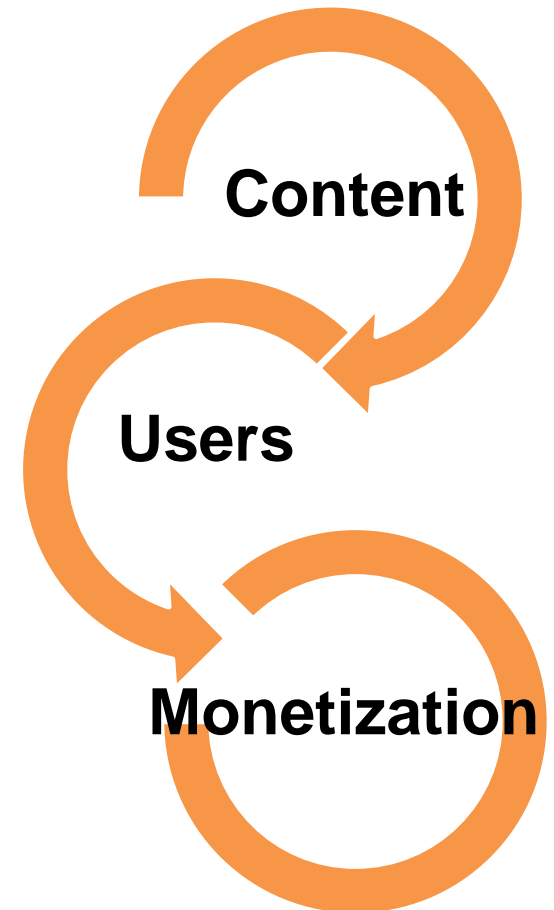
➤ What's the strategic perspective for Gamania group after Lineage M?

- **Eco-Internet Enterprise**



Eco-Internet Enterprise

- Accumulated registered member numbers: 10mil+
- From a **Content** Company → to a **Platform** Company



beanfun! APP



- A mobile platform which integrated diversified services, shared members and sources, connected O2O business and enriched your mobile life through all in one beanfun! APP

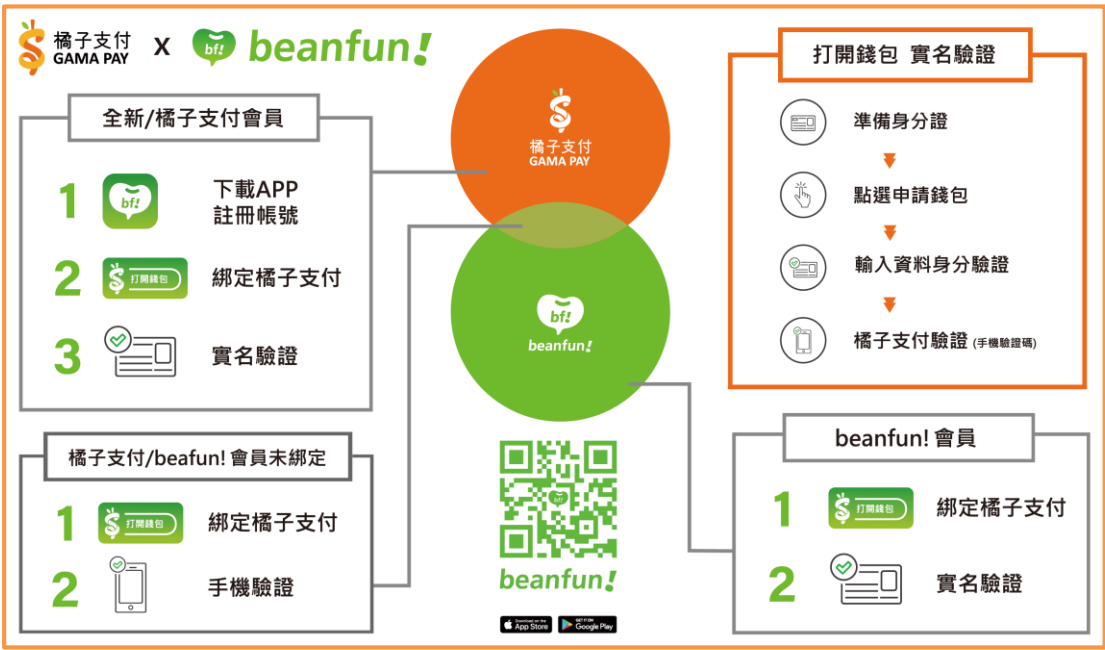
beanfun! APP Functions



beanfun! Marketing Campaigns

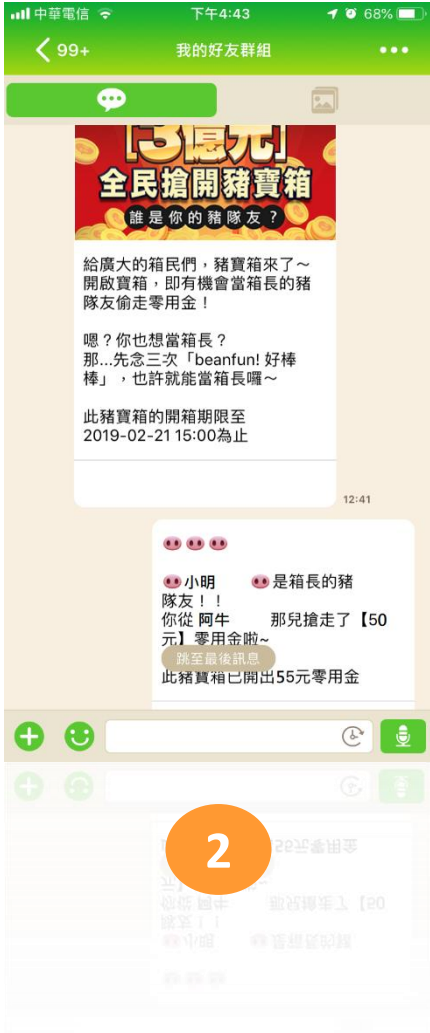
➤ beanfun! started the 1st promotional campaign on 2019/1/25:

Gamania launched the whole new beanfun! services with group resources and focused on beanfun! at 2019 TGS to accelerate beanfun! user bases acquisition, attract potential users through various events and channels, and gain the market share of mobile life platform.



beanfun! Marketing Campaigns

beanfun! bonus points campaign: Piggy treasure boxes



beanfun! Marketing Campaigns

beanfun! bonus points campaign: Mazu Patrol and Pilgrimage



Financial Highlights

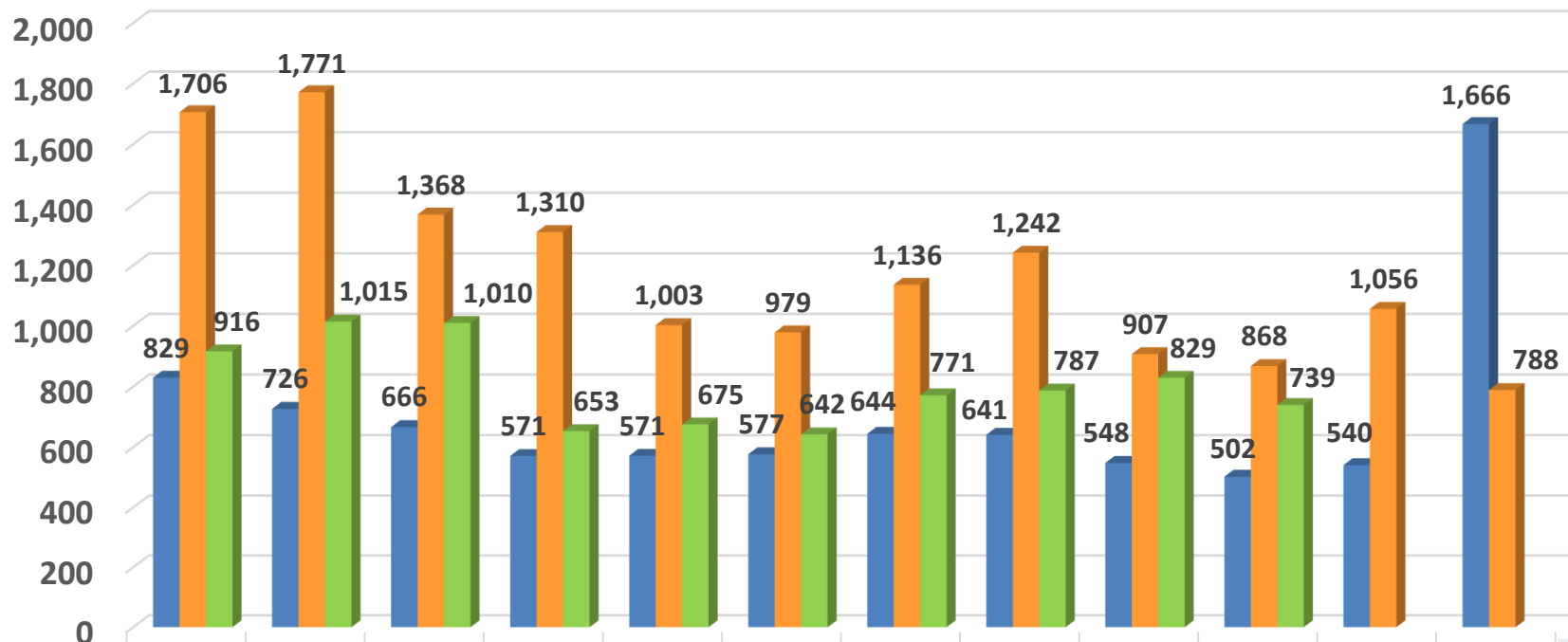


Consolidated Monthly Sales

➤ As of 2019/10, total unaudited monthly sales is NT\$ 8.0 billion

Monthly Sales

unit: NT\$ mil



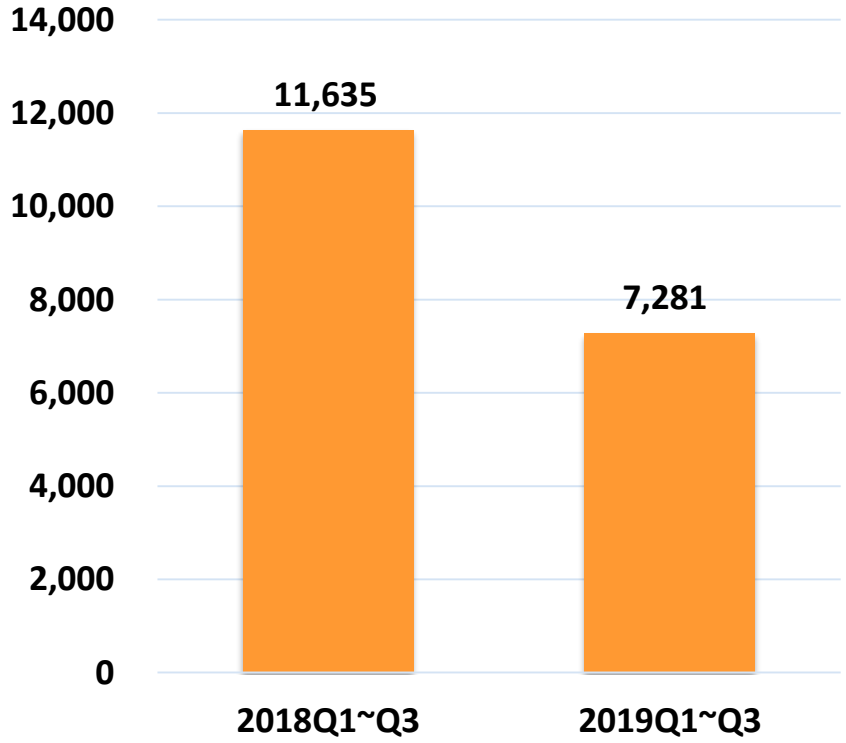
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2017	829	726	666	571	571	577	644	641	548	502	540	1,666	8,481
2018	1,706	1,771	1,368	1,310	1,003	979	1,136	1,242	907	868	1,056	788	14,133
2019	916	1,015	1,010	653	675	642	771	787	829	739			8,037

Note: Unaudited monthly sales; In compliance with IFRS No. 15, GASH revenue is on net basis since 2018 vs. GASH revenue is on gross basis in 2017 ²⁰

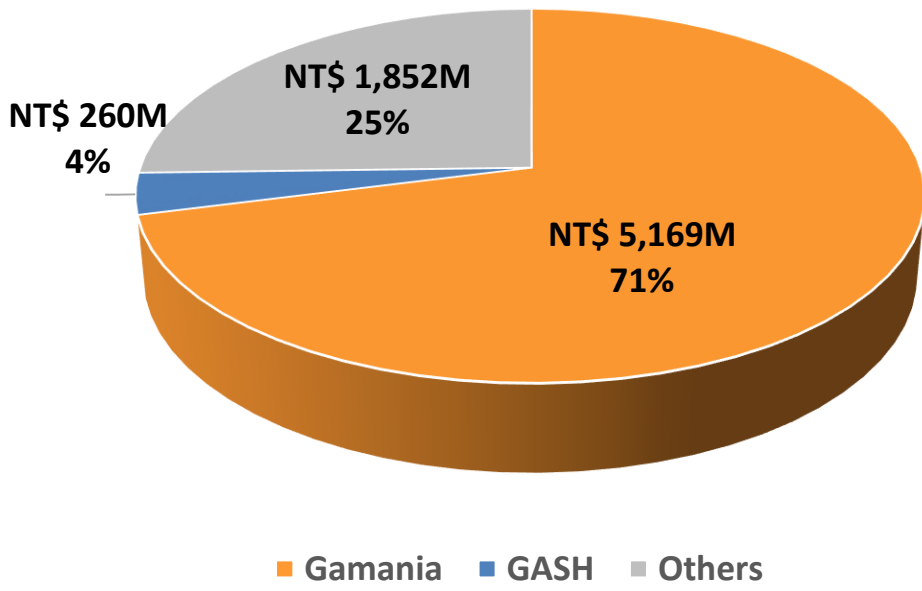
As of 2019Q3 Consolidated Revenue

➤ As of 2019Q3 Consolidated Revenue reached NT\$7.3bn

unit: NT\$ mil



As of 2019Q3 Consolidated Revenue Breakdown

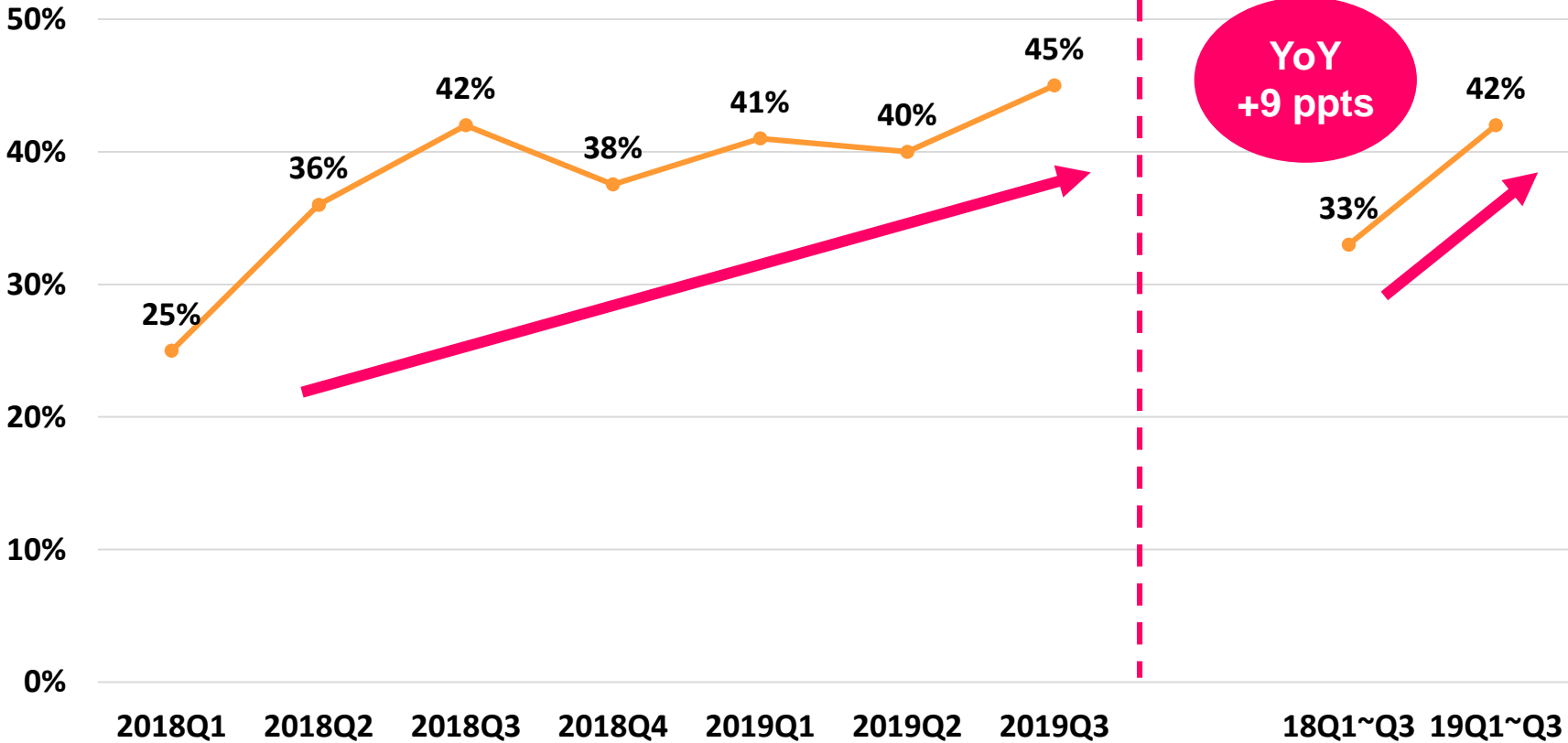


Profitability

Gross Margin %

Quarterly

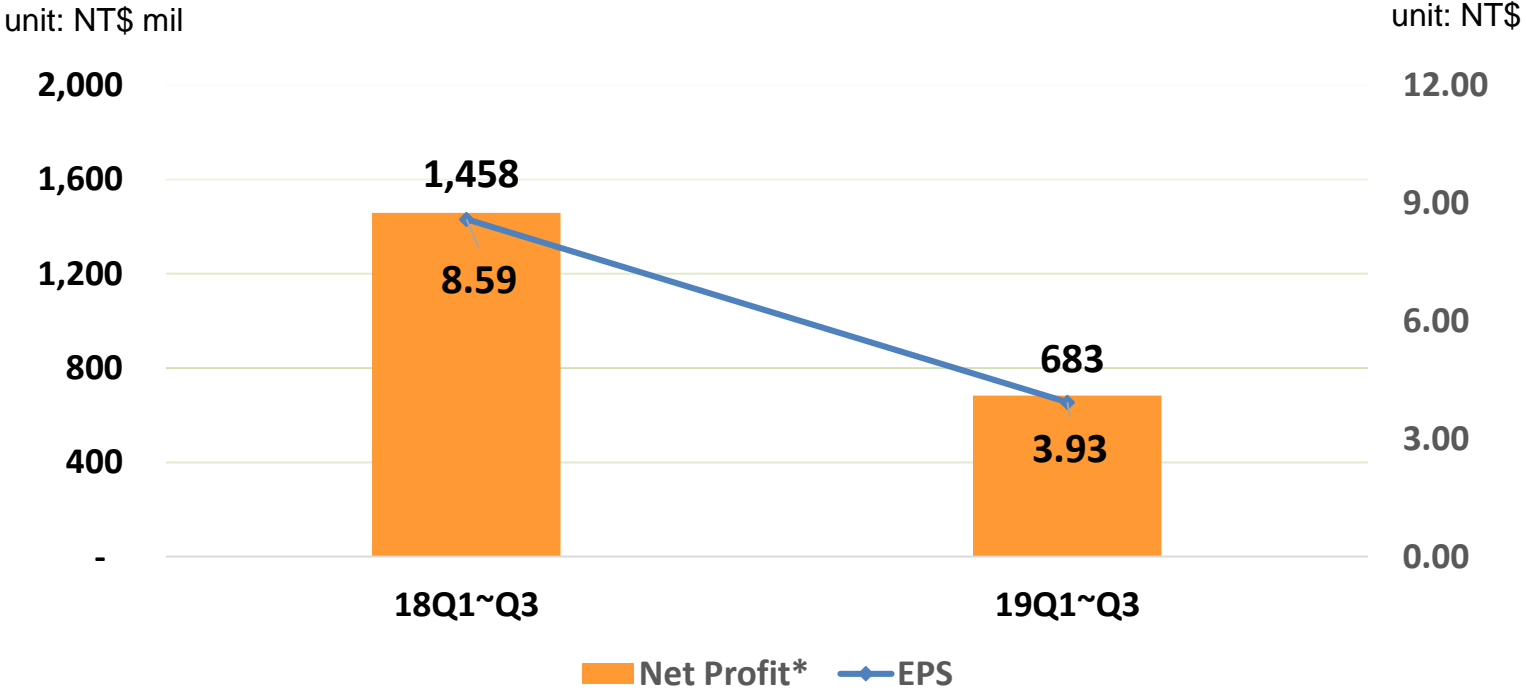
YTD



Profitability

Net Profits vs. EPS

➤ 19Q3 net income increased, due to new product launched and proportion of high-gross-margin product increased. 19Q3 EPS was NT\$1.84 and as of 2019Q3 EPS was NT\$3.93.



* Note: Net Profits - the Profits attributable to owners of the parent.

Corporate Outlook



Eco-Internet Enterprise



beanfun! APP



IIO
(Initial Item Offering)

Thank You

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