

gamania

Gamania Group 2022Q1 Investor Conference

March 2022

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**
- **Group Strategy**
- **Financial Highlights**

2021 Highlights

- Maplestory remained in strong momentum, which hit a record-high sales again in 2021 and February 2022.
- Both 2021 consolidated revenue and net income reached the second highest on record. 2021 consolidated revenue was NT\$11.4 billion, YoY+9%, the net income to owners of the parents was NT\$1.1 billion, YoY+27%, and EPS was 6.3. Gamania Group Board of Directors also approved the distribution of a NT\$5.0 per share cash dividend for 2021, and the payout ratio remained in 80%.

Group Overview



Company Profile



- **Founded:** June 1995
- **IPO:** May 2002 (6180 TT)
- **CEO:** Mr. Albert Liu
- **Capital:** NT\$1.75 B
- **Market Cap:** NT\$11.9 B / US\$416 M (2022/3/17)
- **Headcount:** 963 (as of 2021/3/31)
- **Major Business:** Game, Ecommerce, Payment, Media
- **Vision:** **beanfun! Ecosystem**

Our Vision



beanfun! ecosystem with four major business and massive traffic



Industry & Business Outlook



Keep Achieving The Record In Games Industry

Leader In Online Games

新楓之谷 MapleStory
↑ **18 Million** Members
15th year in Taiwan

COUNTER STRIKE ONLINE
絕對武力
↑ **6 Million** Members
12th year in Taiwan

天堂 ETERNAL LIFE
↑ **9 Million** Members
20th year in Taiwan

Role Model In Mobile Games In Taiwan

天堂M

Top Grossing App >>>>	Members >>>>	Daily Revenue >>>>
NO.1	↑ 7 M	↑ US\$ 3.2 M
Best-selling iOS Apps Top Grossing Google Play Apps	Daily Active Users >>>>	Online Users at the Same Time >>>>
	1.11 M	410 K

Best Partner To Operate Popular Games

Gamania group operates games with **popular classical IP** successfully in Taiwan and Hong Kong over 26 years, and have the most market share.



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 Ranks Top 1 Since Launching In Taiwan



Taiwan Top Mobile Games By Revenue

2018

2019

2020

2021

Rank	2018	2019	2020	2021
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	Xin Stars Wanin
4	Arena of Valor Garena Online	Arena of Valor Garena Online	RO Next Generation Nuverse	Sangokushi Strategy Lingxi Games
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	Arena of Valor Garena Online
8	Fate/Grand Order Aniplex	The Continent of Wind ZlongGames	Tower of Saviors Mad Head	Castle in the Sky 37games
9	Be The King Chuang Cool	Princess Connect! Re:Dive Cygames	God and Devil Three Kingdoms eSkyFun	Ni no Kuni: Cross Worlds Netmarble
10	Pokémon GO Niantic	0857online GalaxyOnline	Star 371-16 Mahjong IGS	Star 371-16 Mahjong IGS

Source: App Annie

MapleStory Strong Momentum Resulted In A Historic Sales

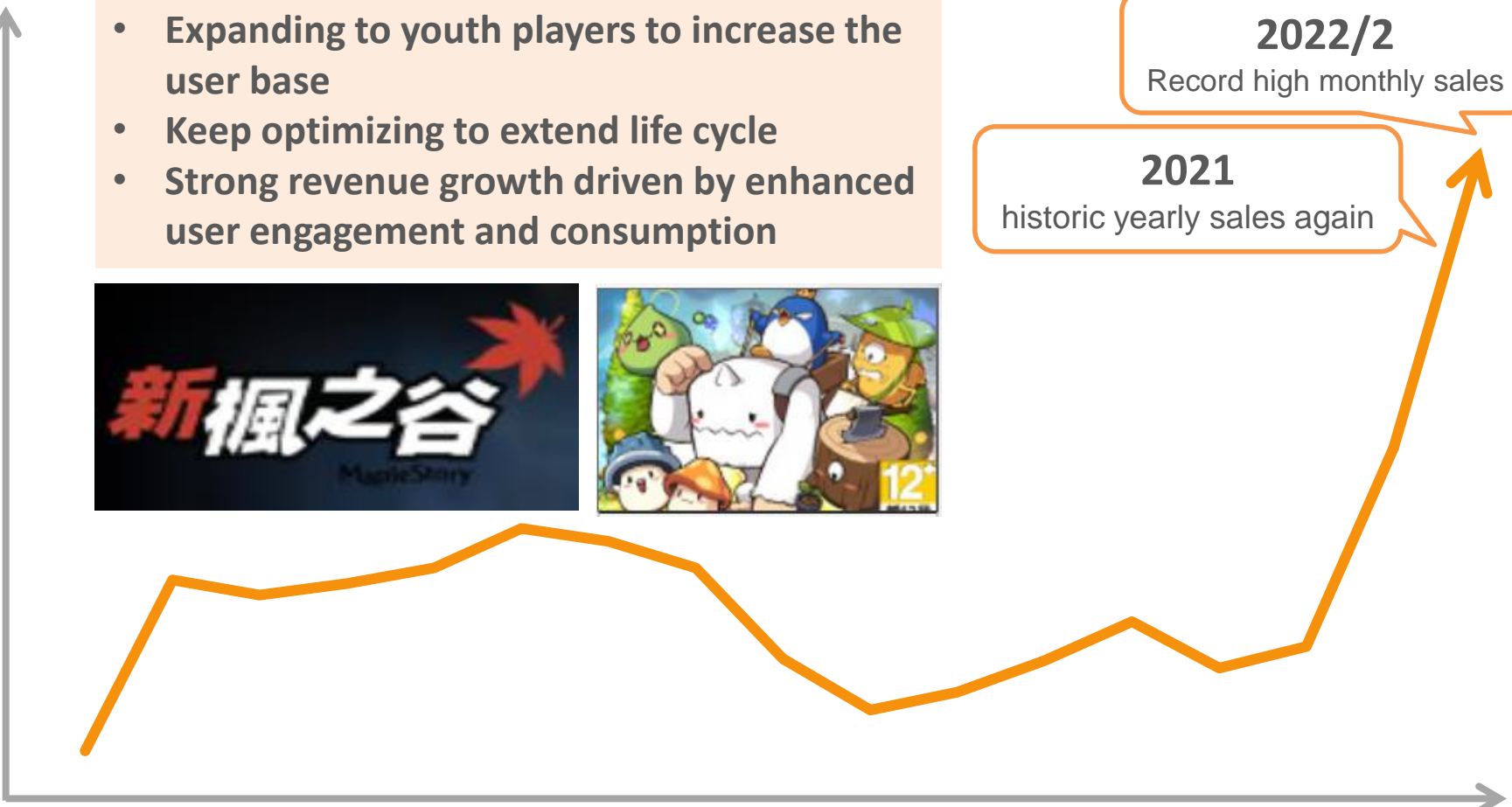
Yearly sales

- 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



2022/2
Record high monthly sales

2021
historic yearly sales again

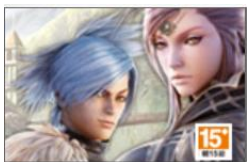


2005
launch in June

2020
2021

Key Titles PC & Mobile Games

PC Games



Lineage



MapleStory



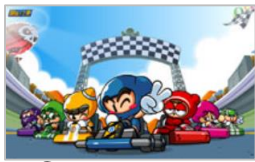
Lineage Remastered



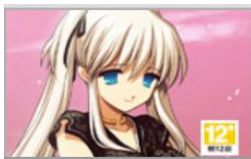
DragonNest



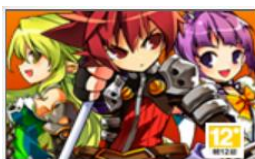
CSO



Crazyracing Kartrider



Mabinogi



ELSWORD

Mobile Games



Lineage M



World Flipper



Cross Gate M



櫻桃小丸子手遊版



The Legendary Moonlight Sculptor



便利商店口袋版



World of Dragon Nest

New Titles

Ecommerce

Taiwan first ecommerce platform focusing on Anime, Comics, Games and Novels(ACGN) products as its core services

Enhance differentiated marketing

- Upgrade customers experience through gaming and social media
- Release the new product: Online Blind Box in 2021
- Expand the categories in 3C & home appliances, toys and figures

Apply big data

Recommend the products to the customers on the basis of tracking data to strengthen customers experience



Mobile Payment



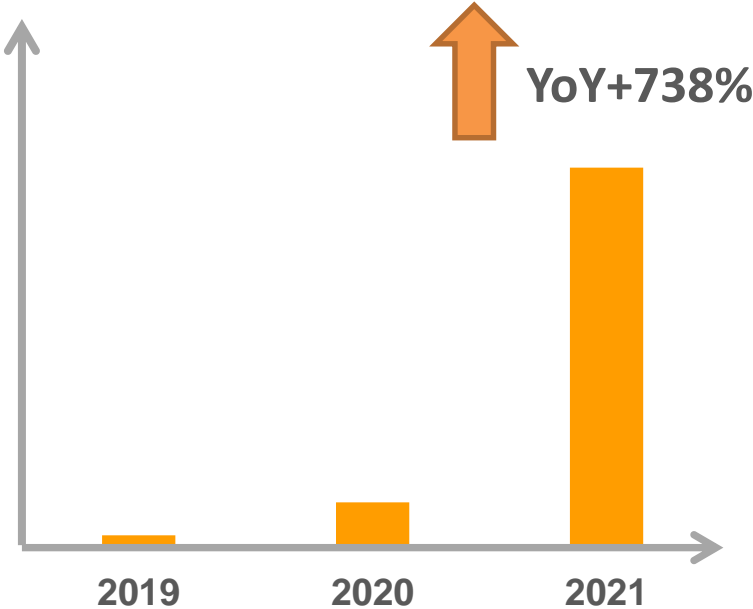
User data analytics

Efficient raw data with total amount of 1.2M every month

User preservation and activation

- Expand the scope of application on the basis of user lifestyle and interest
- Customer relationship management with multilevel marketing

2019-2021 transactions



Available for the public's daily necessities such as convenience stores and public utilities bills



Game points

Provides integrated services and innovative and secure transaction model

GASH Store

gash point card marketing
gift bag marketing
external channel cooperation
introductory marketing

Blockchain as a Service

Blockchain Tech development
NFT development and publish
GameFi development and promotion
Defi application services

Chain Channel

channel cooperation
discount tickets
cp service integration and promotion



Ecommerce Partners

GASH marketing
gift bag marketing
discount tickets

Traditional Channels

offline system integrator GASH
marketing and integration
internet café system cooperation

Convenience Stores

point card/gift bag/exclusive card marketing
convenience store cross integration
brand gift card

Media



The most influential media in Taiwan, NOWnews delivers professional and diverse news to Chinese readers worldwide



Conetter provides partners comprehensive and integrated services, explores deep into the online users' demands, and connects with a variety of Media to maximize marketing performance



With many years of customer service experience, Ants Power provides strong support for its clients with its organizing skill and resource allocation through social marketing

Group Strategy



beanfun! Ecosystem



AI and Big Data Center



**consolidate
users services**



**analysis users
interest**



**Analysis article
and picture**



**added value of
data application**

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



Ecommerce



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



Game Market
Leader

Many popular IP games
Strong operation teams
Accumulated +10 million users



bf!



Business
Synergy

Digital
Trends

Blockchain · NFT
Digital economy

Benefit from the synergy of
integrated multiple businesses

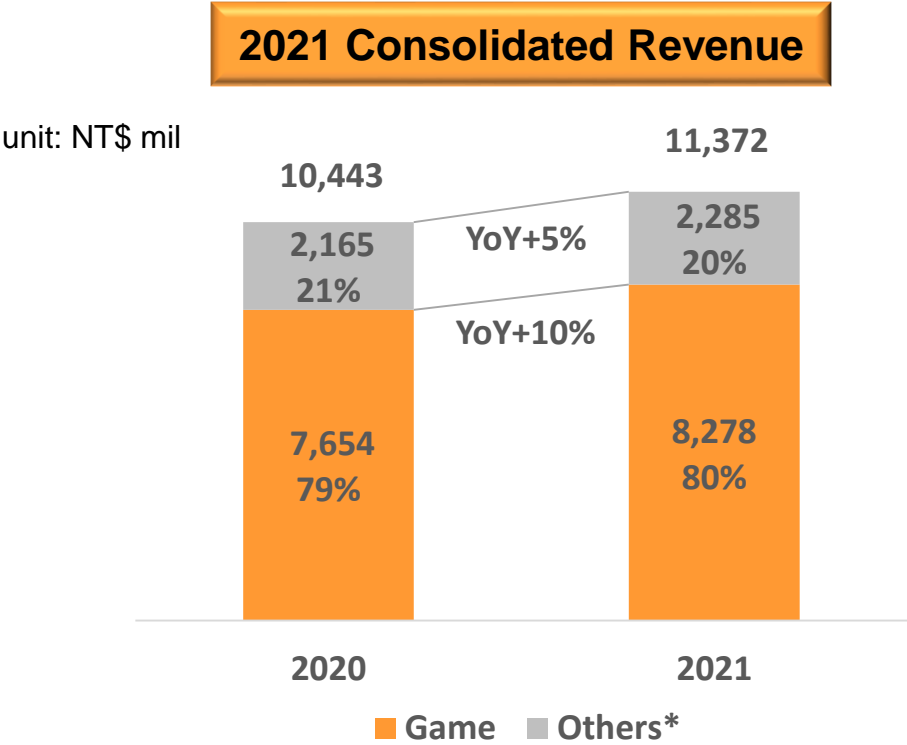
**Build up the first Taiwan ecosystem enterprise
Beyond Games, Into Life!**

Financial Highlights



Financial Analysis: Revenue Breakdown

- 2021 consolidated revenue was NT\$11.4 billion, YoY+9%, primarily driven by outperformance of MapleStory, which hit a record-high sales again, moreover, solid performance of the new title as well as various business units also lifted consolidated revenue to the second highest on record.



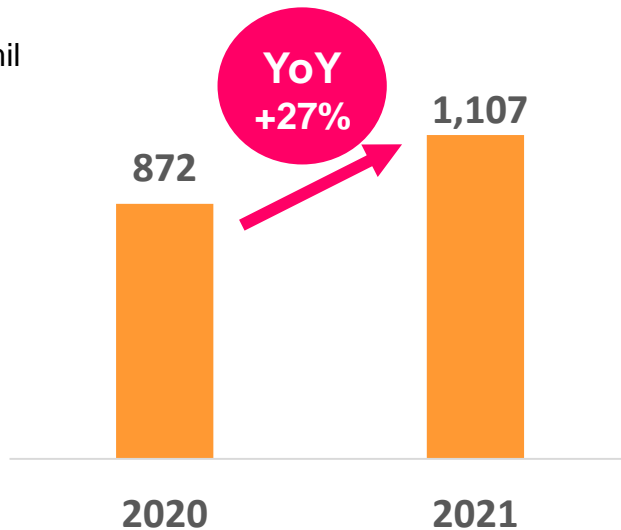
*Note: Others revenue is composed of GASH point, service revenue and sales revenue

Financial Analysis: Net Profit And Payout Ratio

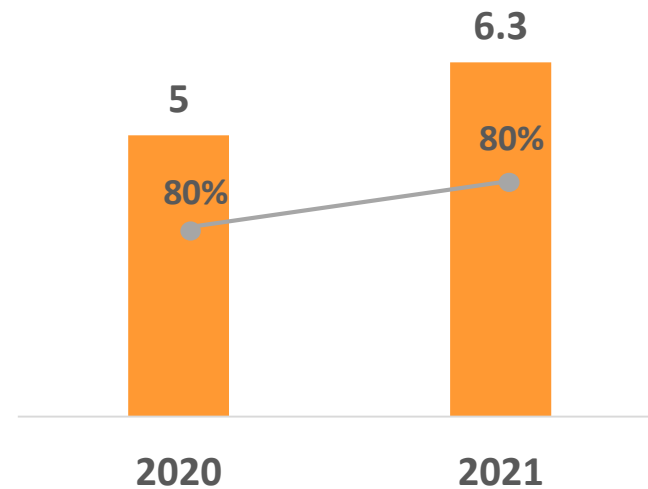
- 2021 The net income to owners of the parents was NT\$1.1 billion, YoY+27%, and EPS was 6.3. Both consolidated revenue and net income reached the second highest on record.
- The distribution of cash dividend for 2021 would be NT\$5 per share, and the payout ratio remained in 80%.

Net Profit

unit: NT\$ mil



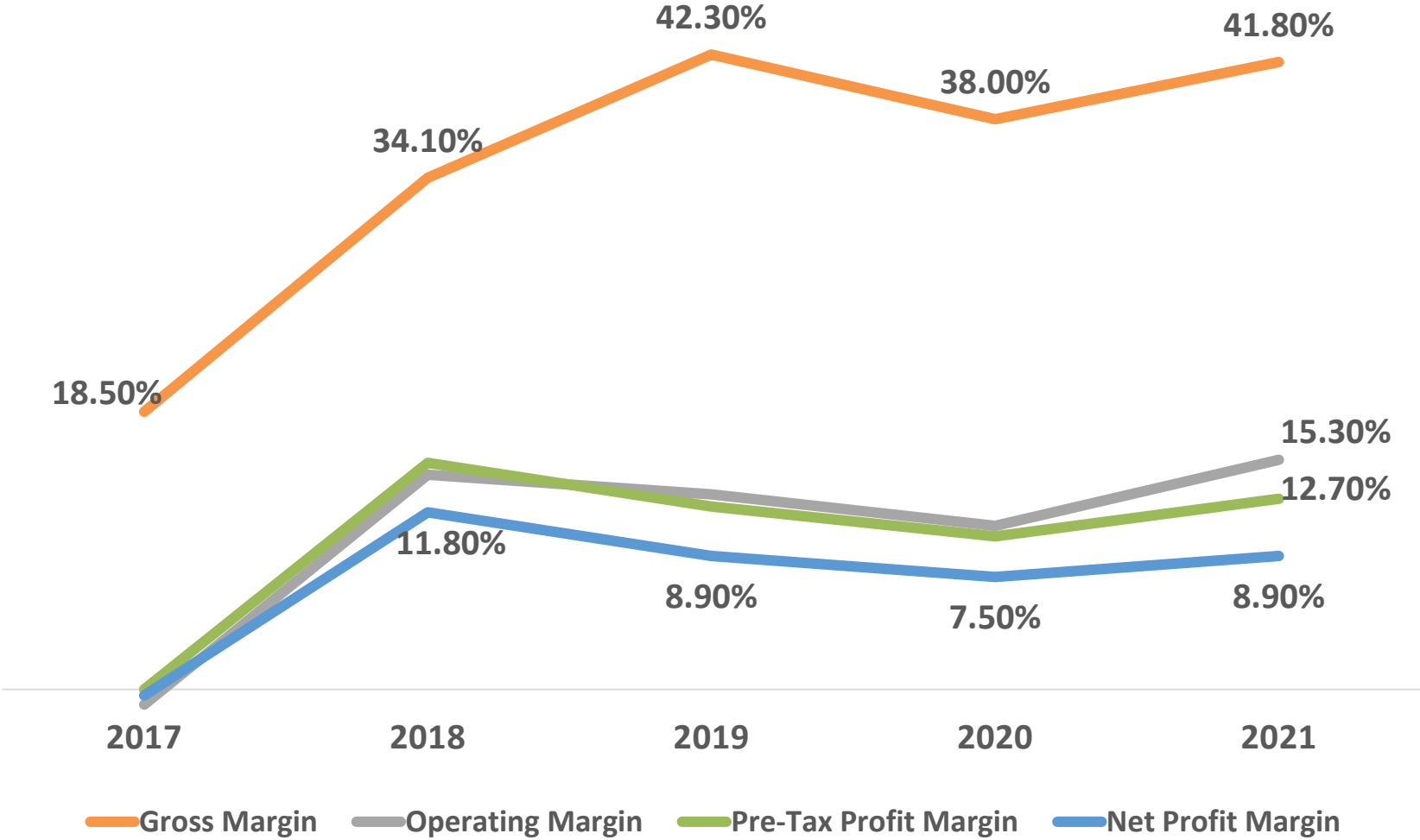
EPS vs. Payout Ratio



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

● Payout ratio

Financial Analysis: Last 5 Years Profitability



2021 Consolidated Income Statement

Unit: NT\$ million	2021	2020	YoY%
Consolidated revenue	11,372	10,443	9%
Operating costs	6,615	6,474	2%
Gross profit	4,757	3,969	20%
Selling expenses	1,209	1,200	1%
General and administrative expenses	1,353	1,250	8%
R&D expenses	391	346	13%
Expected credit impairment loss (gain)	71	36	97%
Total operating expenses	3,023	2,831	7%
Operating income	1,734	1,137	52%
Total non-operating income and expenses	-326	-72	354%
Profit before income tax	1,445	1,066	36%
Income tax expense	436	283	54%
Profit for the period	1,009	782	29%
Profit (loss) attributable to owners of the parent	1,106	872	27%
Profit (loss) attributable to non-controlling interest	-97	-90	8%
Basic EPS	5.00	6.30	
Diluted EPS	4.94	6.21	

2021 Consolidated Balance Sheet

Unit: NT\$ million	2021.12.31	2020.12.31
Current assets	5,432	4,383
Cash and cash equivalents	3,419	2,398
Accounts receivable	888	963
Other receivables	263	261
Prepayments	352	423
Other current assets	278	100
Non-current assets	4,040	4,922
Financial assets at fair value through other comprehensive income-non-current	199	183
Investment accounted for under equity method	121	205
PP&E	2,797	2,845
Intangible assets	631	1,412
Total assets	9,473	9,305
Current liabilities	3,459	3,580
Short-term borrowings	100	226
Accounts payable	634	505
Other payables	1,910	2,116
Non-current liabilities	161	214
Long-term borrowings	-	80
Total liabilities	3,620	3,793
Equity attributable to owners of parent	5,408	4,985
Share capital	1,755	1,755
Non-controlling interest	444	527
Total Equity	5,852	5,512
BPS	30.82	28.40

Q&A

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Thank You

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