

Confidential



Have a Good GAME!

# Gamania Digital Entertainment



# Disclaimer



**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.**

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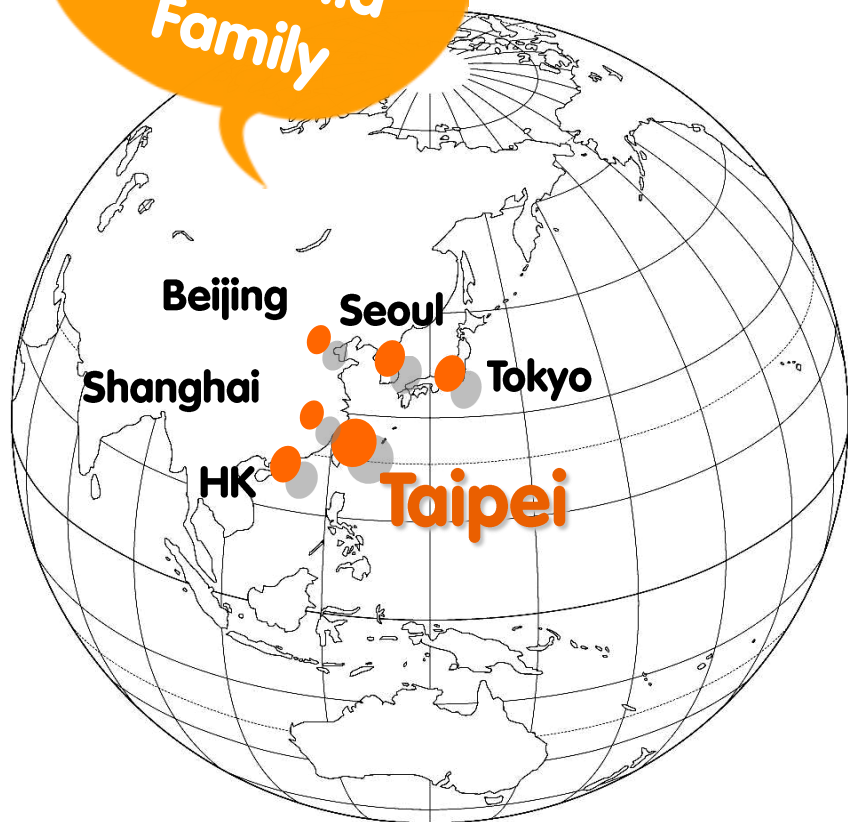


# **Company Overview**

# High-quality Online Game Operator



Gamania  
Family



## Snapshot

- Online game operator and developer
- Headquarters in Taipei
- Branches in Taiwan, Tokyo, HK, Beijing, Shanghai, & Seoul
- Listed in 2002 ([6180.TT](#))
- Capital about NT\$1,588m (US\$47m)
- Employees around 1,200

## Main Game Titles

- Operate **20** MMOGs, "Lineage" & "Maple Story" are flagship titles
- Operates **16** Casuals, of which "CS", "Kart Rider", "BnB", and "Getamped" are popular
- Launched **13** new titles in 2008 and plan to launch more than **10** 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 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"** in 2005 and successfully attract the young users

2006 ~ Now

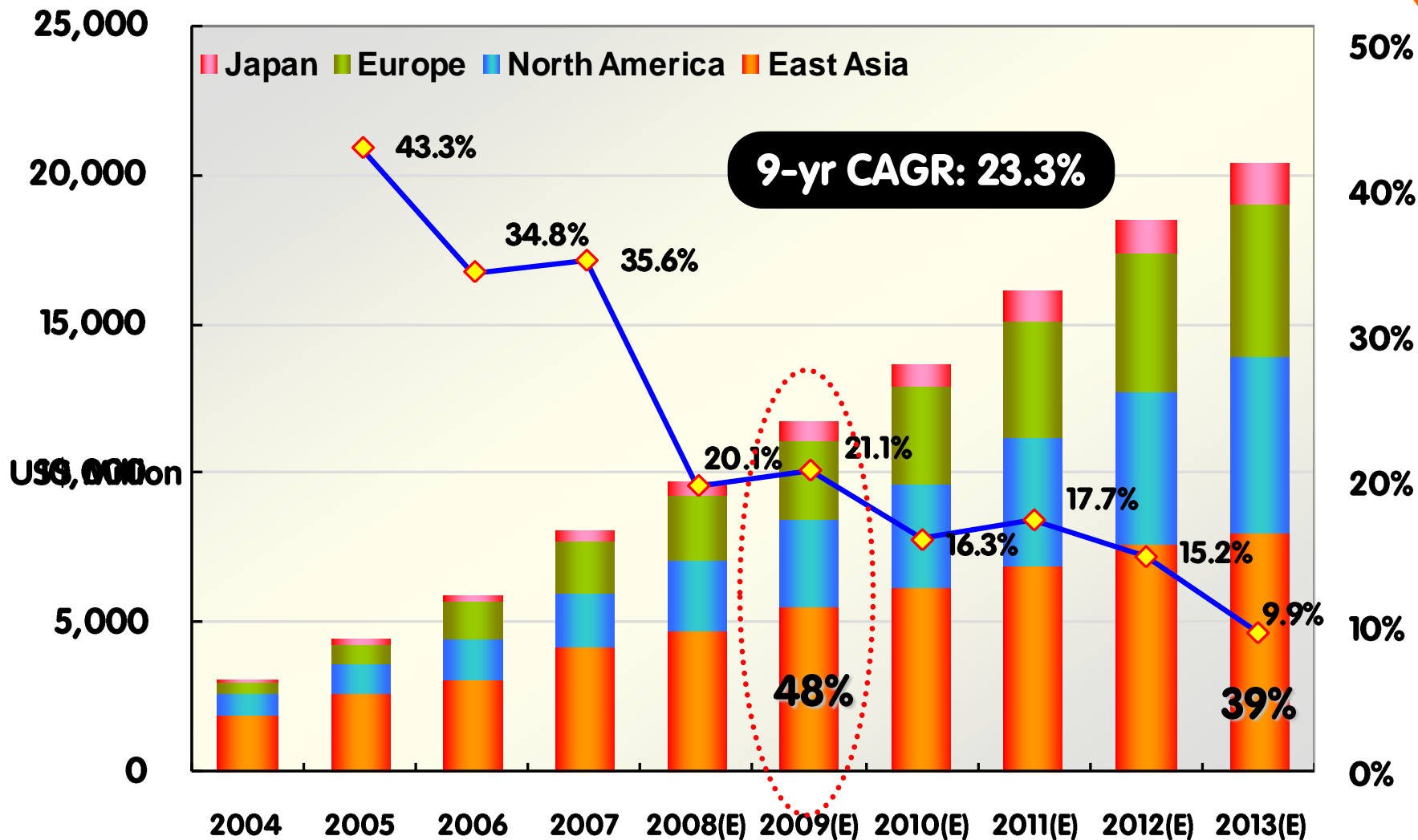
- **"Zodiac"** was granted the **"Digital Content Prototype Design Award: Online Game"**
- Launched casual game "Kart Rider"
- Launched first self-developed MMOG **"Bright Shadow"**
- Launched self-developed MMOG "Zodiac" & "XianMoDao"
- **"gamania.com"** was ranked Top 4 in online entertainment and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





**Industry Introduction**

# Global Market

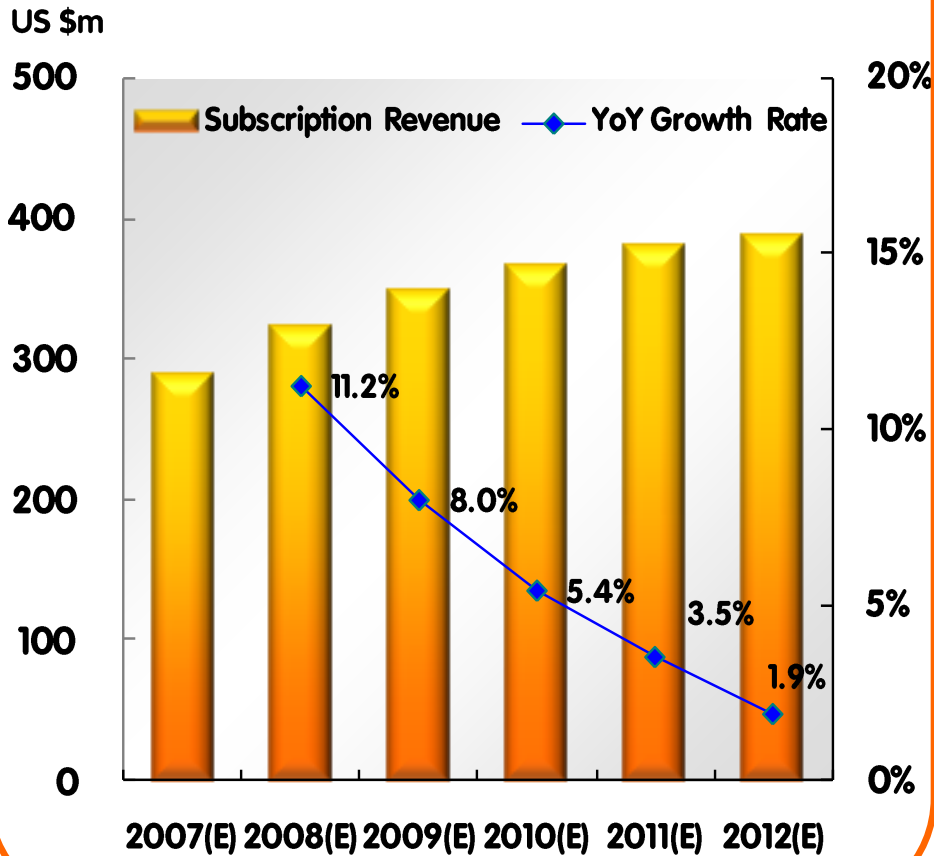


Source: DFC Intelligence (2008)



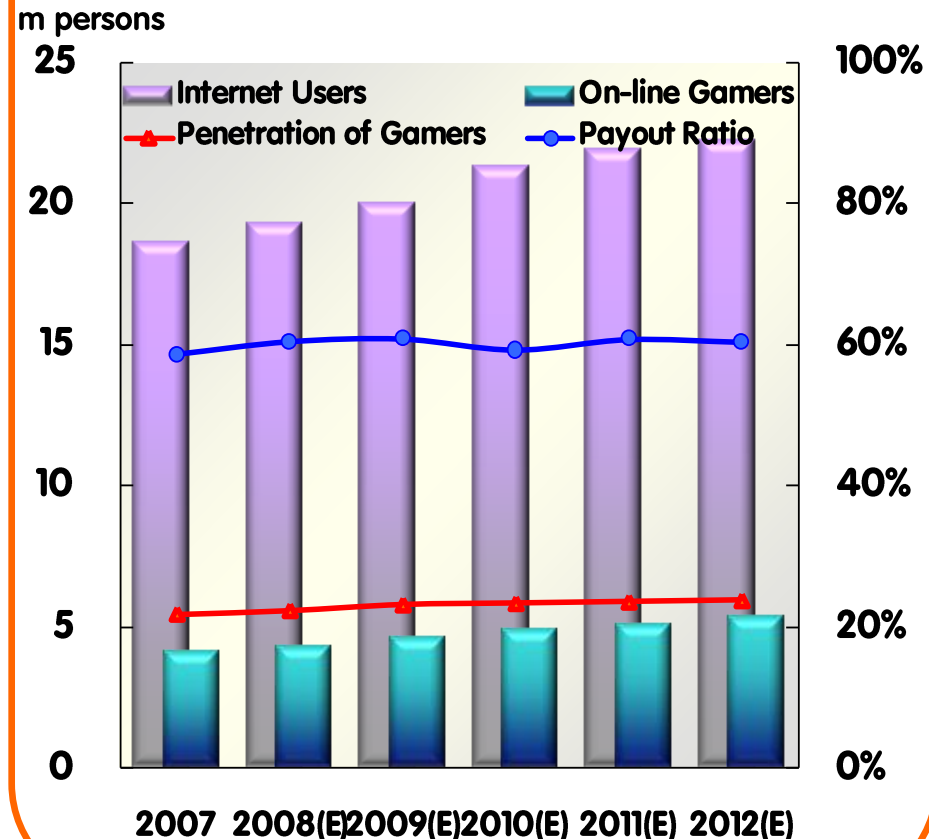
# Taiwan Market

## Taiwan Subscription Market Scale



Source: IDC (2008)

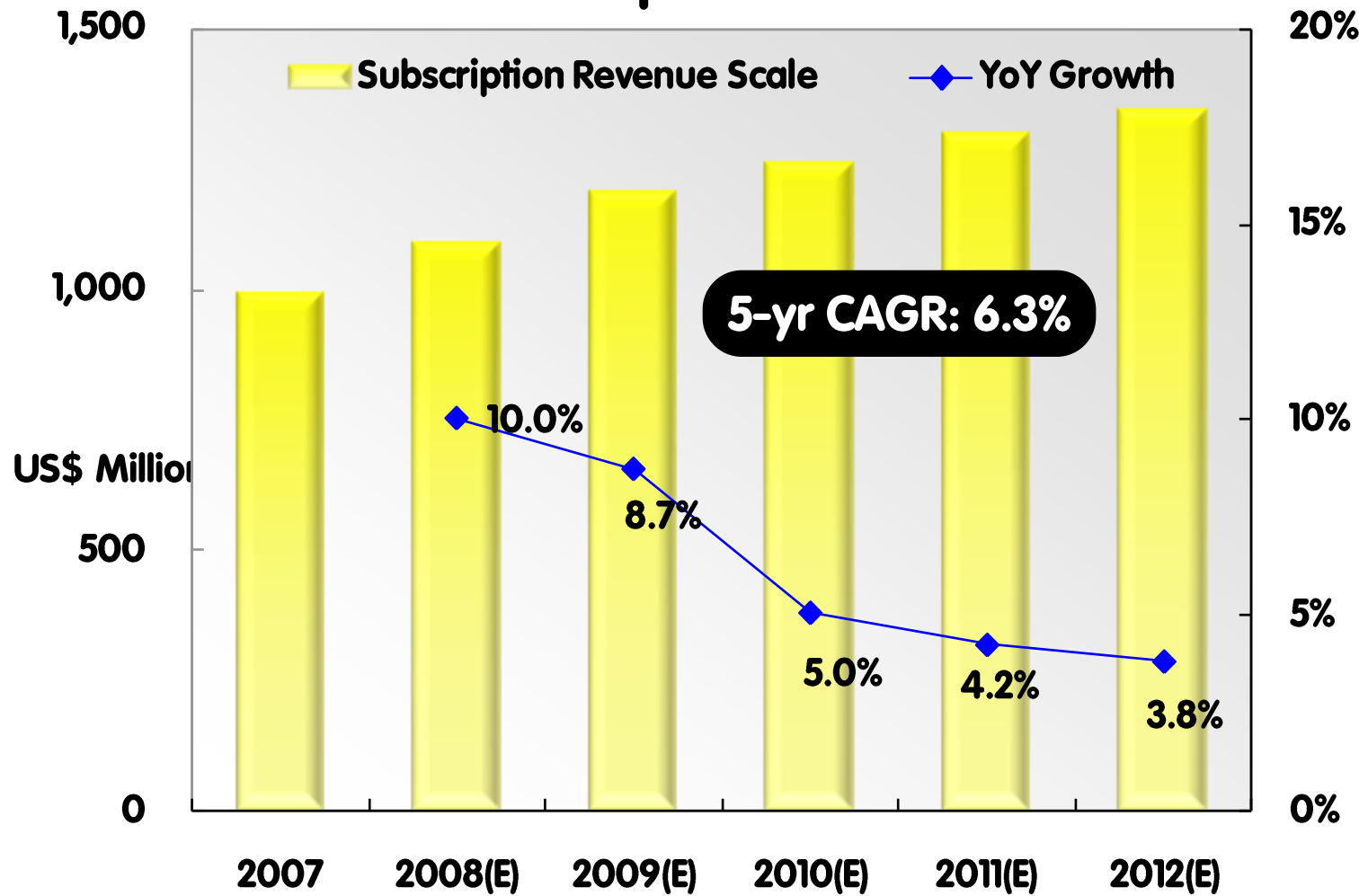
## Internet Users vs. Online Gamers



Source: IDC (2008)

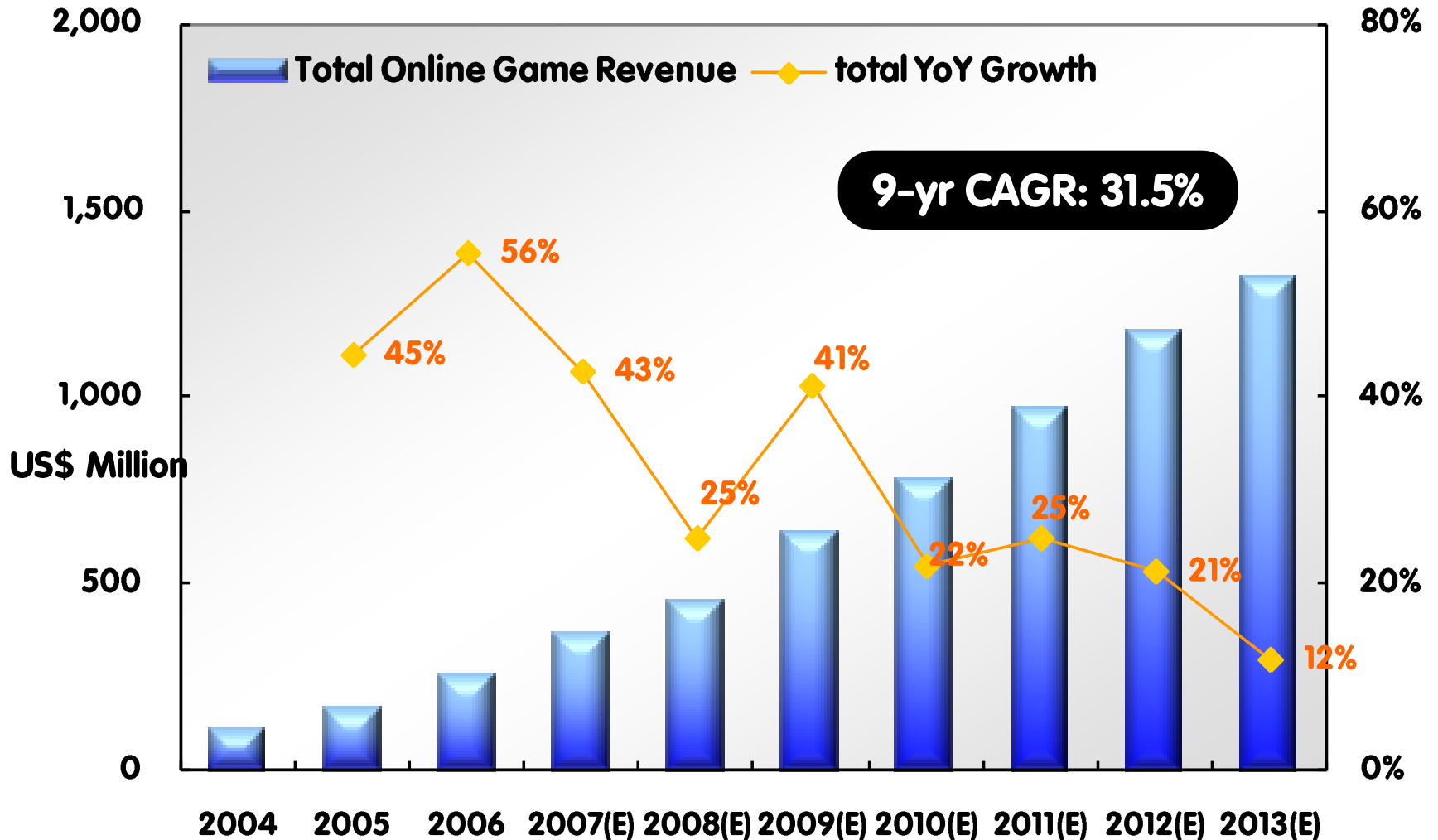
# Korea Market

## Korea Subscription Market Scale



Source: IDC (2008)

# Japan Market



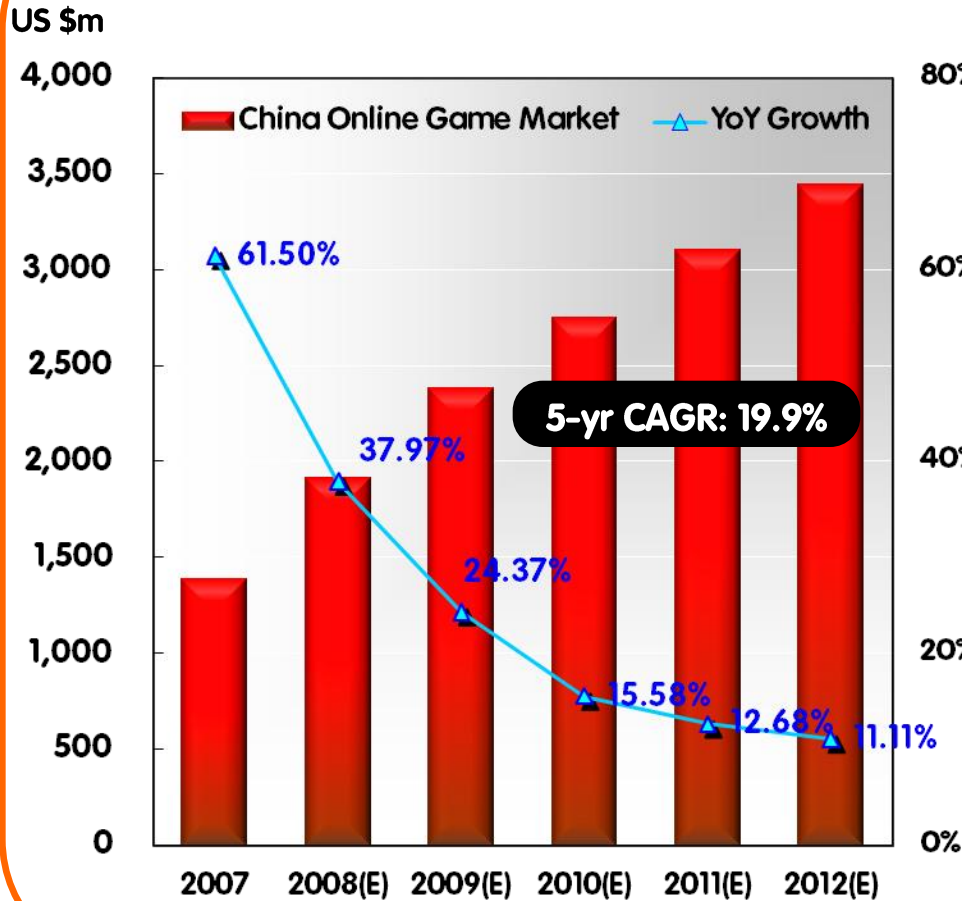
Source: DFC Intelligence (2008)

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

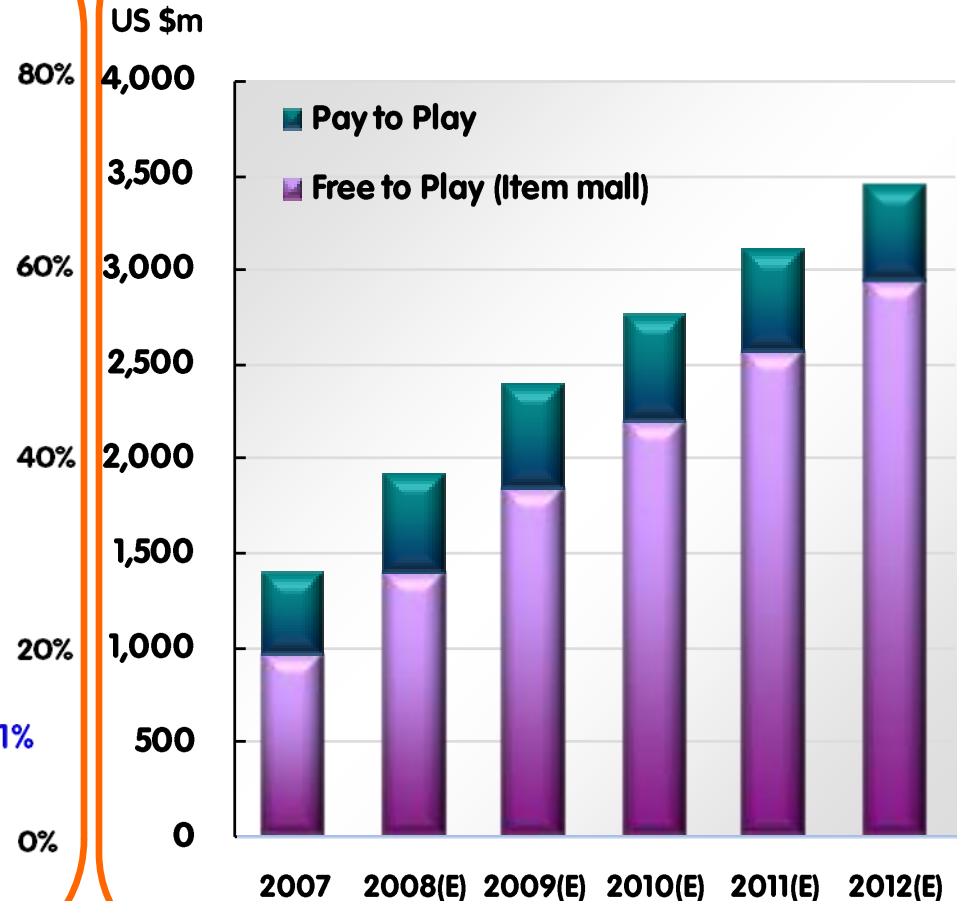
# China Market



## China Online Game Market Scale



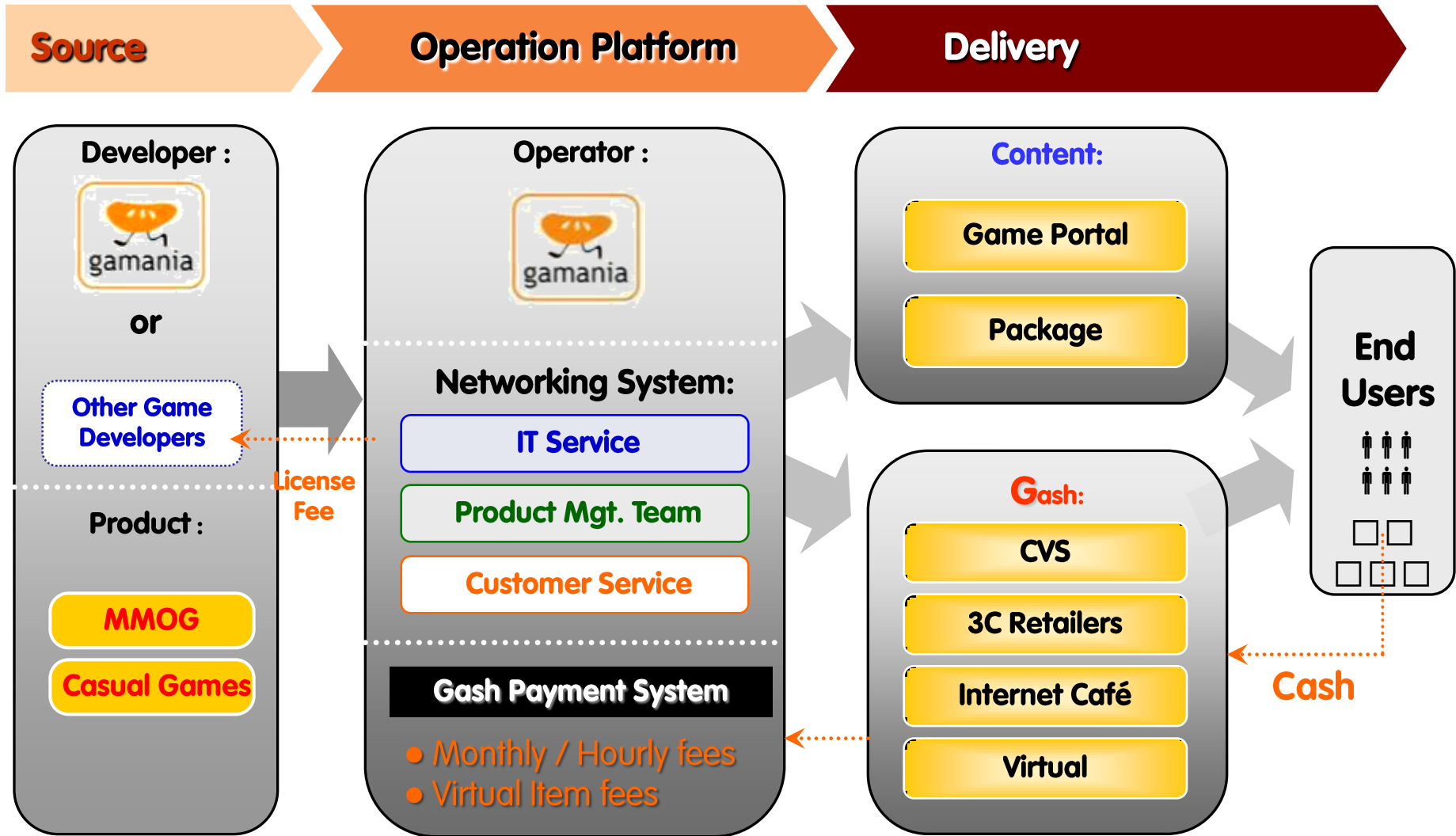
## Subscription by Payment Model





**Operating Performance**

# Business Model

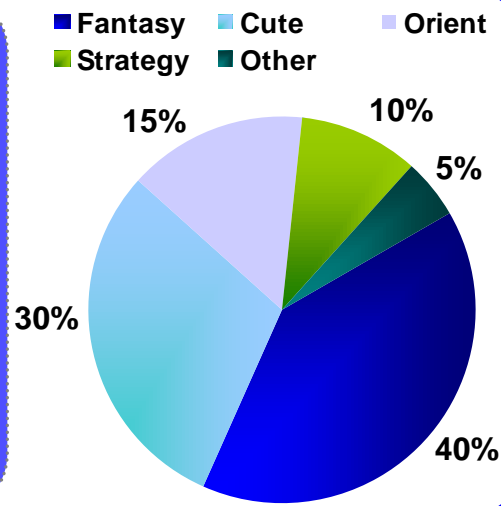


# Game Titles



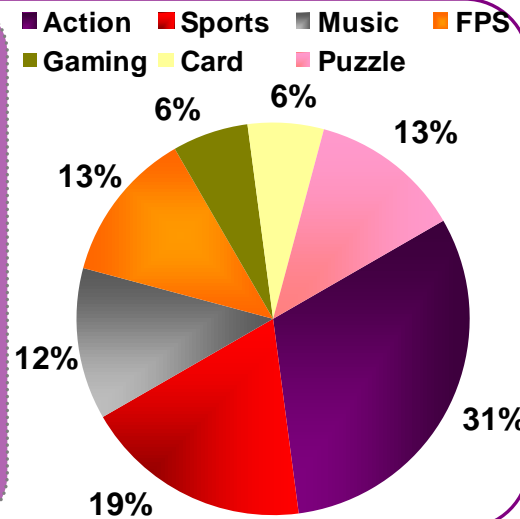
MMOG

<b>Lineage (NCsoft)</b>	Holy Beast (Easy Fun)	Millennium Promise (Youxiland)
<b>CSOL (Joyon)</b>	Fantasy Earth Zero(SquareEnix)	<b>SianMoDao (Alibangbang)</b>
Laghaim (Nako)	Tales Weaver (Nexon)	<b>Chi bi (Perfect World)</b>
N-age (Cedar)	R2 (NHN)	THOS (Aramaru)
<b>Mabinogi (Nexon)</b>	<b>Bright Shadow (Gamania)</b>	Pandora Saga (GonzoRosso)
<b>Maple Story (Nexon)</b>	TianJi (Ferry Game)	Xin Sian (Pixel Soft)
Dream of Mirror (Softstar)	<b>Zodiac (Playcoo)</b>	<b>Total 20 titles</b>



Casual

Heat Project (Doobic)	Glanding-Gaming Platform	Tales of Heroes (Winking)
<b>Entombed (CyberStep)</b>	<b>Art of War (GNI &amp; Gamania)</b>	Kuso Party-Social Platform
<b>Super Rich (Gamania)</b>	Groove Party (Hanbit Soft)	<b>Total 16 titles</b>
Grand Chase (KOG)	<b>CounterStrike (Valve/Nexon)</b>	
<b>Crazy Arcade BnB (Nexon)</b>	Slugger (Neowiz)	
Dancing (9you)	Alteil (Gamepot)	
<b>Kart Rider (Nexon)</b>	Atrix (NCsoft)	



■ Titles with Revenues over \$50m  
■ Titles with Revenues between \$10m ~\$50m  
■ Name Titles developed or co-developed by Gamania Group



# **Earnings Review**

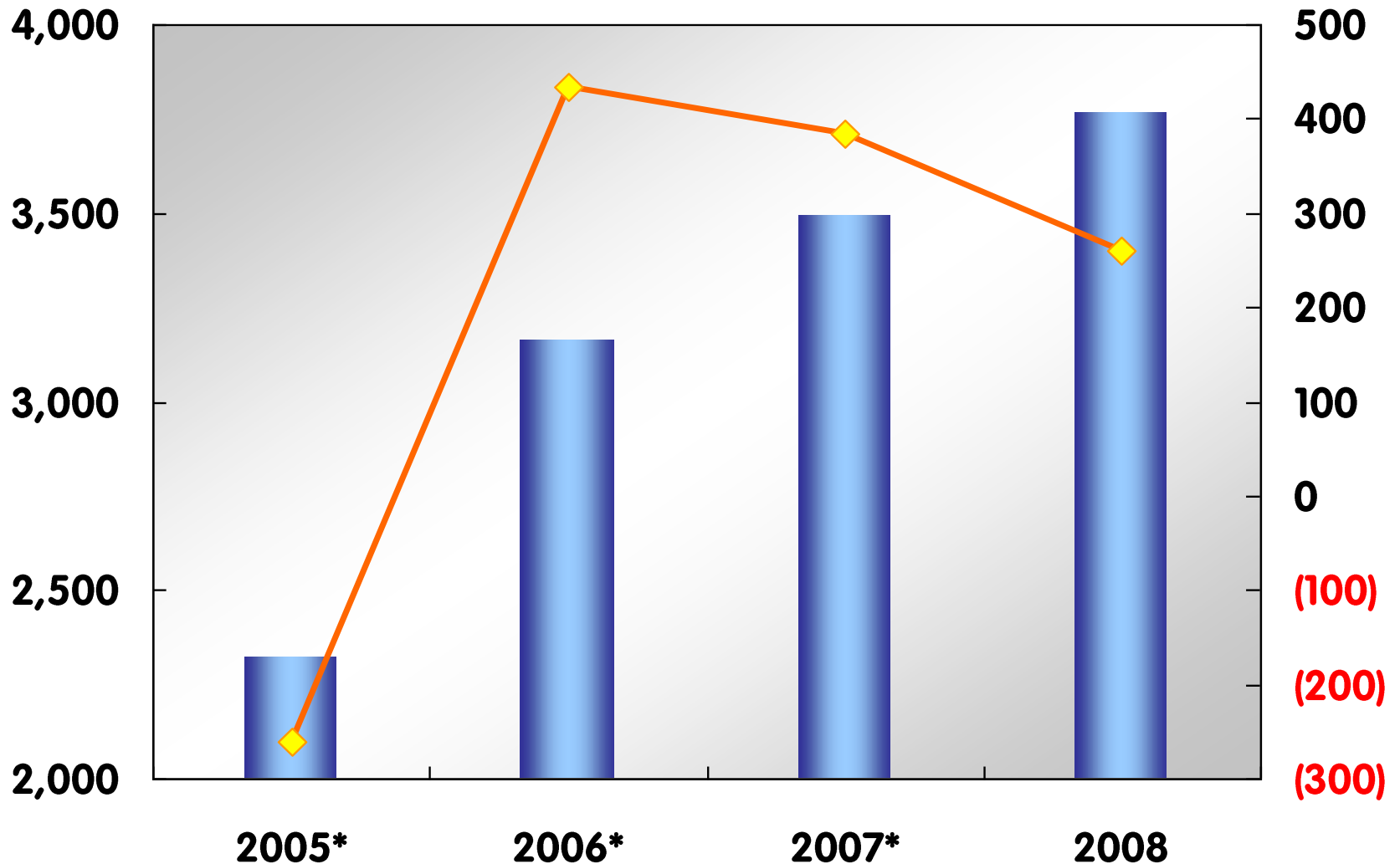


# Consolidated Results of Gamania Group

Unit : NTD\$ m

 Sales Revenue(LHC)

 Net Income(RHC)



Note: Exclude NC Taiwan's contribution in revenue from FY05 to FY 07



# **Investment Highlights**

# Corporate Strategy

**Penetration**

**Diversify game titles to attract more users**

**Vertical**

**Enhance R&D to design quality titles**

**Horizontal**

**Superior results in Japan & HK, target China & Westerns next**

**Diversifica-  
tion**

**Create new application of digital entertainment**



# Q & A Time





Have a good GAME!