

Have a Good GAME!

Gamania Digital Entertainment



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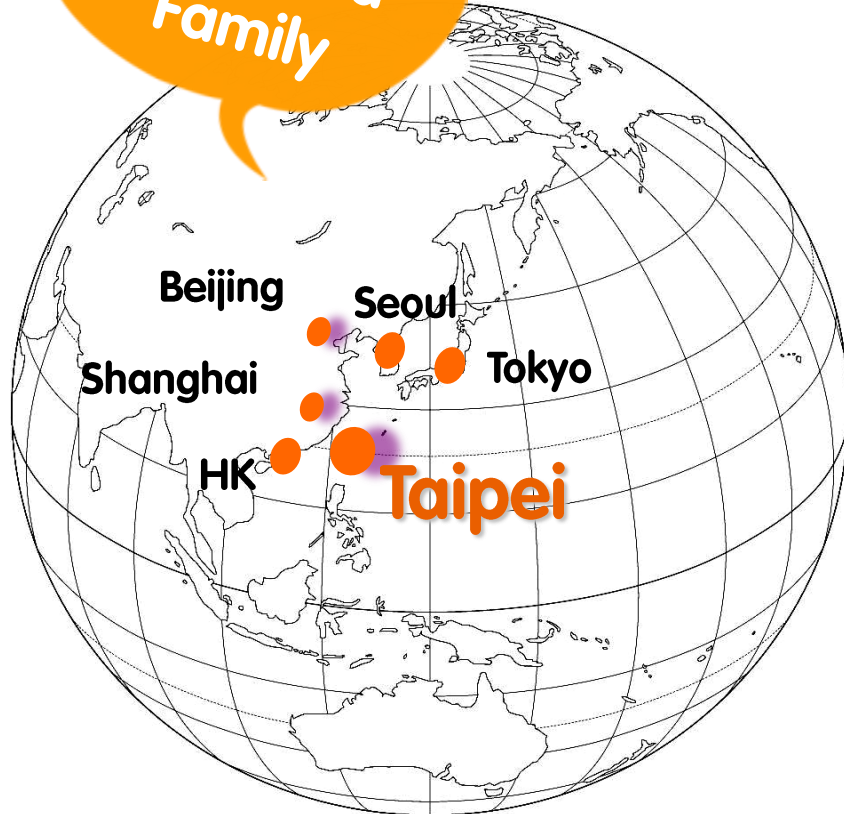


Company Overview

Leading Online Game Service Provider



Gamania
Family



Snapshot

- Online game operator and developer
- Headquarters in Taipei
- Subsidiaries in Taipei, Tokyo, Hong Kong, Beijing, Shanghai, & Seoul
- Listed in 2002 (6180.TT)
- Paid-in Capital up to NT\$1,589m (US\$47m)
- Employees around 1,260

Game Titles in Operation

- Operates **20** MMOGs, "Lineage" & "Maple Story" are major titles
- Operates **16** Casual Games, "CSO", "Kart Rider", "BnB", & "Mabinogi" are popular
- Launched **14** new titles in 2008 and **12** new titles in 2009

Milestones



1995 ~ 2000

- Headquartered 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"** in 2000

2001 ~ 2005

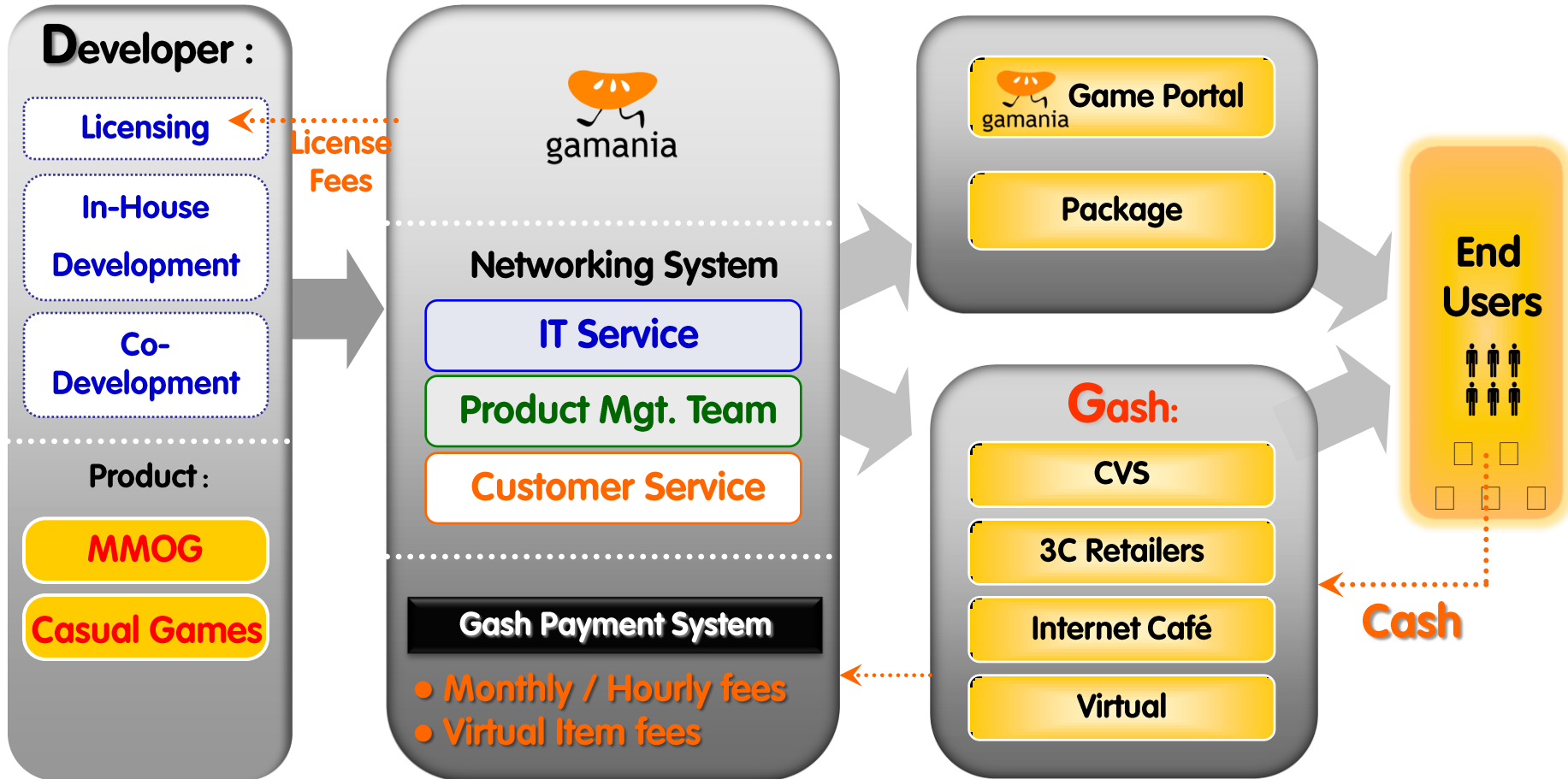
- **"Lineage"** was granted the **"The Best Online Game"** by Taipei Computer Association
- Gamania Logo was granted **"The Golden Award"** in Taiwan
- Gamania logo was granted **"The Golden Award"** and posted in China CIS Year Book
- **"Hero 108"** was granted **"Digital Content Prototype Design Award: Animation"**
- Launched **"Maple Story"** in 2005 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" & "SianMoDao"
- **"gamania.com"** 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.



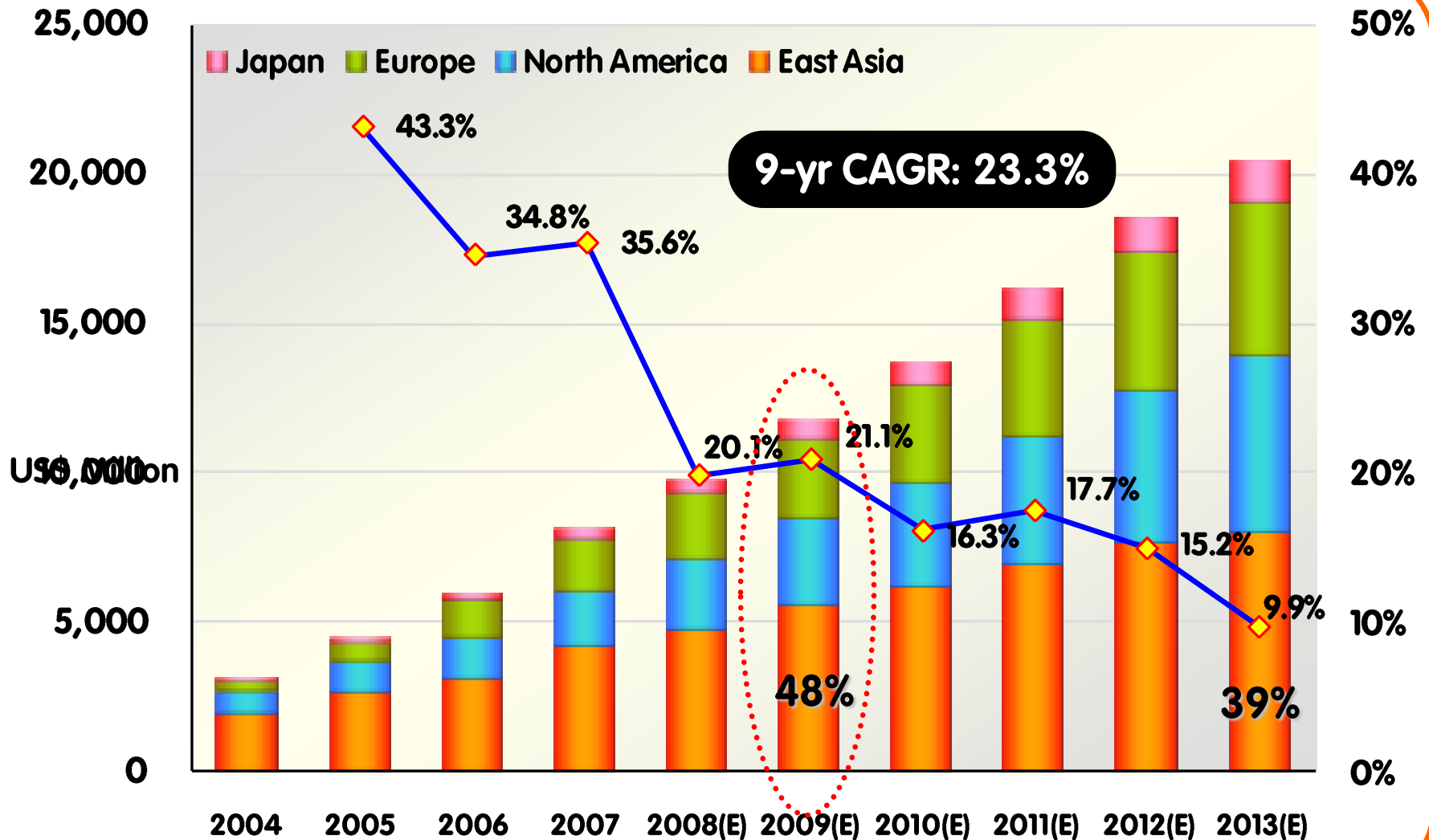
Business Model





Industry Outlook

Global Market

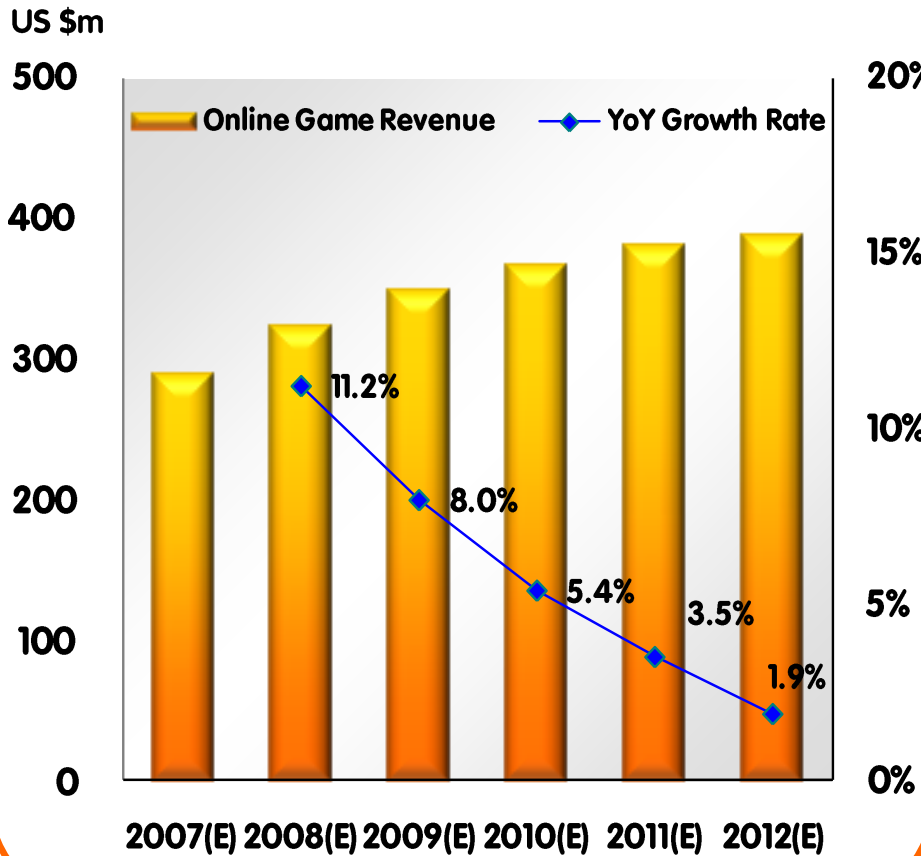


Source: DFC Intelligence (2008)

Taiwan Market

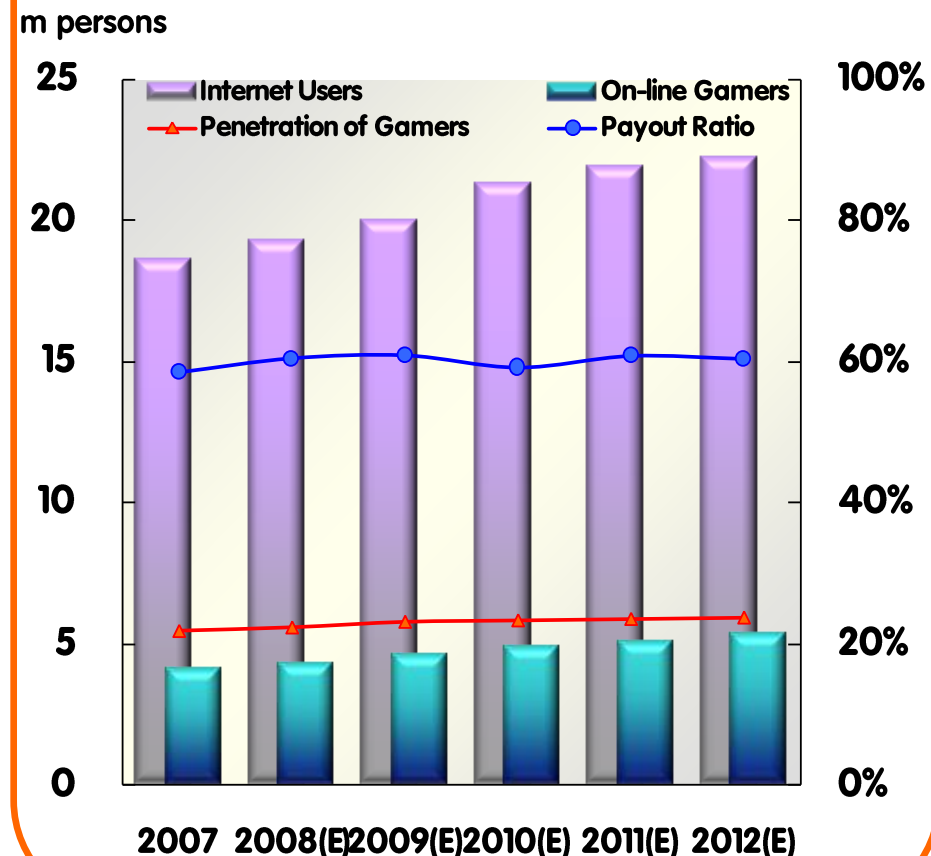


Taiwan Online Game Market



Source: IDC (2008)

Internet Users vs. Online Gamers

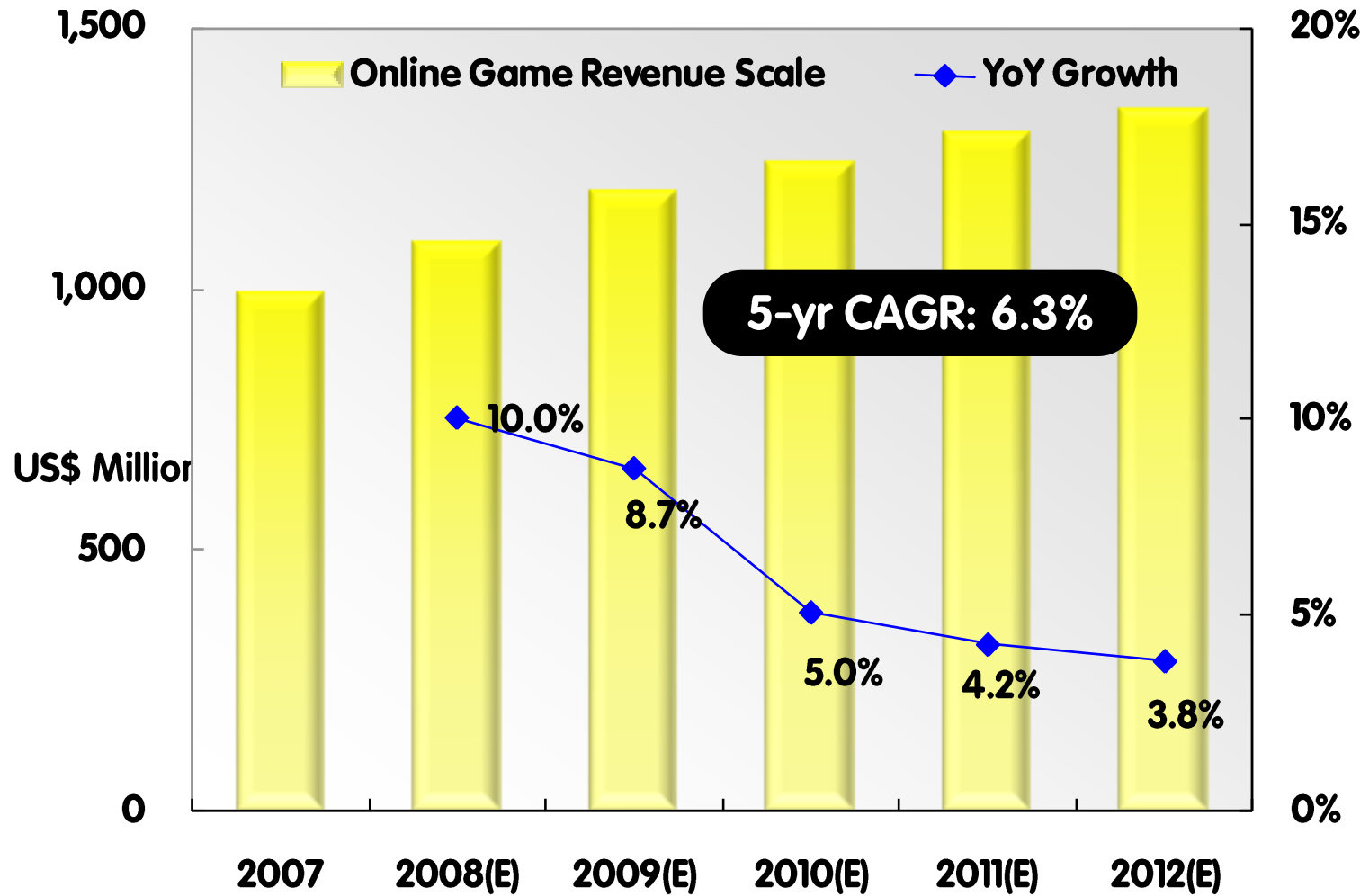


Source: IDC (2008)

Korea Market

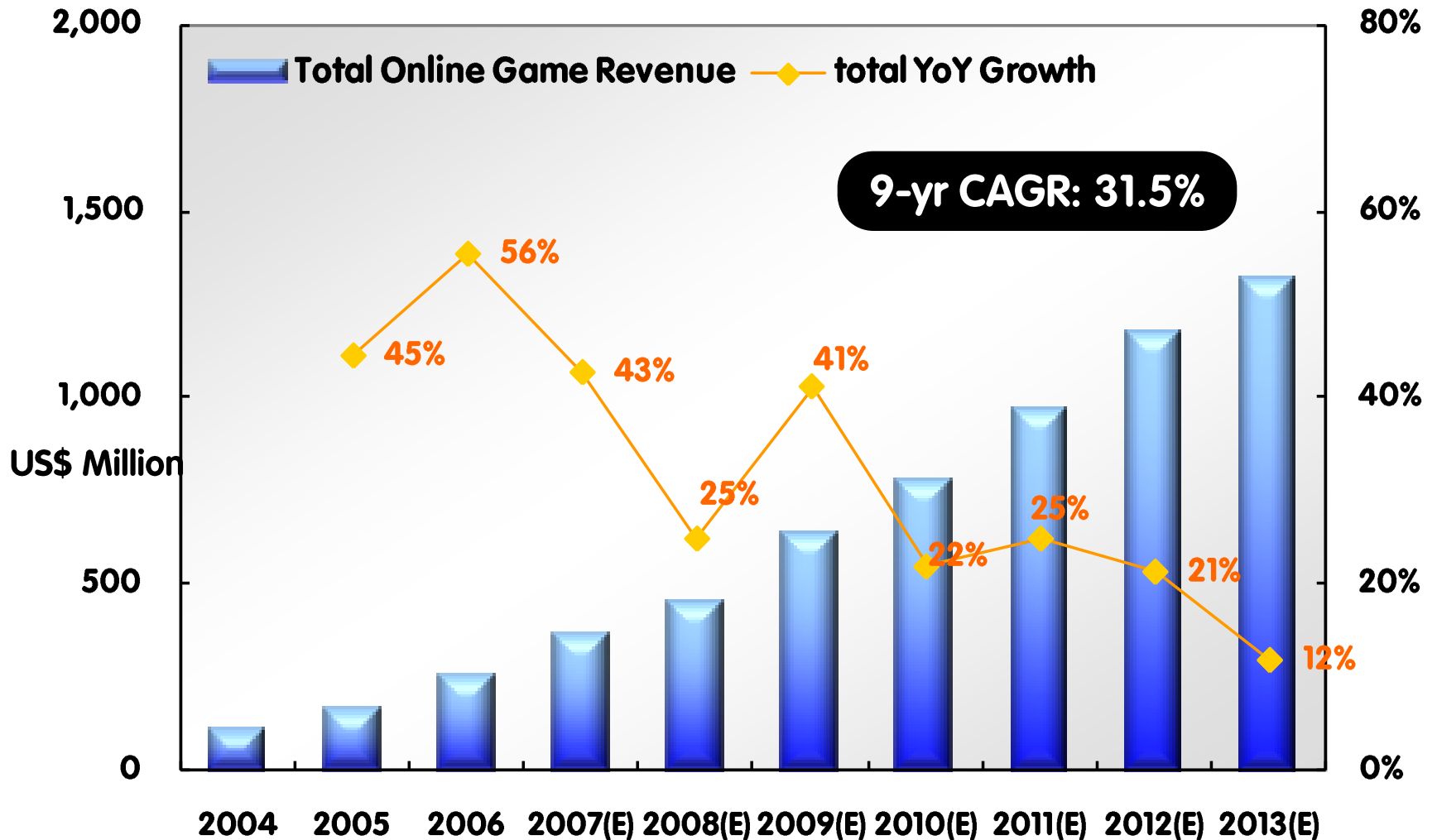


Korea Online Game Market Scale



Source: IDC (2008)

Japan Market



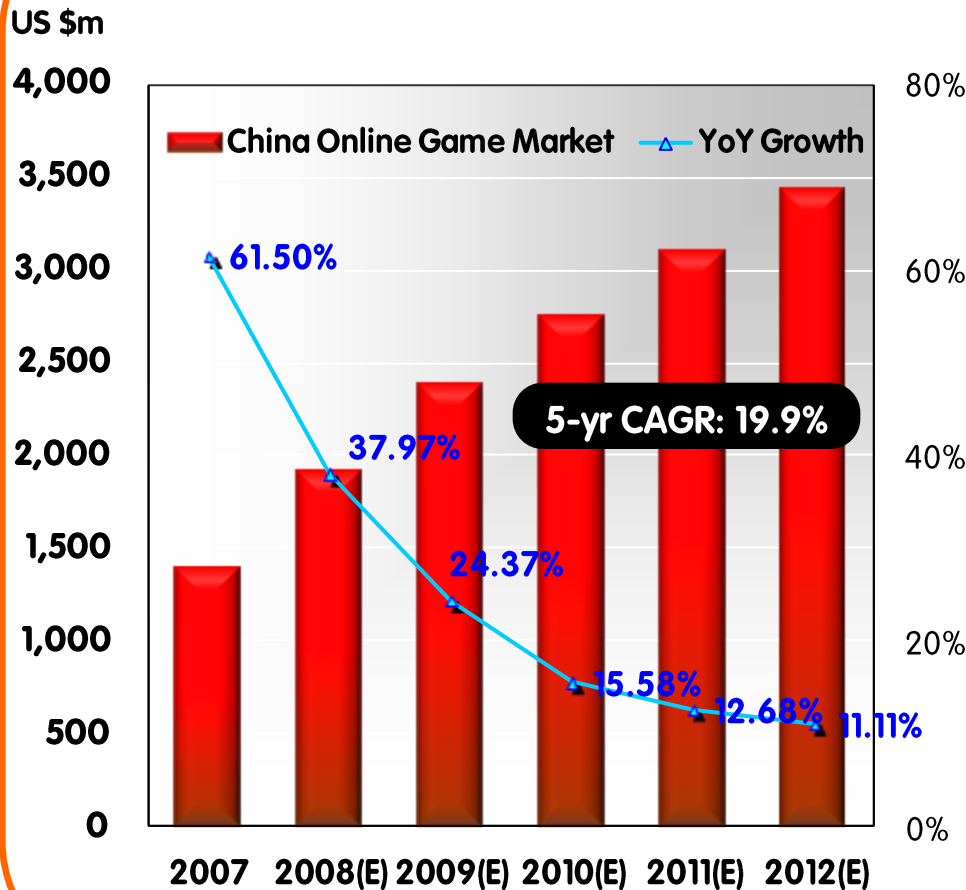
Source: DFC Intelligence (2008)

* The survey excluded the game revenues created by communication devices such as mobile

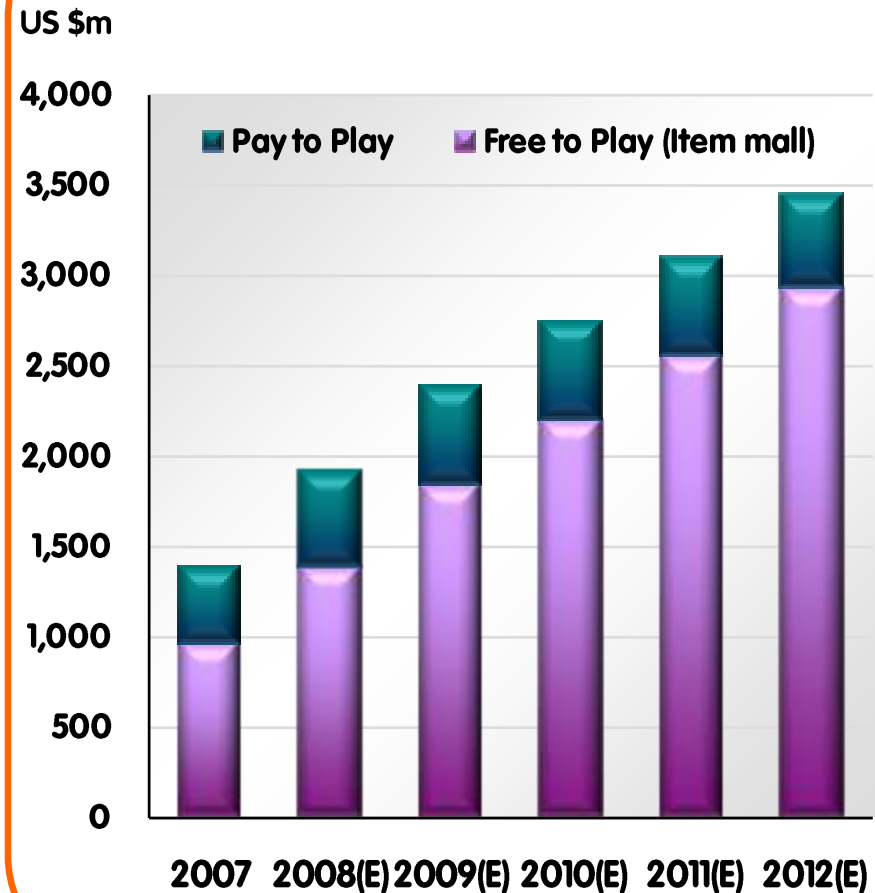
China Market



China Online Game Market Scale



Revenue by Payment Model





Operating Performance

Consolidated Results of Gamania Group



(Unit: NTD\$K)	2009Q1~Q3	2008Q1~Q3	YoY
Net Sales	3,984,467	2,847,344	39.9%
COGS	(1,951,411)	(1,454,721)	34.1%
Gross Profit	2,033,056	1,392,623	46.0%
Operating Expense	(1,626,277)	(1,114,986)	45.9%
Operating Income	406,779	277,637	46.5%
Non-Operating Gain	11,466	62,199	-81.6%
Non-Operating Loss	(15,889)	(22,628)	-29.8%
Pre-tax Profit	402,356	317,208	26.8%
Net Income	292,059	248,866	17.4%
Basic EPS	2.00	1.62	-



Investment Highlights

Growth Strategy

Penetration

Excavate more players through diversified titles



Vertical

Enhance R&D Capability



Horizontal

Target China & Western Markets next



Diversification

Create new application of digital entertainment



Q & A Time





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