

gamania

Gamania Group

6180-TT

June 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:

- **Overview**
- **Group Ecosystem**
- **Group Business**
- **Financial Results**

Overview



Company Profile



- **Founded:** June 1995
- **IPO:** May 2002 (6180 TT)
- **CEO:** Mr. Albert Liu
- **Market Cap:** NT\$12.1B / US\$411 M (2022/6/6)
- **Headcount:** 1,028 (as of 2022/3/31)

Business Roadmap: Innovative service launch



Game Development

Publishing
Operation

Customer
Services

Mobile
Payment

Ecommerce

Platform



Game
Points

Cloud Computing
Cyber Security

Integrated
Marketing
Services

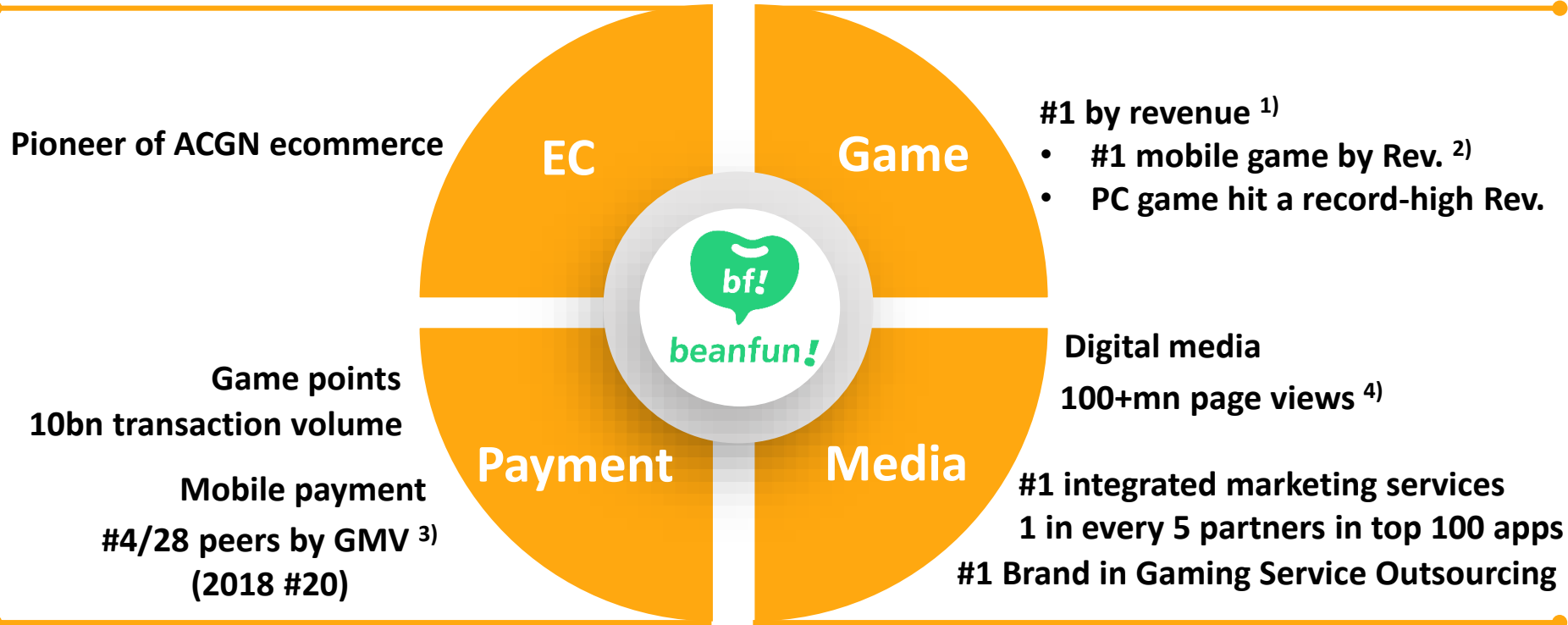
Digital
Media



Major Business

B2C sales revenue
C2C service revenue

Free to play
Item based in-game purchase



Transaction fees

Ads revenue/service revenue

* All rankings above refer to Taiwan market as of Dec. 2021

1) source: all listed Taiwan game company 2021 accumulated revenue. 2)Source: App Annie

3) Source: Financial Supervisory Commission, R.O.C. 4)Source: comScore

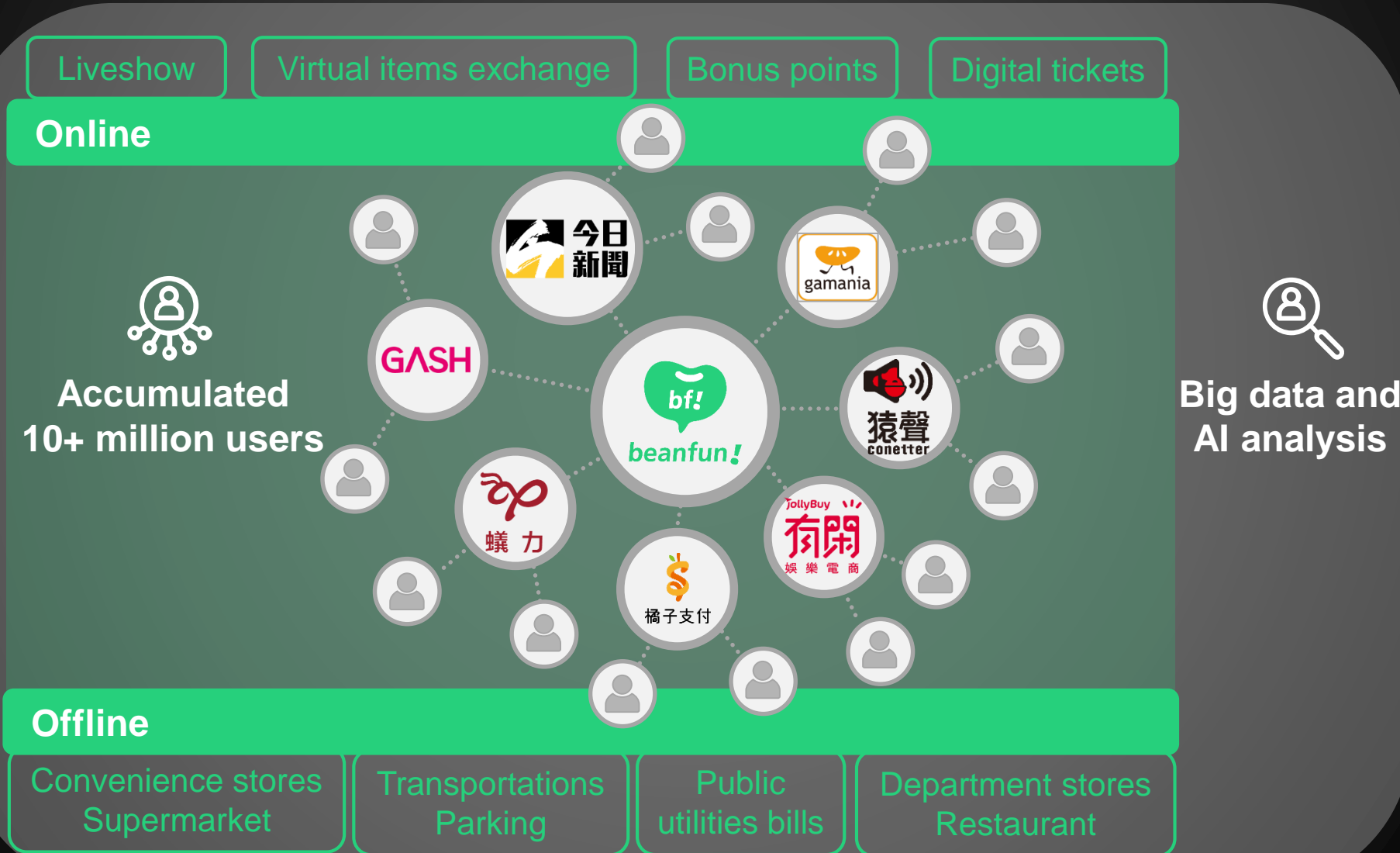
Gamania Ecosystem



Our Vision for beanfun!



"A mobile platform with an open ecosystem and diverse services to enrich users lives."



AI and Big Data Center



Integrate user tracking data on all the services



Analyze users interest



Machine learning



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



Blockchain as a service

數位資產盡在背包

道具、票券、GASH 想換就換



beanfun! Ecosystem



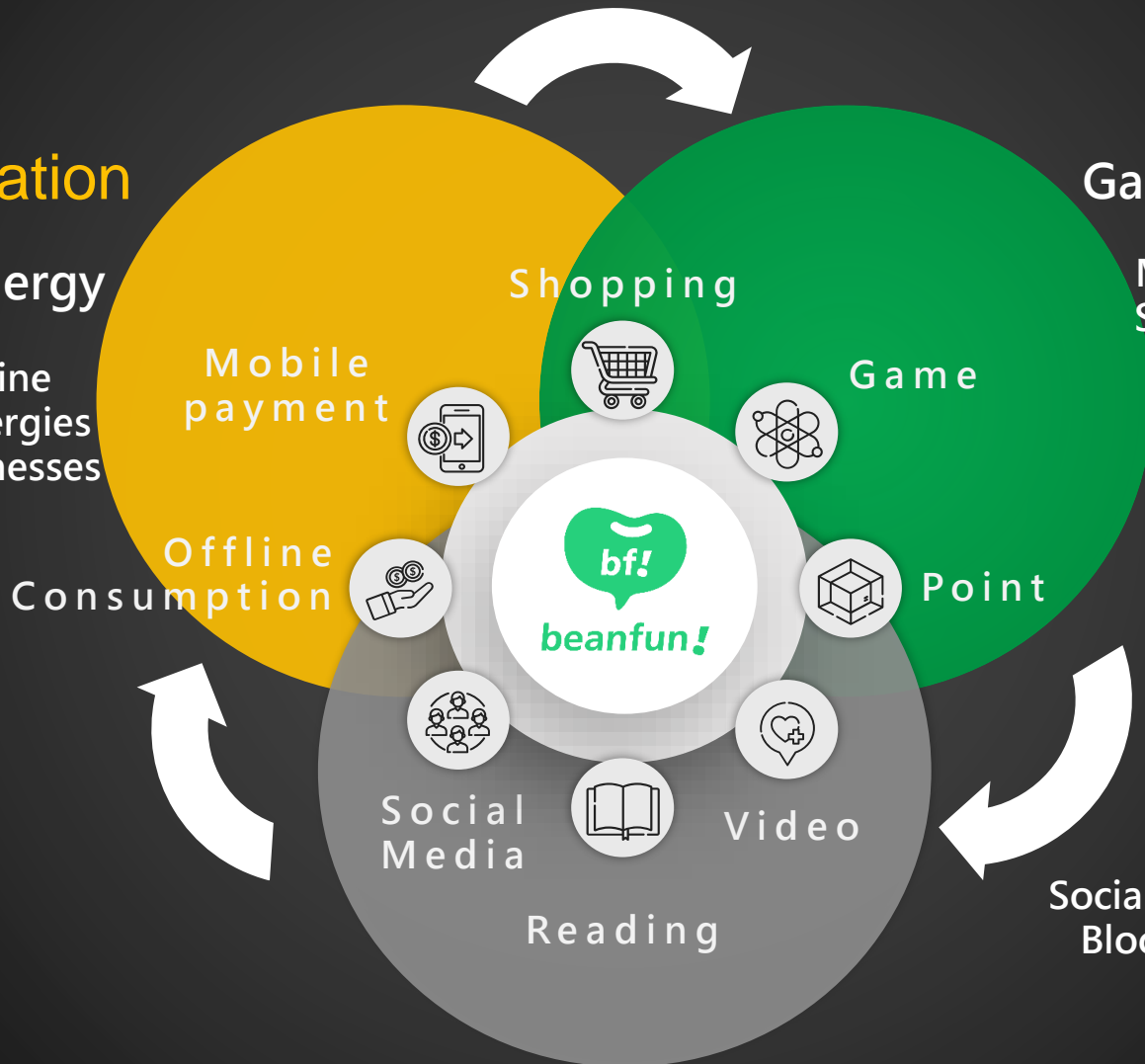
beanfun! Opportunity



③ Monetization

Business Synergy

Online to Offline
Leveraging synergies
of multiple businesses



① Traffic

Game Market Leader

Many popular IP games
Strong operation teams
10+ million users

② Content

Digital Trends

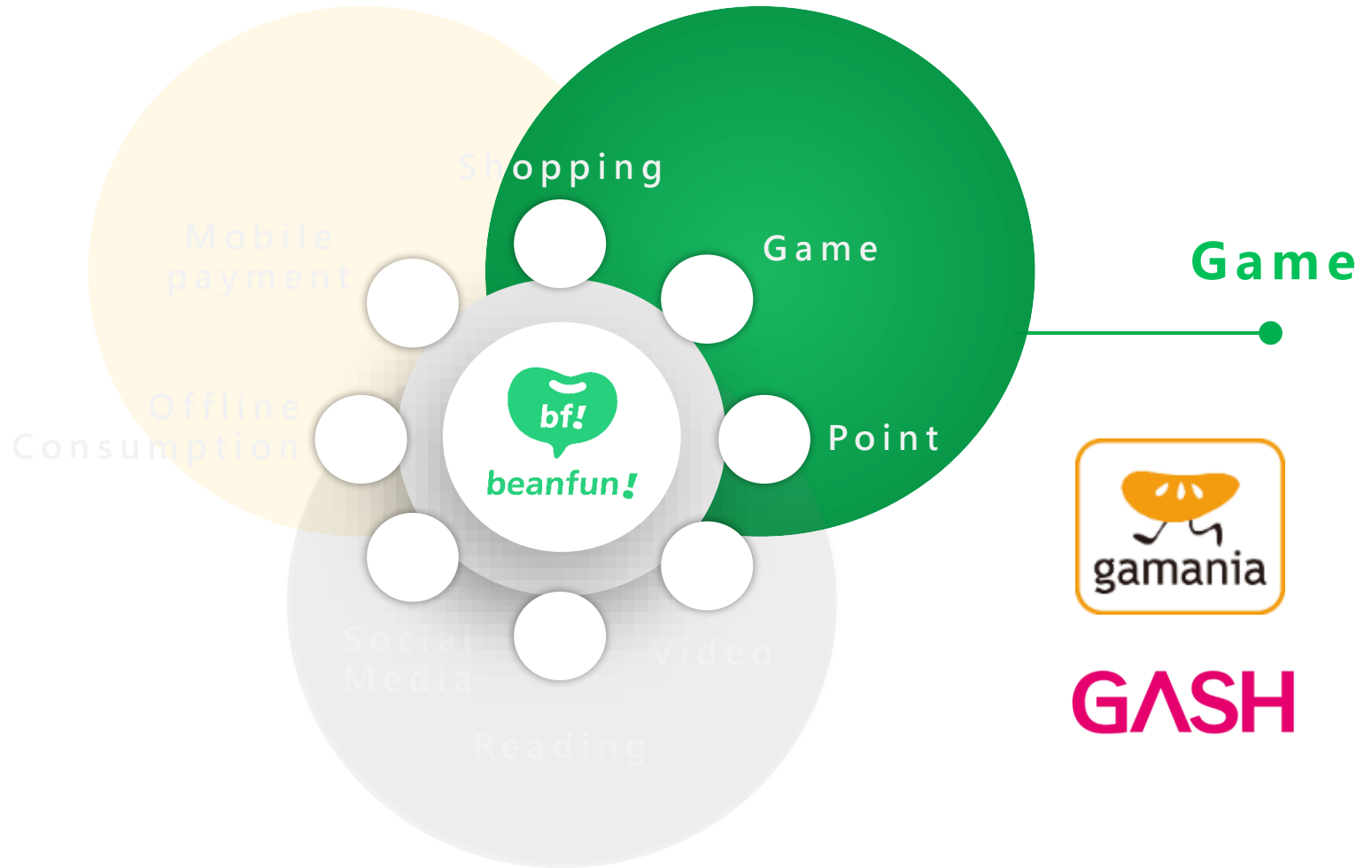
Social Media/Entertainment
Blockchain/NFT/Web3.0

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

Gamania Business



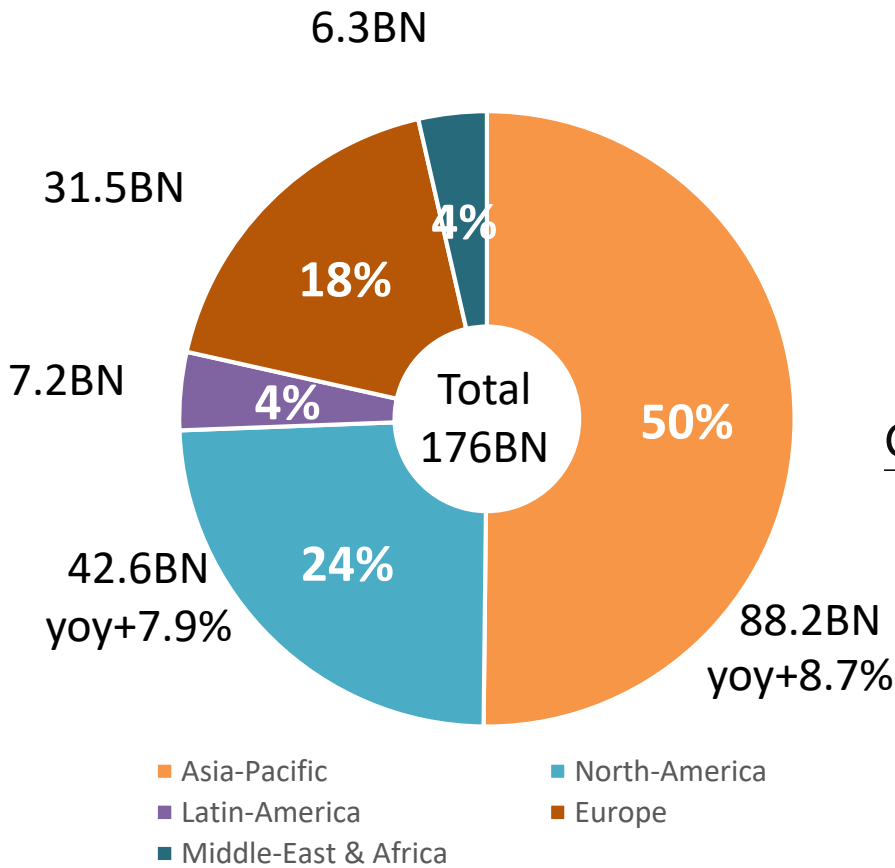
Gamania Business: Game



Industry outlook: Global Games Market

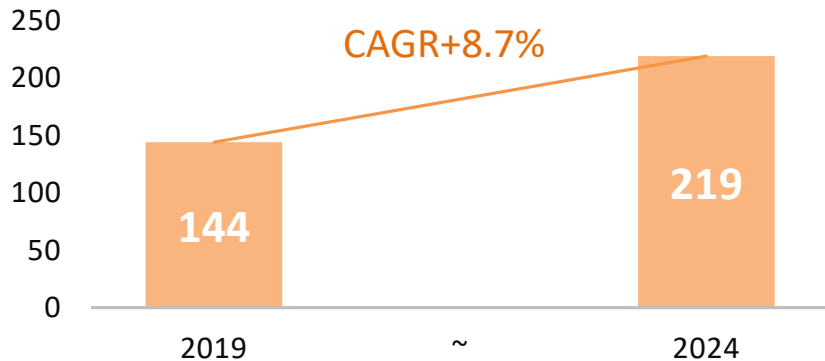
(Unit:USD BN)

Games Market Per Region 2021

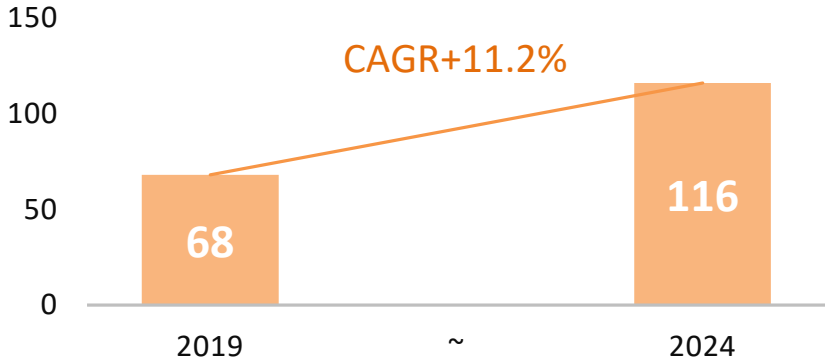


Source: Newzoo 2021

Global Games Market Forecast



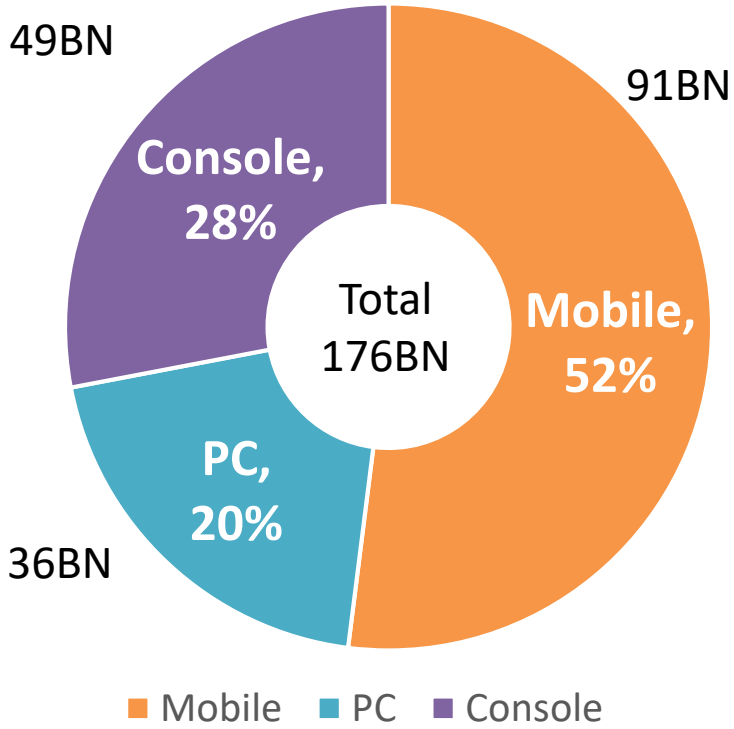
Global Mobile Games Revenue Forecast



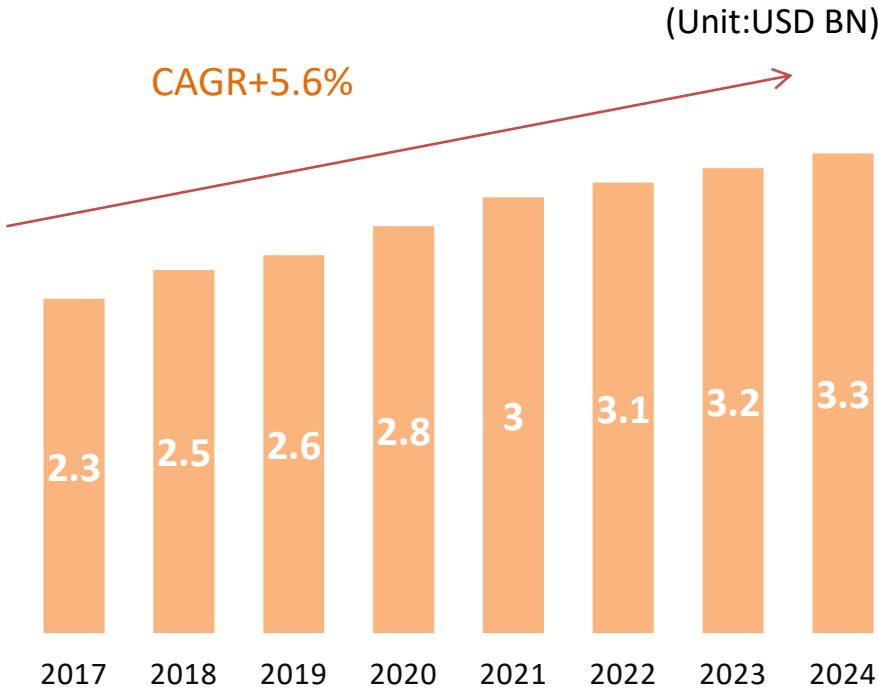
Industry outlook: Global Games Market

(Unit:USD BN)

Global Games Per Platform 2021



Global Games Players Forecast (2017~2024)

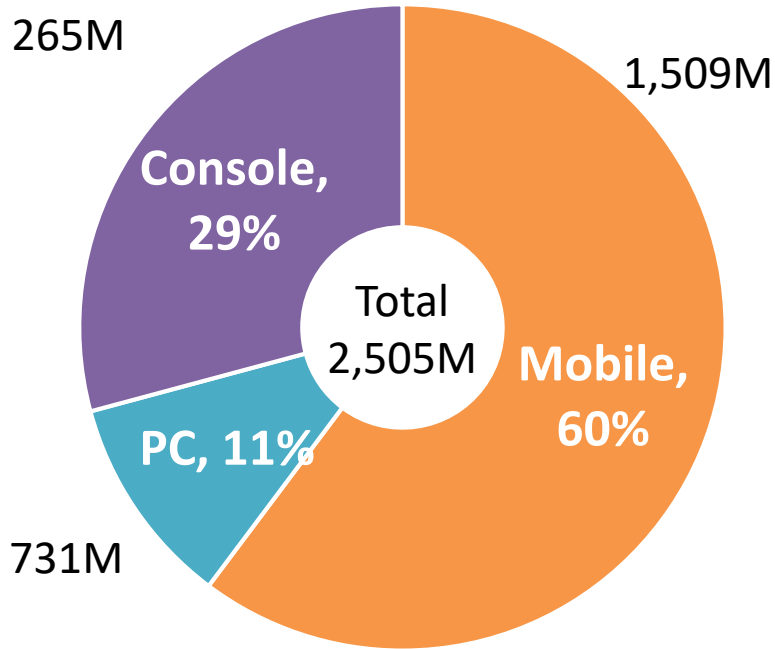


Source: Newzoo 2021

Industry outlook: Taiwan Games Market

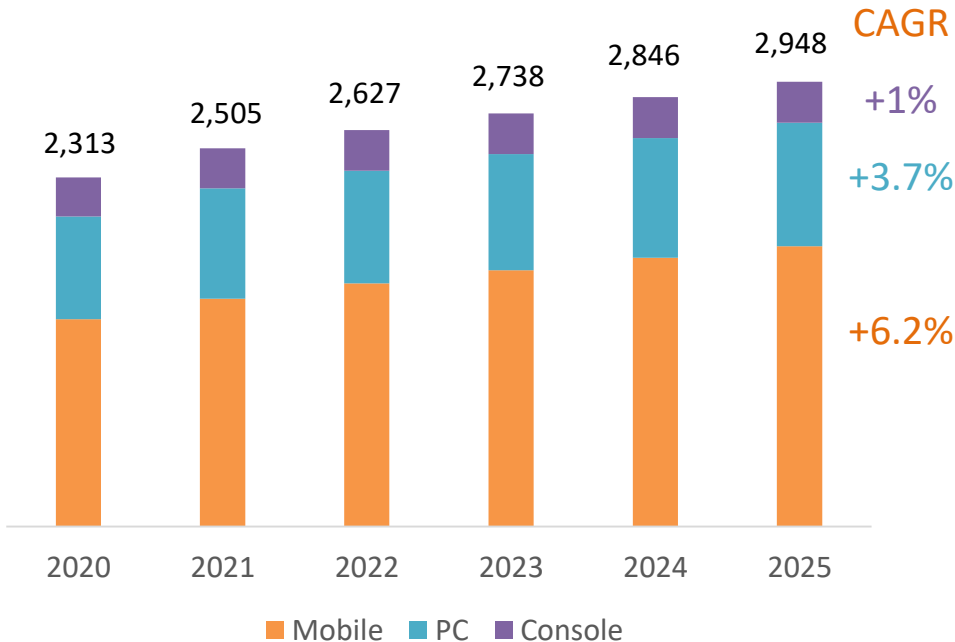
Taiwan Games Per Platform 2021

(Unit:USD M)



Platform Growth 2020-2025

(Unit:USD M)

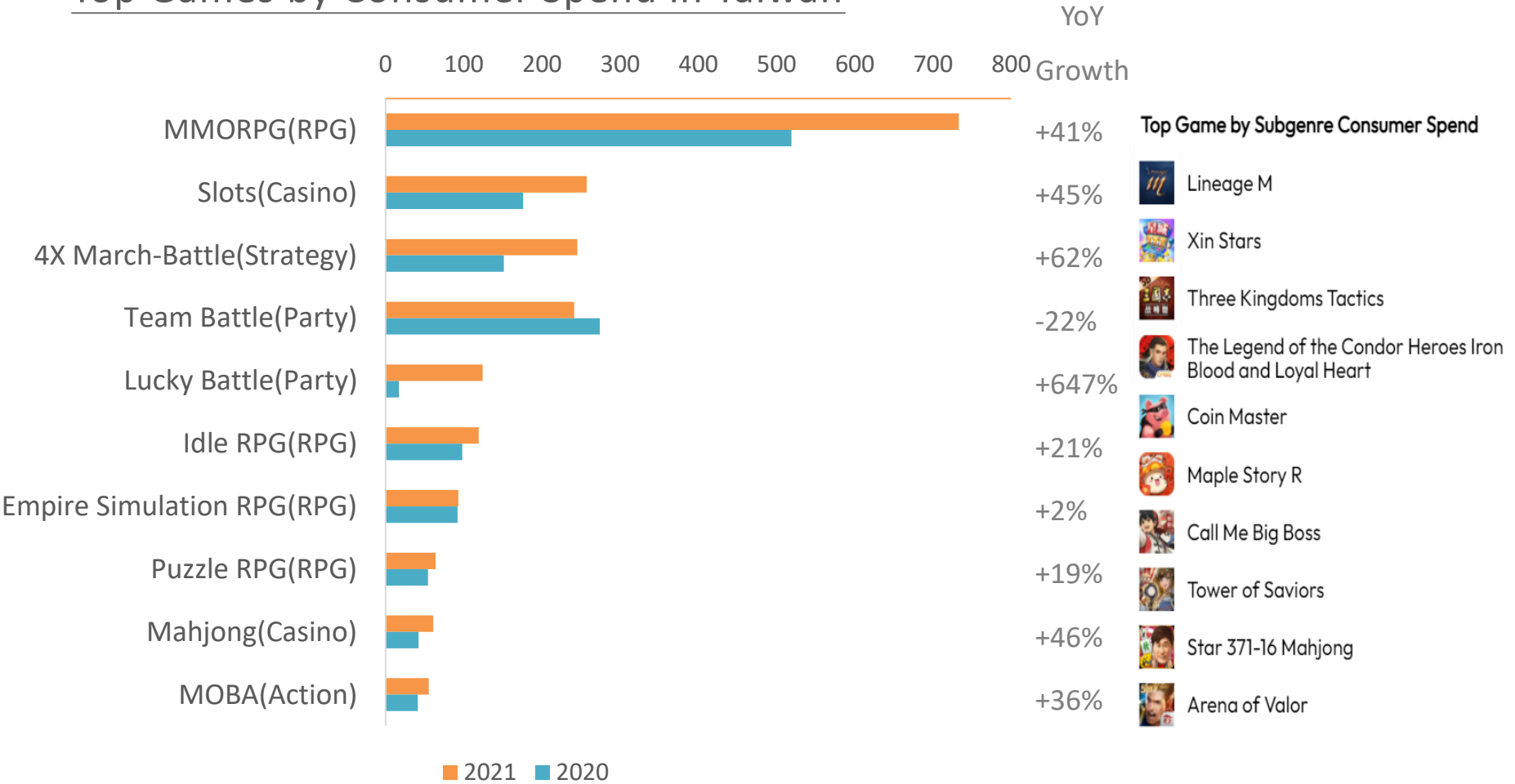


Source: PwC Global Entertainment&Media Outlook 2021~2025











Industry outlook: Taiwan Games Market

(Unit:USD M)

Top Games by Consumer Spend in Taiwan



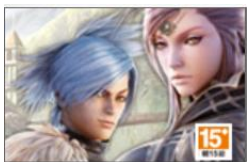
Top Game by Subgenre Consumer Spend

-  Lineage M
-  Xin Stars
-  Three Kingdoms Tactics
-  The Legend of the Condor Heroes Iron Blood and Loyal Heart
-  Coin Master
-  Maple Story R
-  Call Me Big Boss
-  Tower of Saviors
-  Star 371-16 Mahjong
-  Arena of Valor

Source: data.ai

Key Titles

PC Games



Lineage



MapleStory



Lineage Remastered



DragonNest



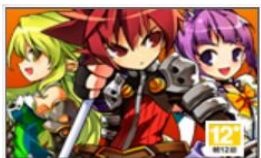
CSO



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

Lineage M Ranks Top 1 Since Launching In Taiwan



- Online game Lineage has massive members
- Understand players preferences as we operate Lineage IP over 20 years
- Higher user engagement

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

MapleStory Hit A Record-high Sales

Optimize to extend life cycle

X

Brand repositioning

X

Partner with domestic well-known IP

Yearly sales

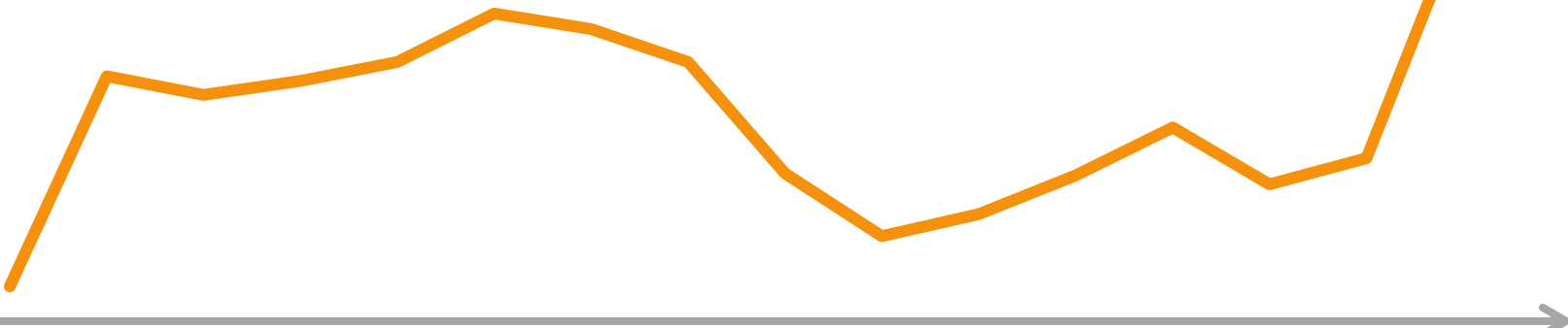


large scale update and new class campaign with illustration IP “貓貓蟲咖波”

exclusive overseas system

large scale update with reshaping brand image

campaign with Japan animation IP “異世界四重奏”



2005 launch in June

2020 2021

Best Partner To Operate Popular Games

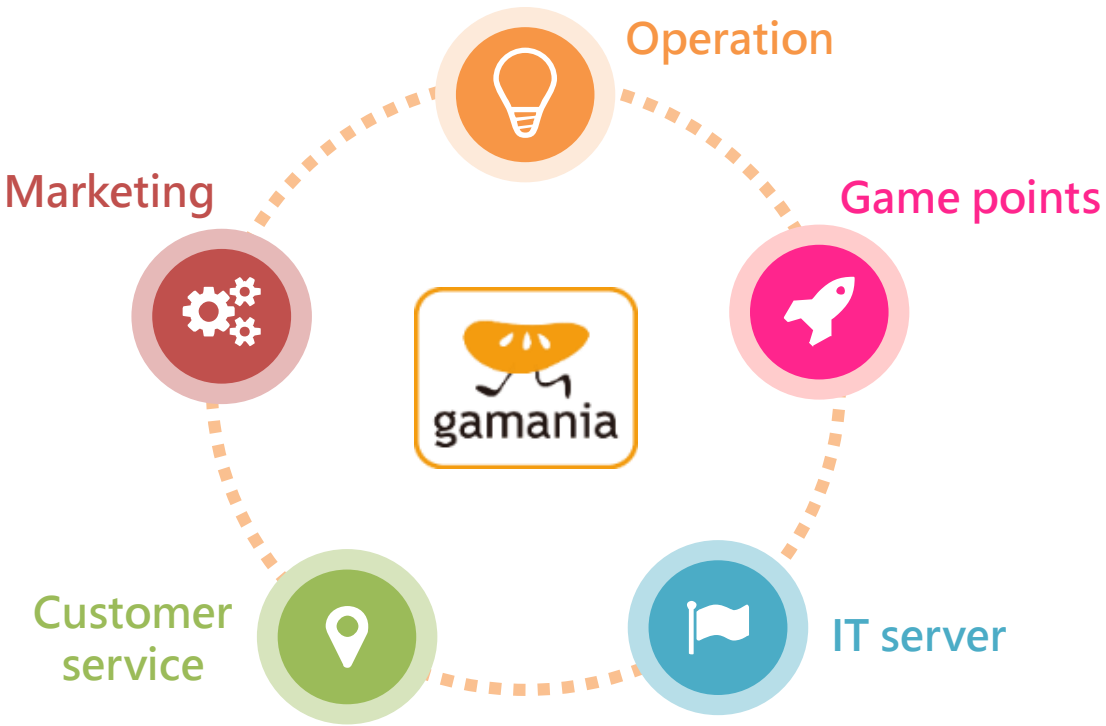
Successfully operates popular IP games in Asia for over 26 years

Massive traffic → Business synergies → Strong cash flow

Integrated services with a backed by a strong 360 degree support team

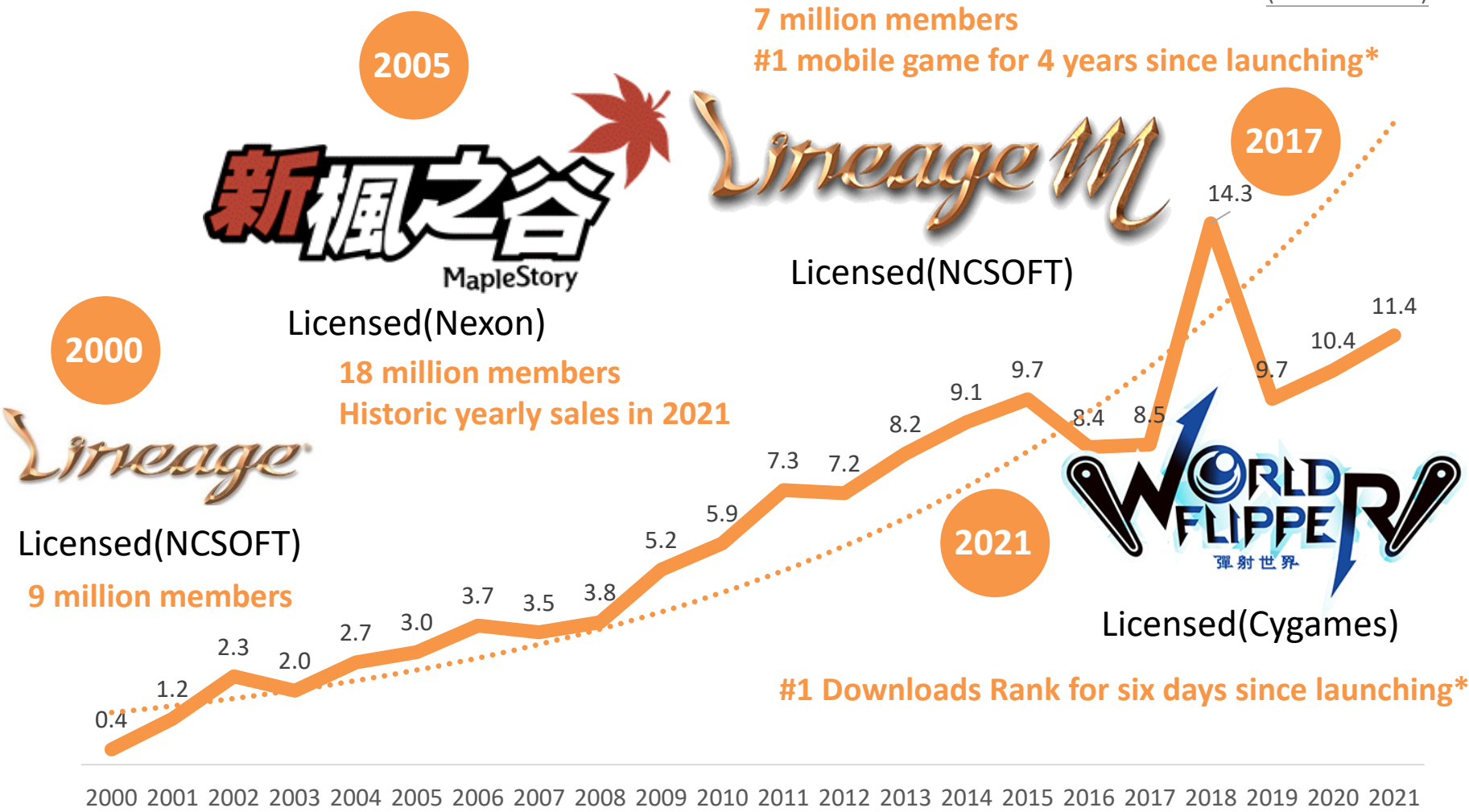
X

Extensive experience in local market operation



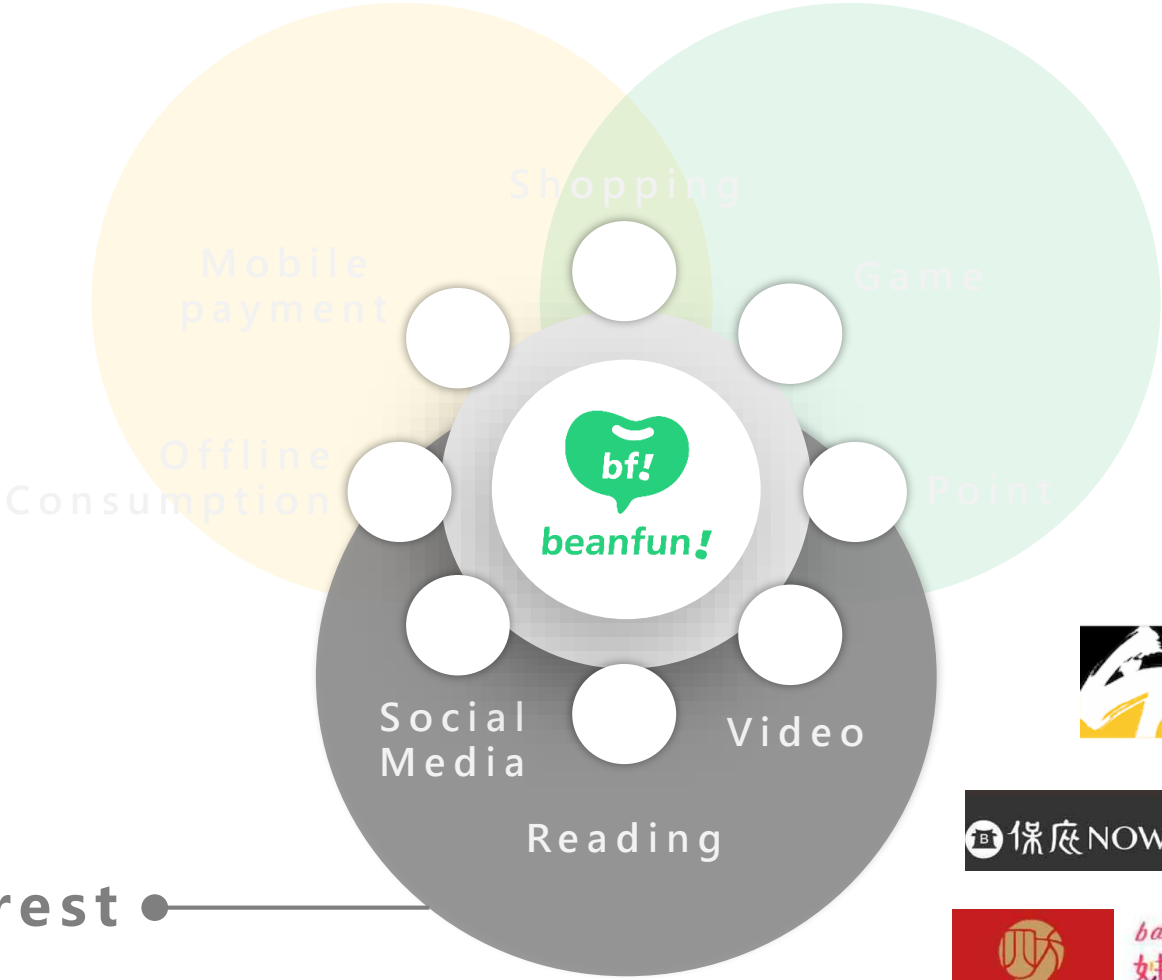
Yearly Revenue Trend(2001~2021)

(Unit:NTD BN)



*Source: App Annie ; In compliance with IFRS No. 15, GASH revenue is on net basis since 2018 vs. GASH revenue is on gross basis in 2017 25

Gamania Business: Interest



Interest ●



Media

Largest Integrated Marketing Company in Taiwan's Internet Industry

Influential Media in Taiwan
100m+ page views



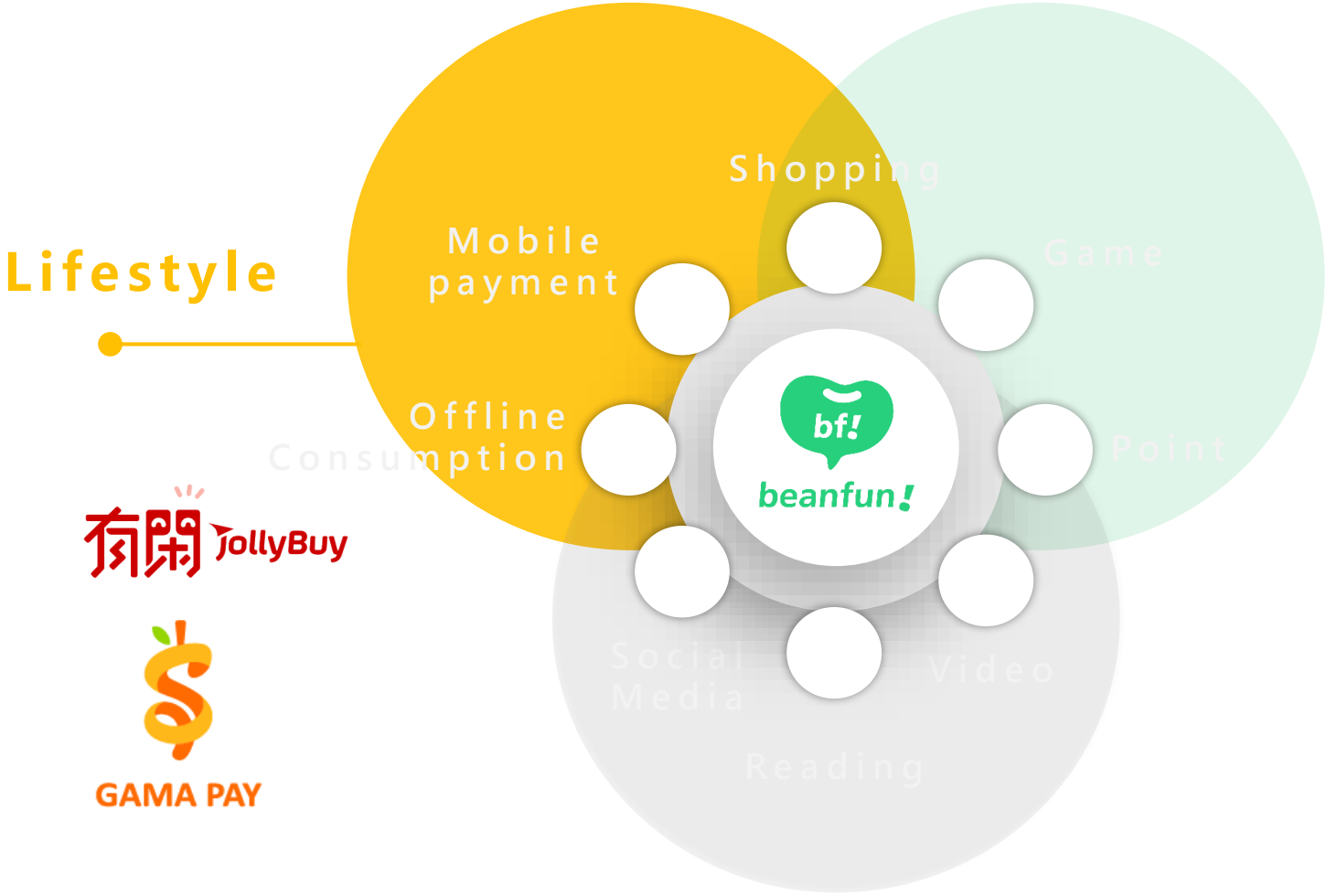
Leading Brand in Gaming Service Outsourcing

Digital Novels And Comics

- Cooperate with domestic well-known digital novel platform and authors
- Plan to release over thousands authorized works, fifty original works as well
- Integrate with user oriented content and interactive community
- Free to access, and plan to charge in the future



Gamania Business: Lifestyle



Ecommerce



Pioneer of ACGN ecommerce, enhance differentiated marketing



Differentiation

Anime

Comics

Games

Novels

Monetization

2021

Average buyers from beanfun!

YoY+105%

GMV from beanfun!

YoY+105%

Toys & Figures GMV

YoY+59%

Digital Tickets GMV

YoY+35%

Game Related GMV

YoY+23%

GAMA PAY Convenient Cash Flow Service



GAMA PAY



User data analytics

User preservation and activation

Potential Users
as many as

20M

Number of
Payment Locations in Taiwan

70K⁺

Monthly Effective
Data Count

1.2M⁺

Instant
&
Convenient

Huge
User Base

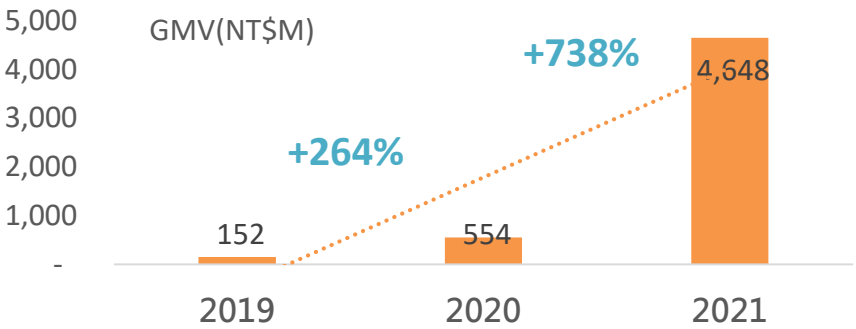
Integrated
Marketing

Data
Application

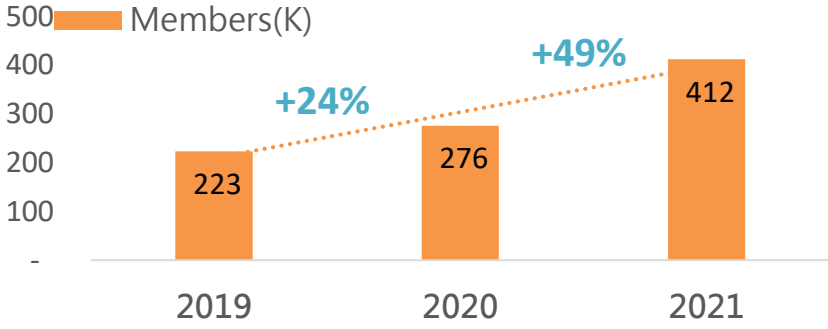
Bonus Point

GAMA PAY Performance

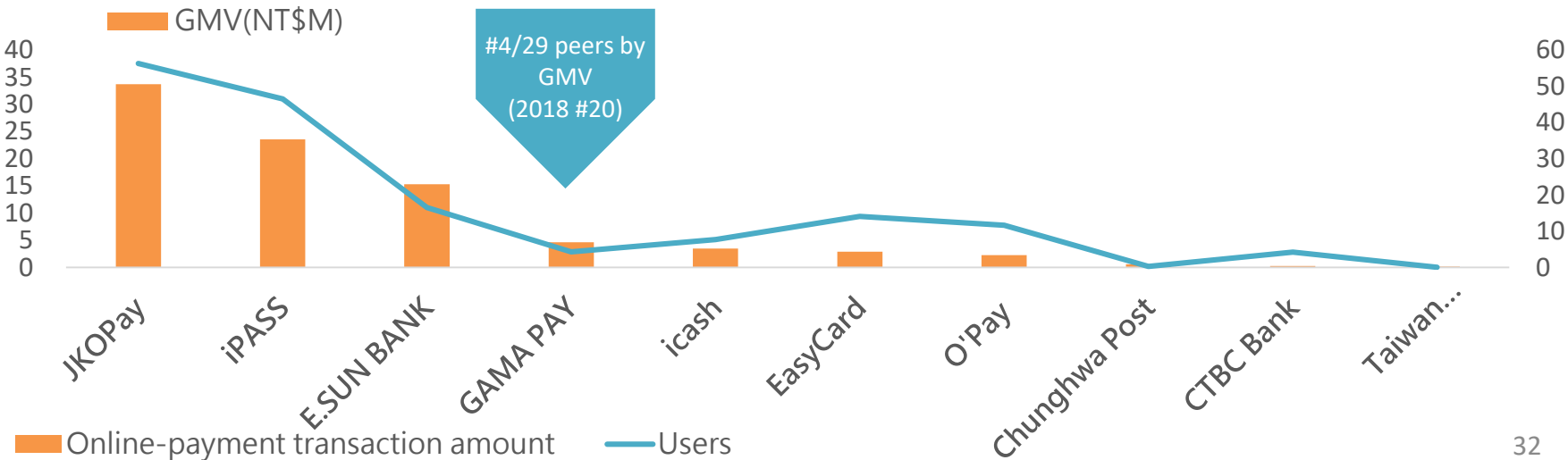
GAMAPAY GMV Growth



GAMAPAY Members Growth



2021 Electronic Payment Rankings in Taiwan

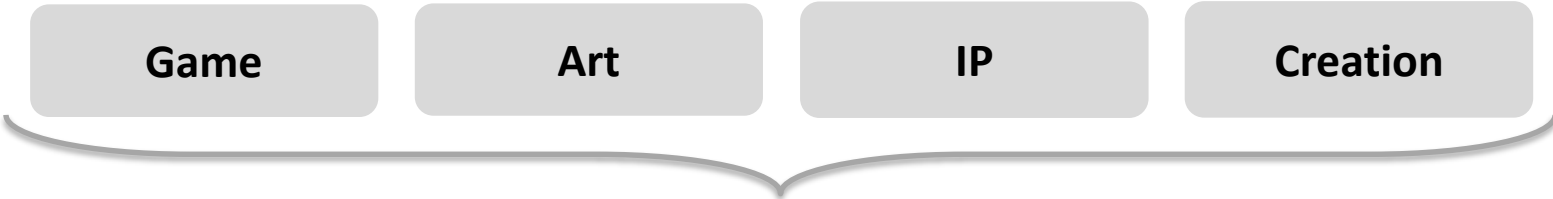


New Business: Blockchain as a service

GASH

Blockchain as a Service

Content



Integrated services make it easy for a person, company, or brand to mint, issue, and trade their own NFTs



Planning and minting customized NFTs



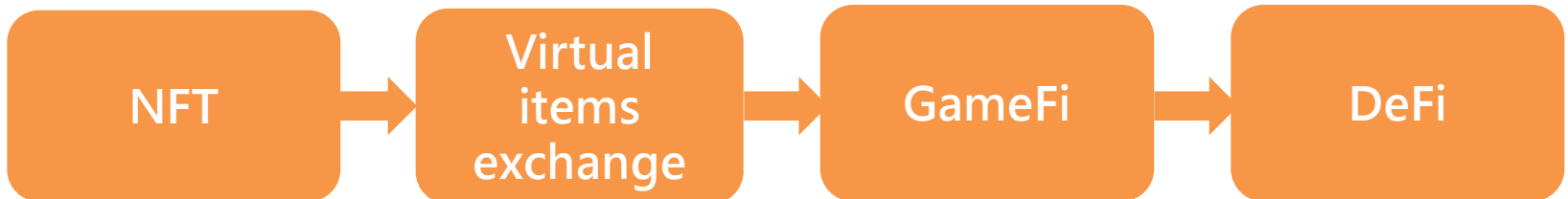
Issuing on public blockchains



Trading on Opensea



Integrated promotion



Financial Results

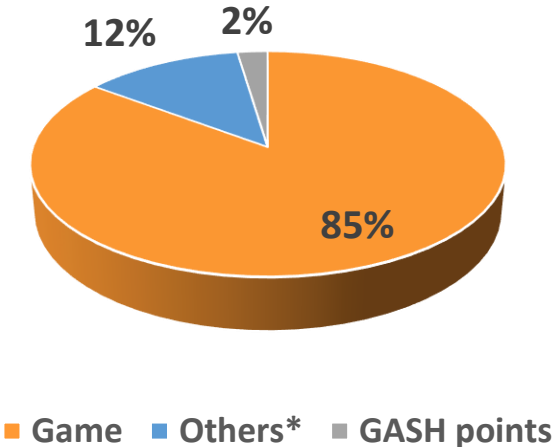
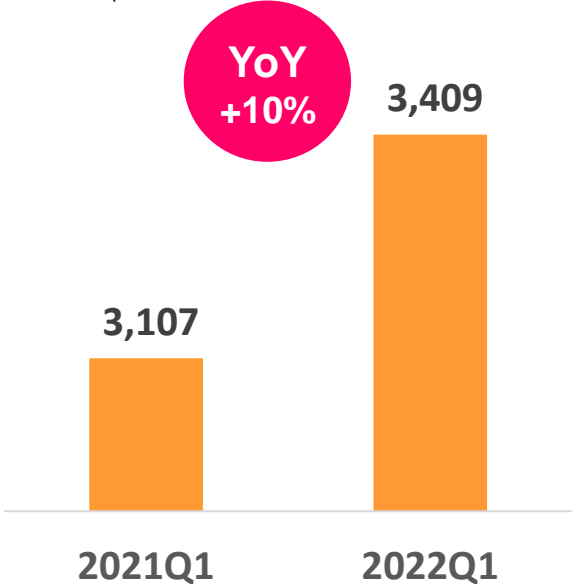


Financial Analysis: 2021 Revenue and Net Profit

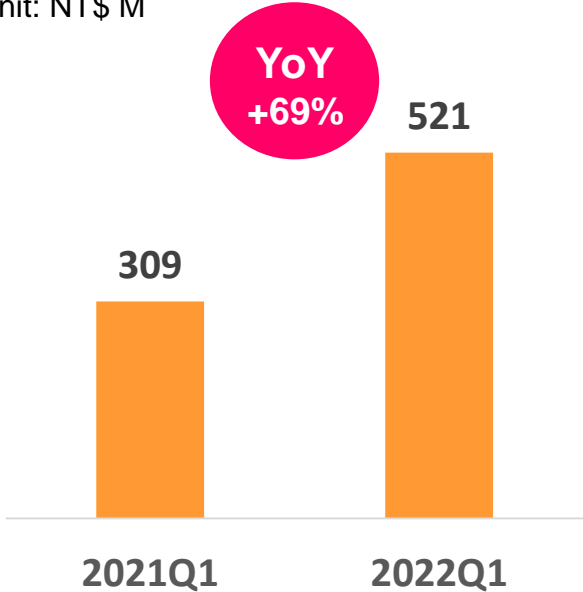
Consolidated Revenue

Net Profit

unit: NT\$ M



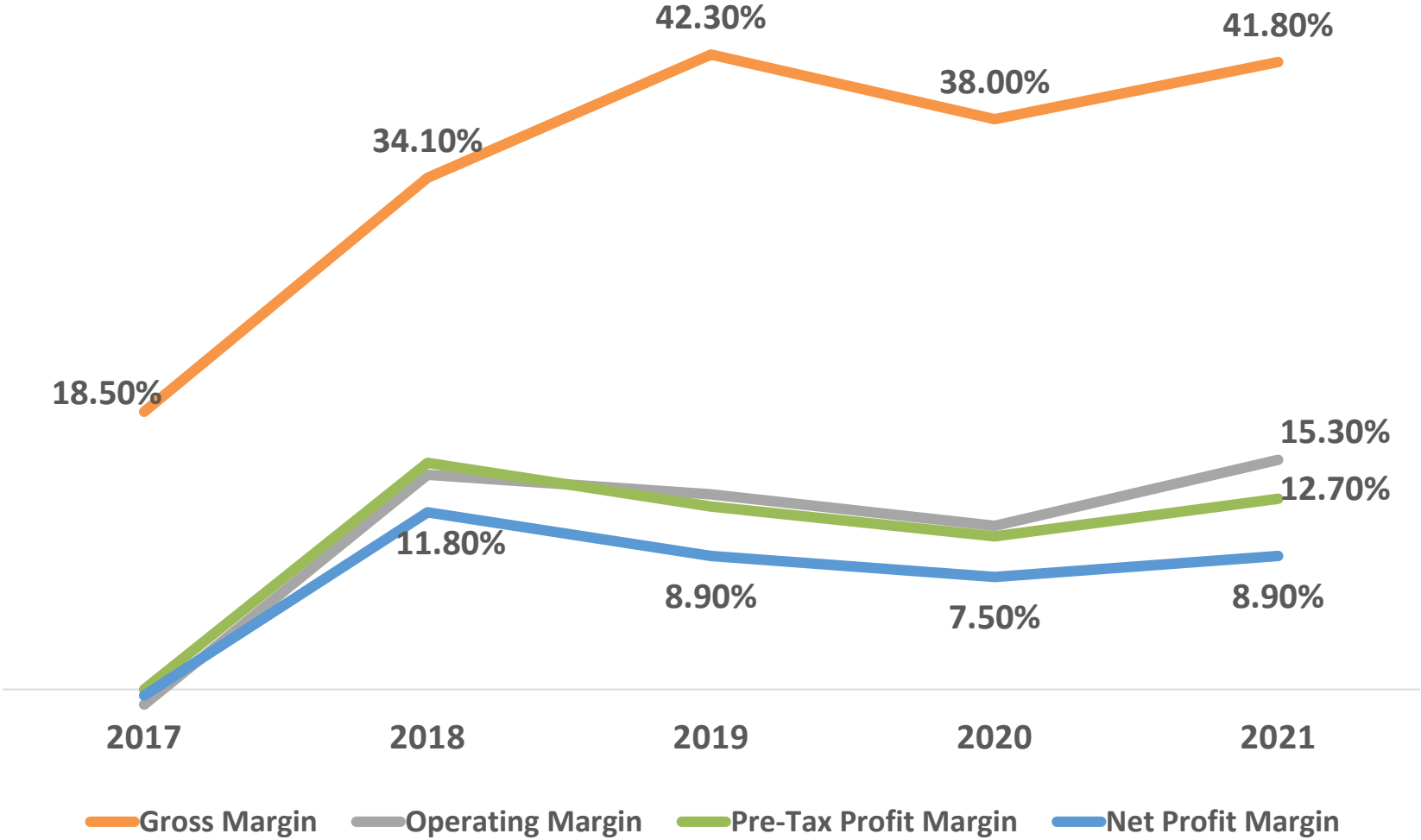
unit: NT\$ M



*Note: Others revenue is composed of Ecommerce, payment and media

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

Financial Analysis: Last 5 Years Profitability



2022Q1 Consolidated Income Statement

Unit: NT\$ million	Q122	Q121	YoY%
Consolidated revenue	3,409	3,107	10%
Operating costs	1,815	1,885	-4%
Gross profit	1,593	1,222	30%
Selling expenses	303	386	-21%
General and administrative expenses	419	312	35%
R&D expenses	84	90	-6%
Expected credit impairment loss (gain)	0	5	-96%
Total operating expenses	807	792	2%
Operating income	786	430	83%
Total non-operating income and expenses			
Profit before income tax	-75	-4	1630%
Income tax expense	711	426	67%
Profit for the period	186	133	40%
Profit (loss) attributable to owners of the parent	526	293	79%
Profit (loss) attributable to non-controlling interest	521	309	69%
Basic EPS	4	-16	-126%
Diluted EPS	2.97	1.76	

2022Q1 Consolidated Balance Sheet

Unit: NT\$ million	2022.3.31	2021.3.31
Current assets	6,390	5,422
Cash and cash equivalents	4,333	2,666
Accounts receivable	877	1,303
Other receivables	350	532
Prepayments	339	527
Other current assets	250	212
Non-current assets	3,941	4,731
Financial assets at fair value through other comprehensive income-non-current	170	189
Investment accounted for under equity method	139	191
PP&E	2,811	2,842
Intangible assets	543	1,238
Total assets	10,331	10,153
Current liabilities	3,789	4,161
Short-term borrowings	152	299
Accounts payable	608	604
Other payables	2,193	2,401
Non-current liabilities	166	171
Long-term borrowings	-	40
Total liabilities	3,955	4,332
Equity attributable to owners of parent	5,928	5,292
Share capital	1,755	1,755
Non-controlling interest	448	529
Total Equity	6,376	5,821
BPS	33.8	30.2

Summary

- **Game** : Maplestory strong momentum resulted in a record-high sales in 2021 and 1Q22, other games also had solid performance.
- **Non-gaming** : Aligned with 2022 group strategy, we keep expanding beanfun! ecosystem, business model continued to evolve, and leveraged the benefit.
- **New business** : Launch Baas(Blockchain as a service) and expand to Web3.0
- **Financial overview** : 1Q22 both gross profit and operating income reached an all-time high for a single quarter, the net income to owners of the parents also reached a record high.

Q&A

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