

# gamania

**Gamania Group**

**6180-TT**

**Aug 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\$10.7B / US\$360M (2022/8/5)
- **Headcount:** 1,017

# 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



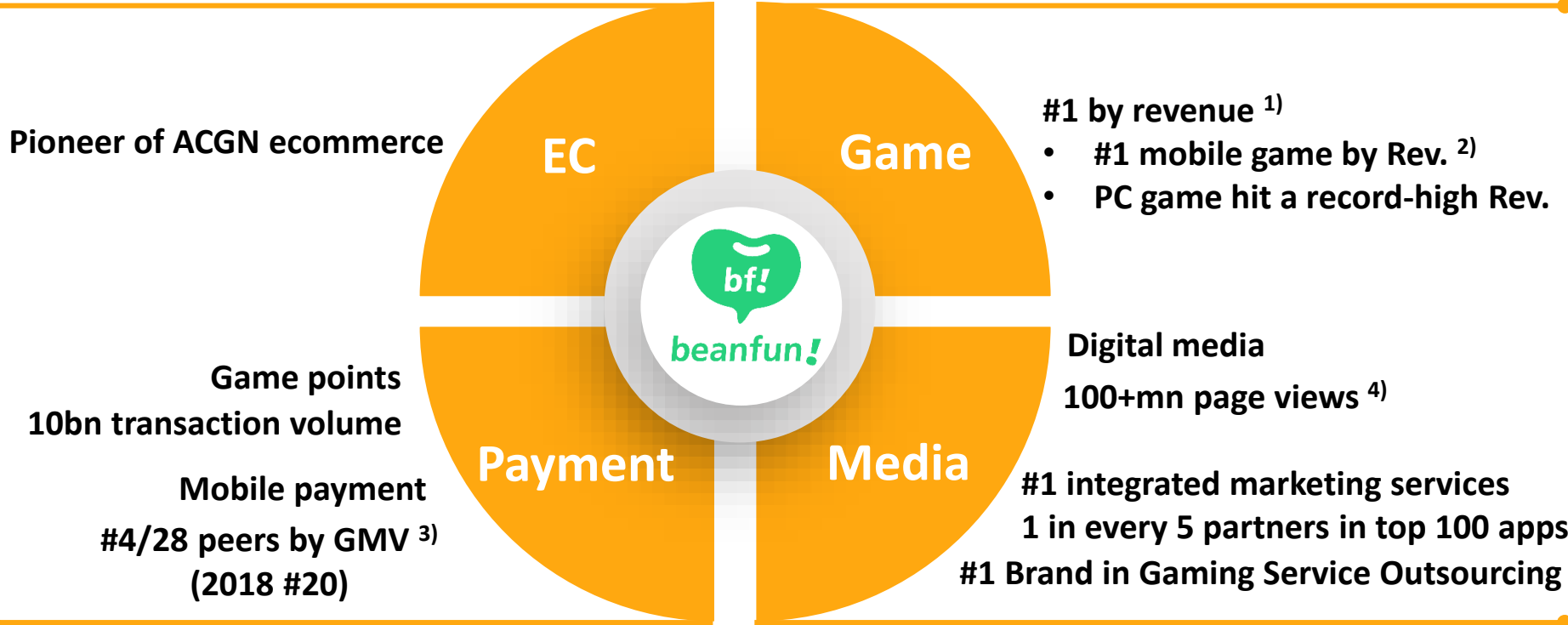
# Major Business

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

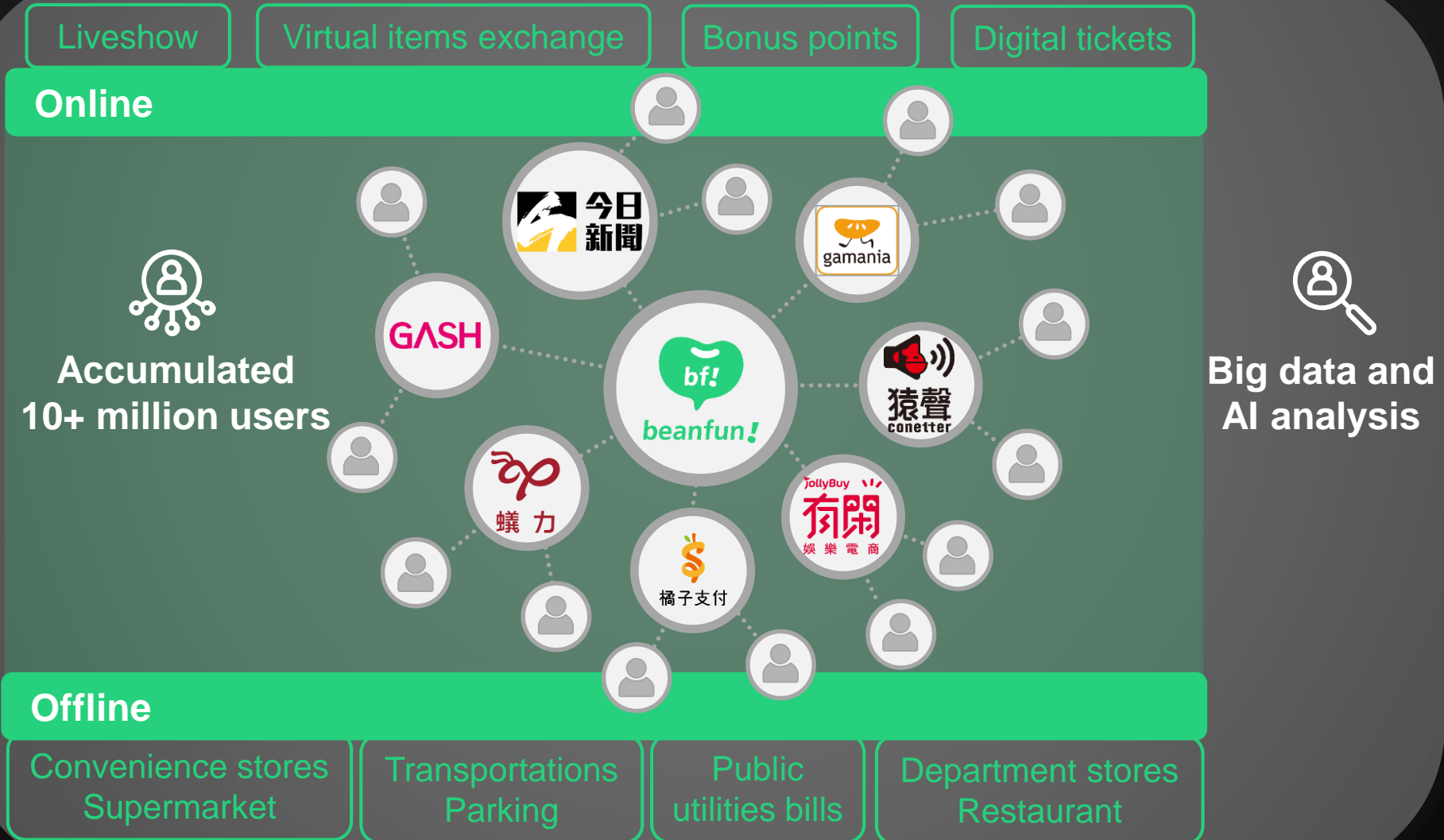




# Our Vision for beanfun!



"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**

# beanfun! Ecosystem



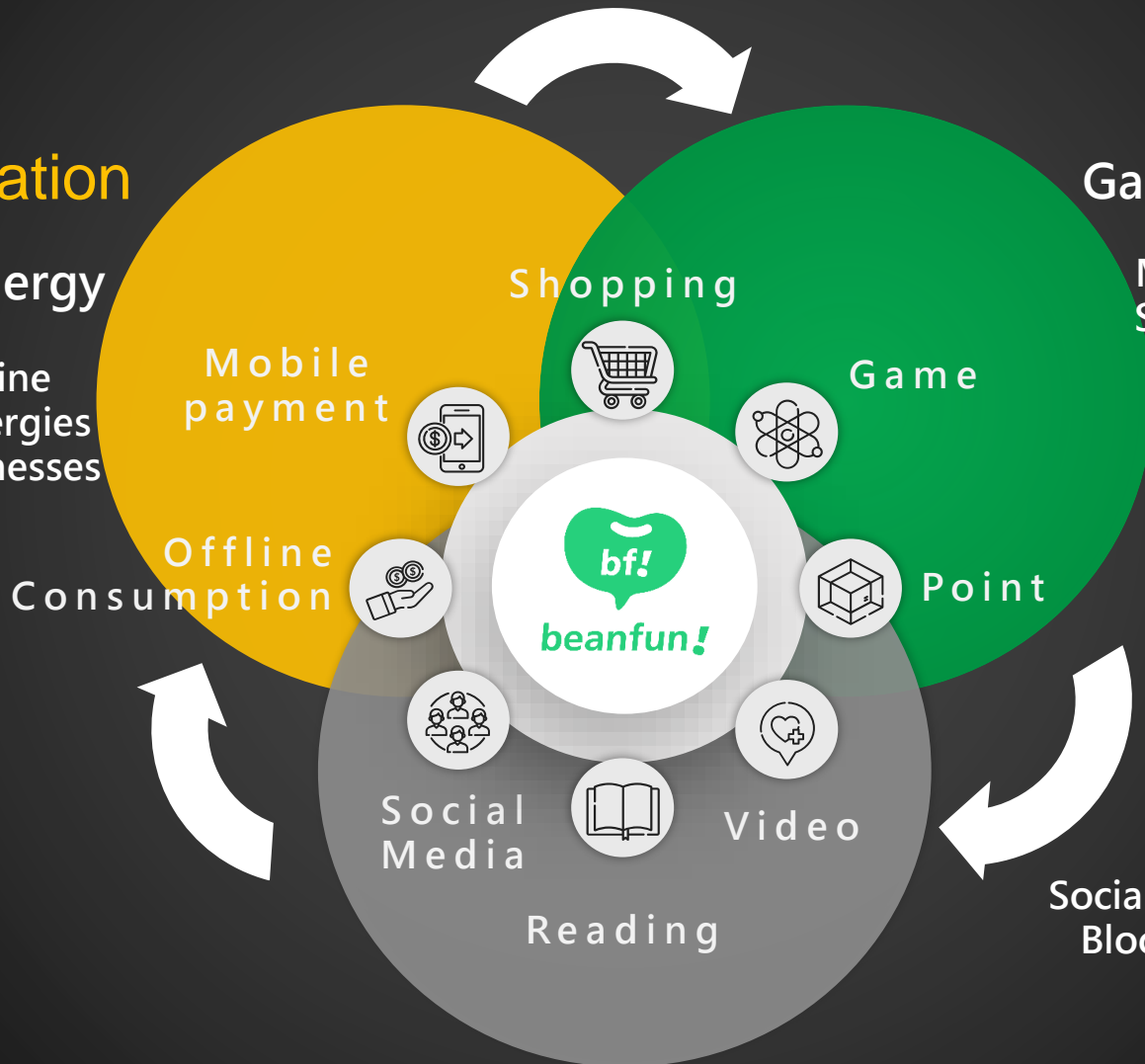
# beanfun! Opportunity



## 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

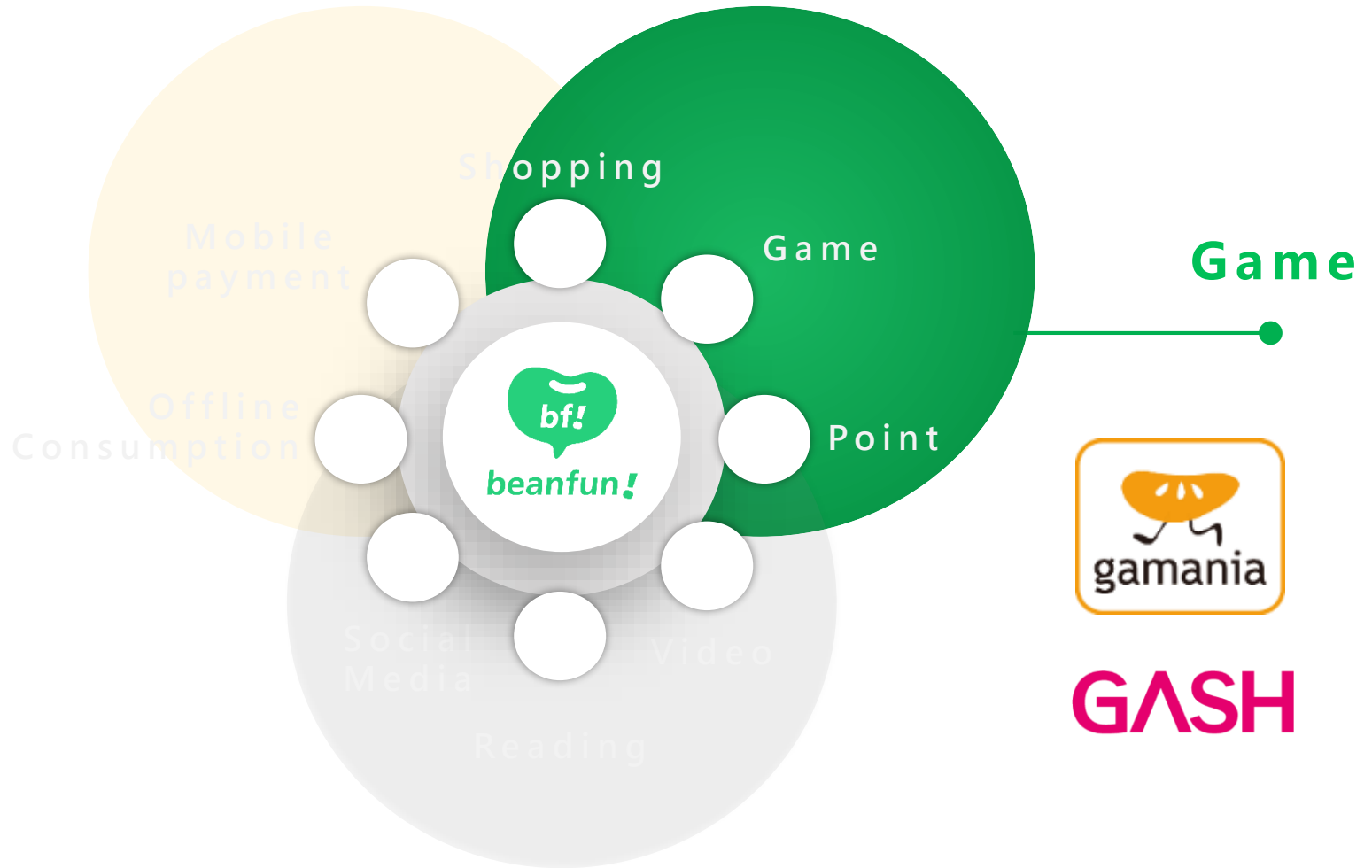
Social Media/Entertainment  
Blockchain/NFT/Web3.0

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

# Gamania Business



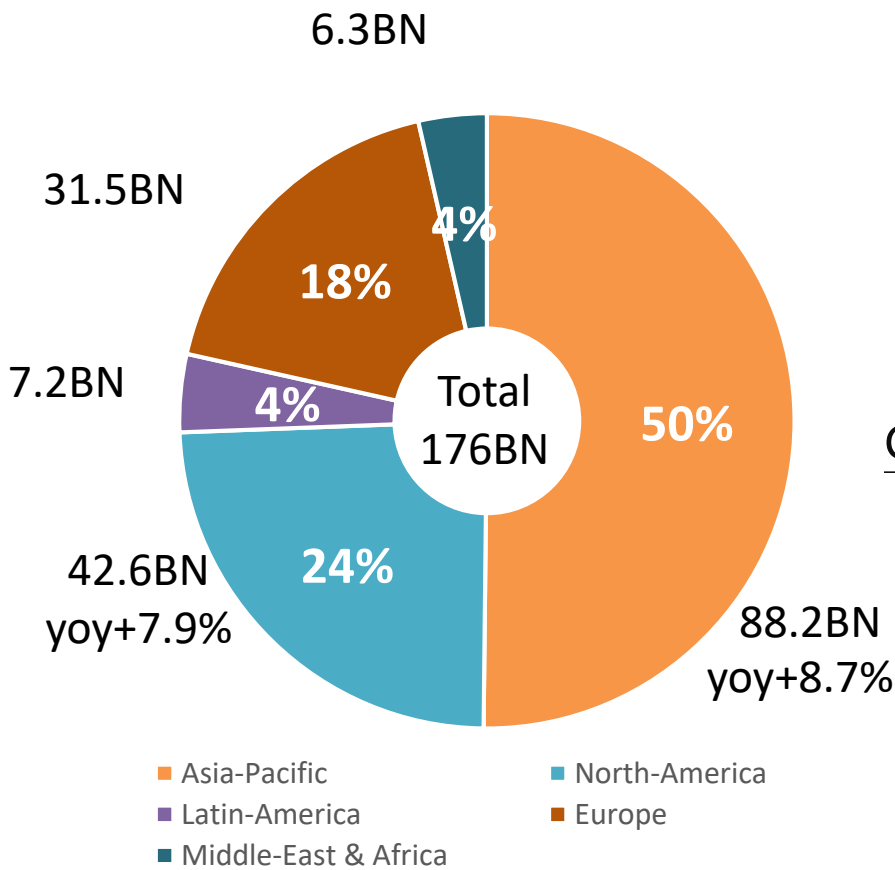
# Gamania Business: Game



# Industry outlook: Global Games Market

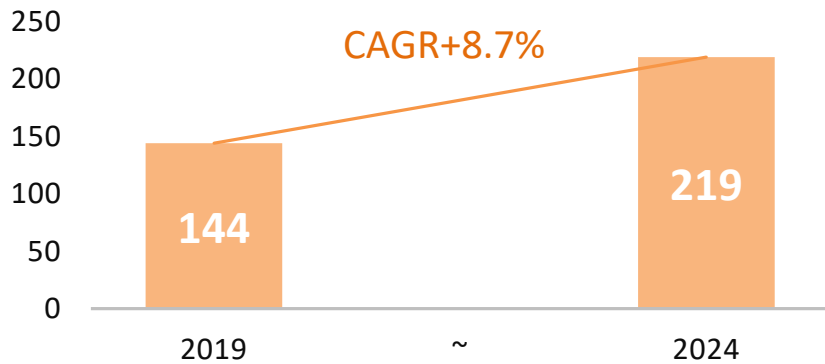
(Unit:USD BN)

Games Market Per Region 2021

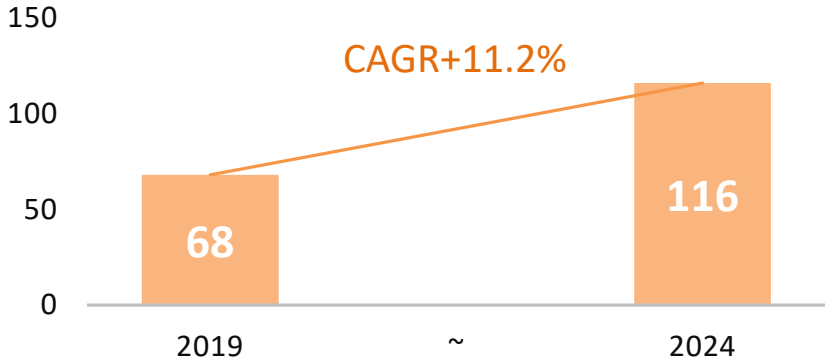


Source: Newzoo 2021

Global Games Market Forecast



Global Mobile Games Revenue Forecast

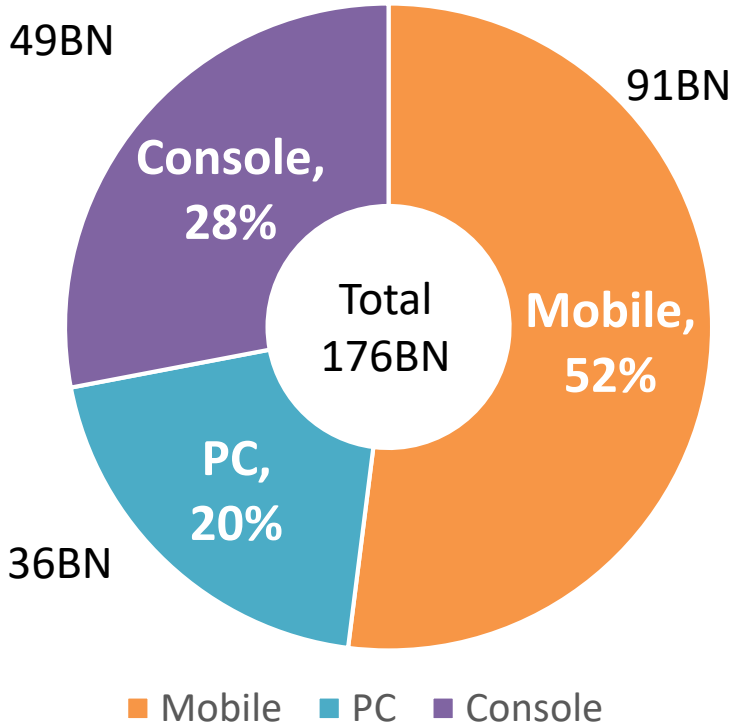




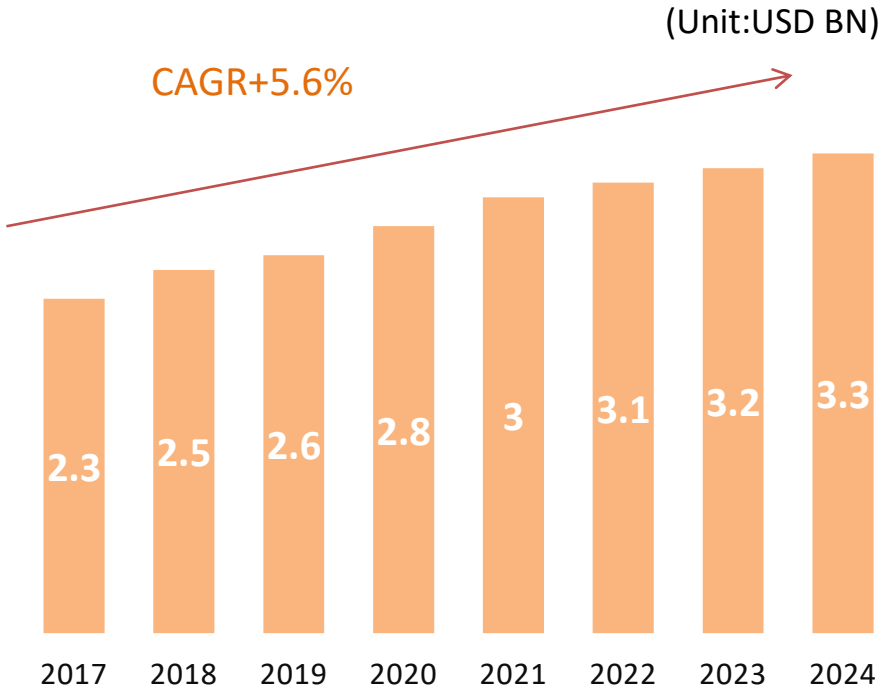
# Industry outlook: Global Games Market

(Unit:USD BN)

Global Games Per Platform 2021



Global Games Players Forecast (2017~2024)

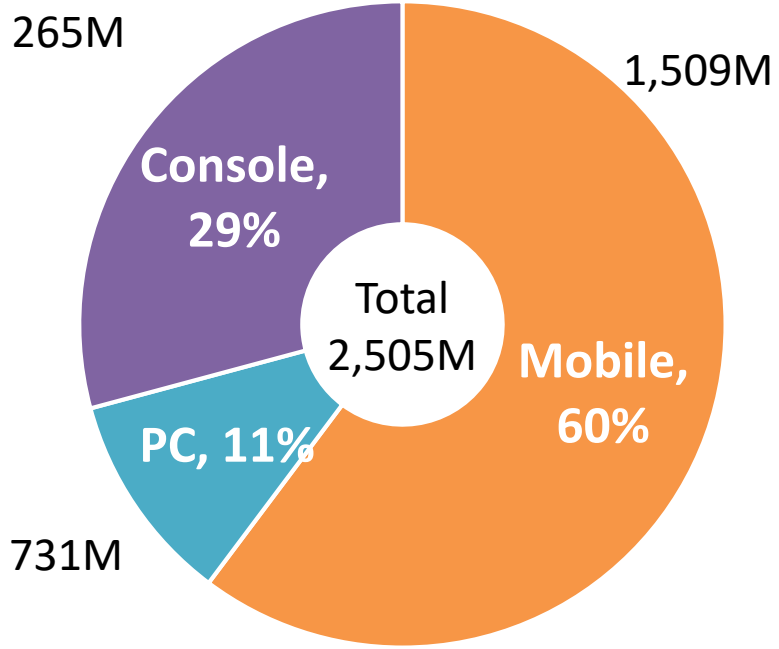


Source: Newzoo 2021

# Industry outlook: Taiwan Games Market

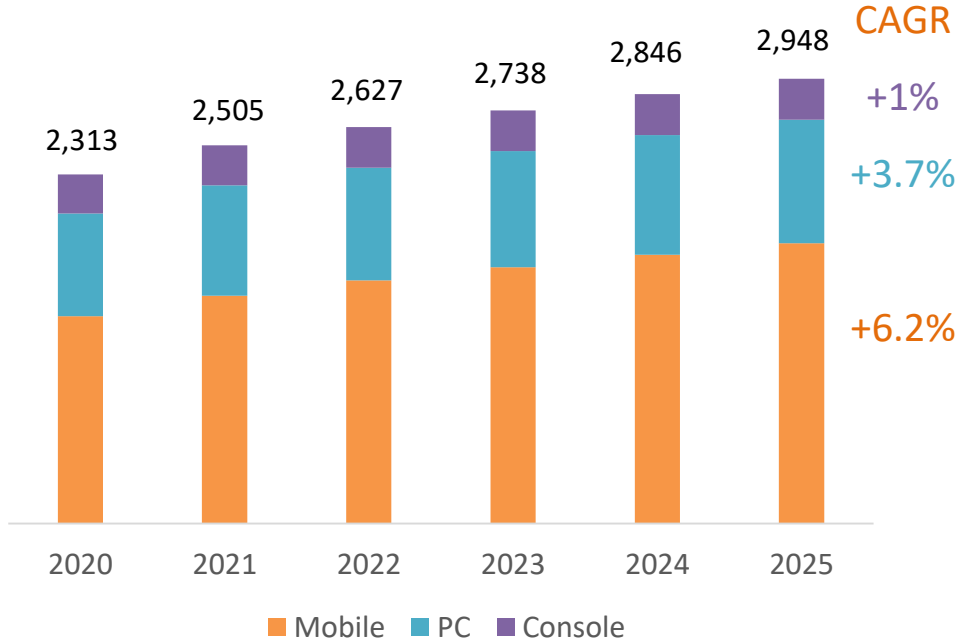
Taiwan Games Per Platform 2021

(Unit:USD M)



Platform Growth 2020-2025

(Unit:USD M)

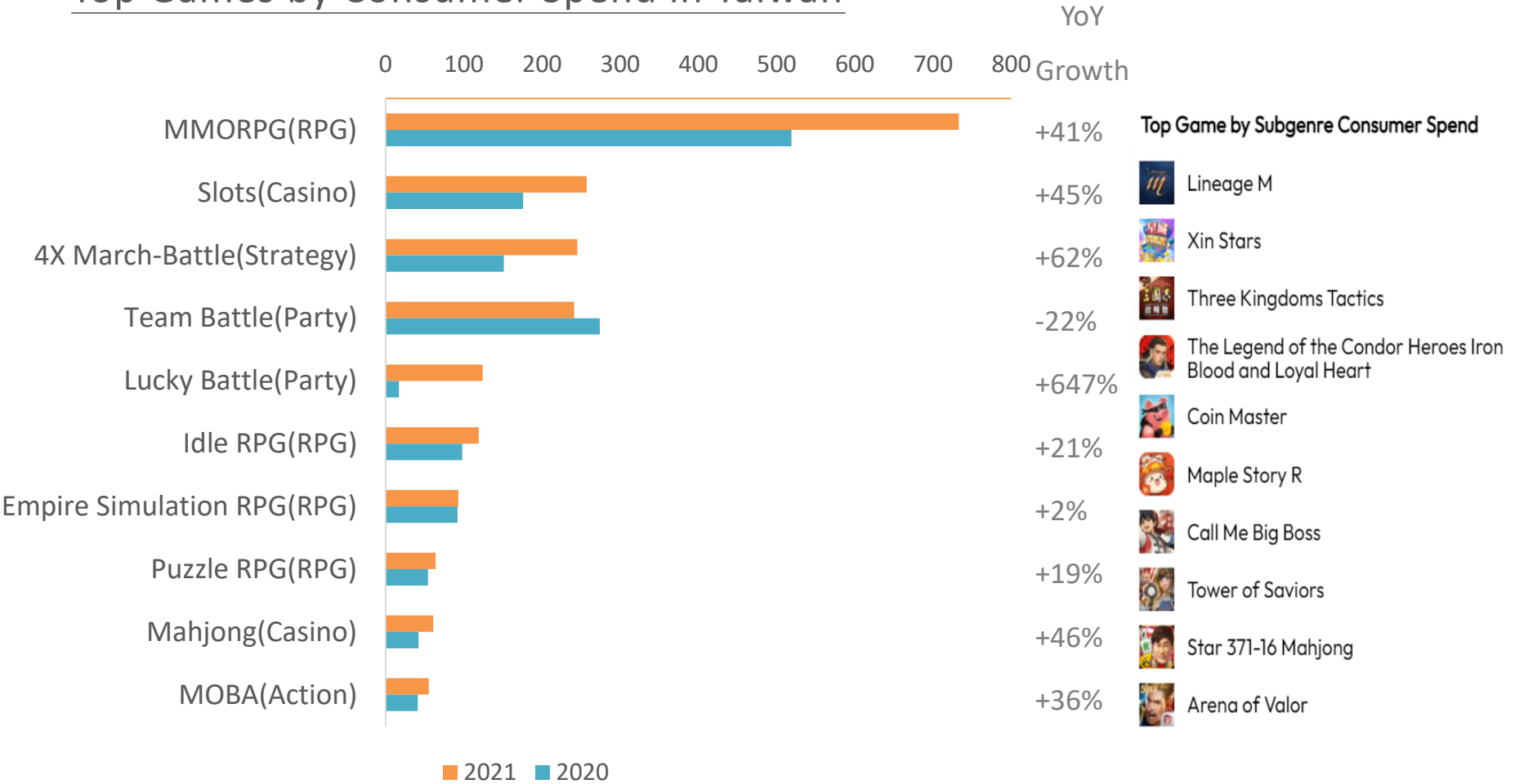


Source: PwC Global Entertainment&Media Outlook 2021~2025

# Industry outlook: Taiwan Games Market

(Unit:USD M)

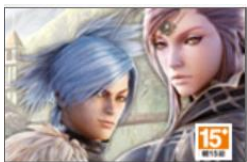
## Top Games by Consumer Spend in Taiwan



Source: data.ai

# Key Titles

## PC Games



Lineage



MapleStory



Lineage Remastered



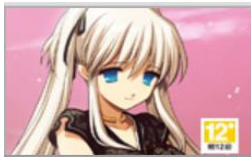
DragonNest



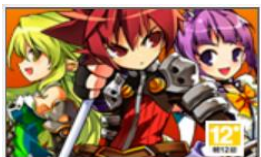
CSO



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
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 Hit A Record-high Sales

Optimize to extend life cycle

X

Brand repositioning

X

Partner with domestic well-known IP



2022 Brand ambassador 「Atom Boyz」

large scale update and new class

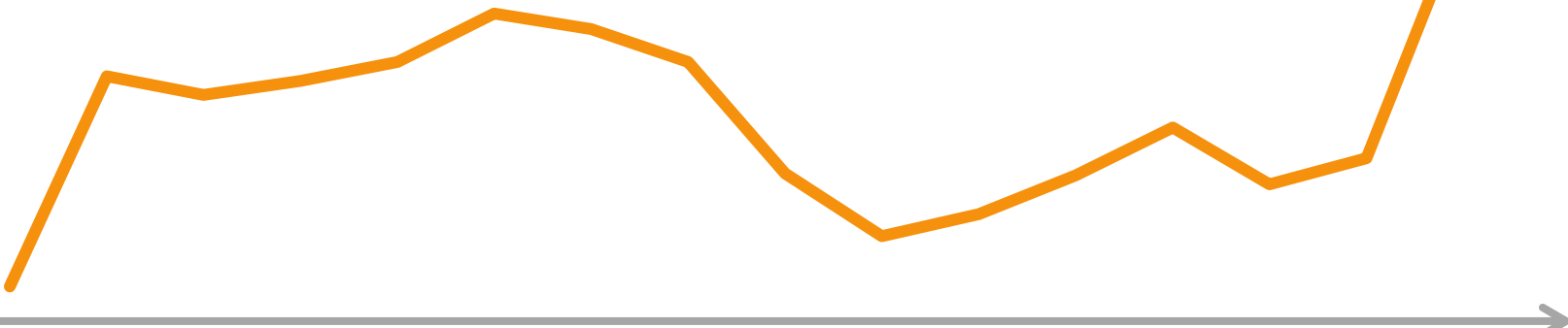
campaign with illustration IP “貓貓蟲咖波”

exclusive overseas system

large scale update with reshaping brand image

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

Yearly sales



2005 launch in June

2020 2021



# Best Partner To Operate Popular Games

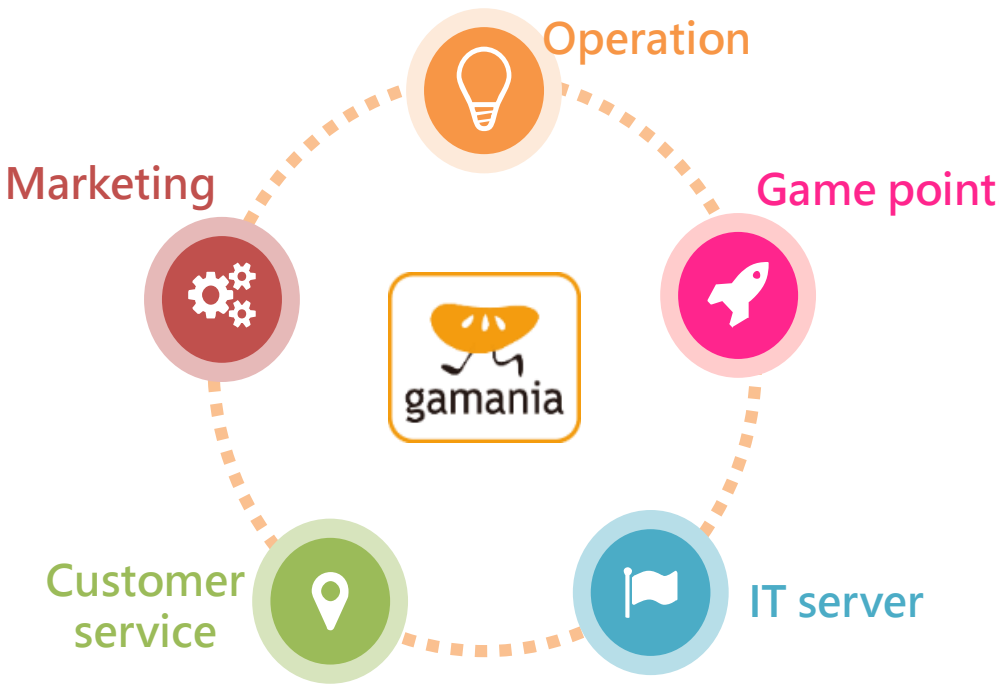
Successfully operates popular IP games in Asia for over 27 years

Massive traffic → Business synergies → Strong cash flow

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

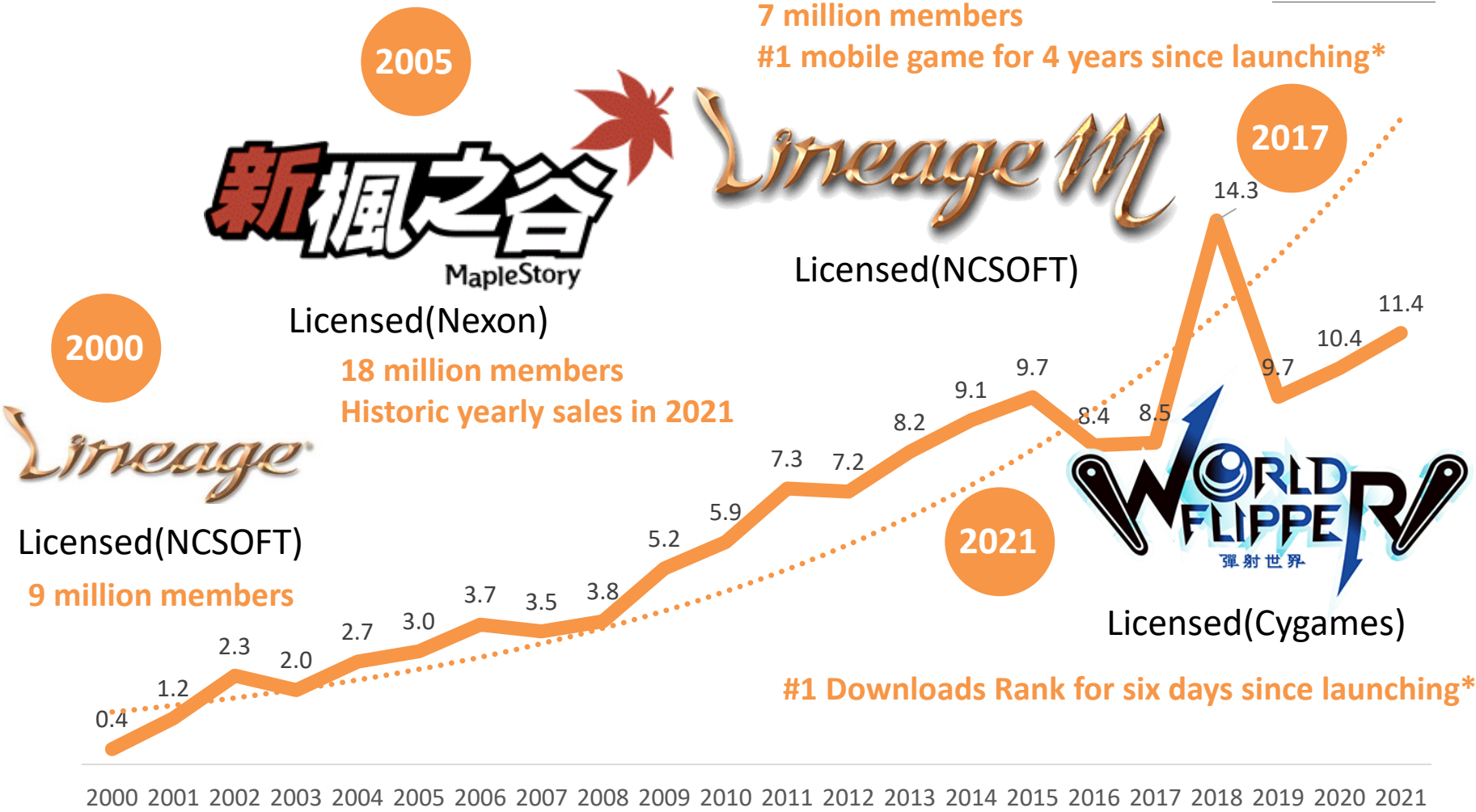
Extensive experience in local market operation

X



# Yearly Revenue Trend(2001~2021)

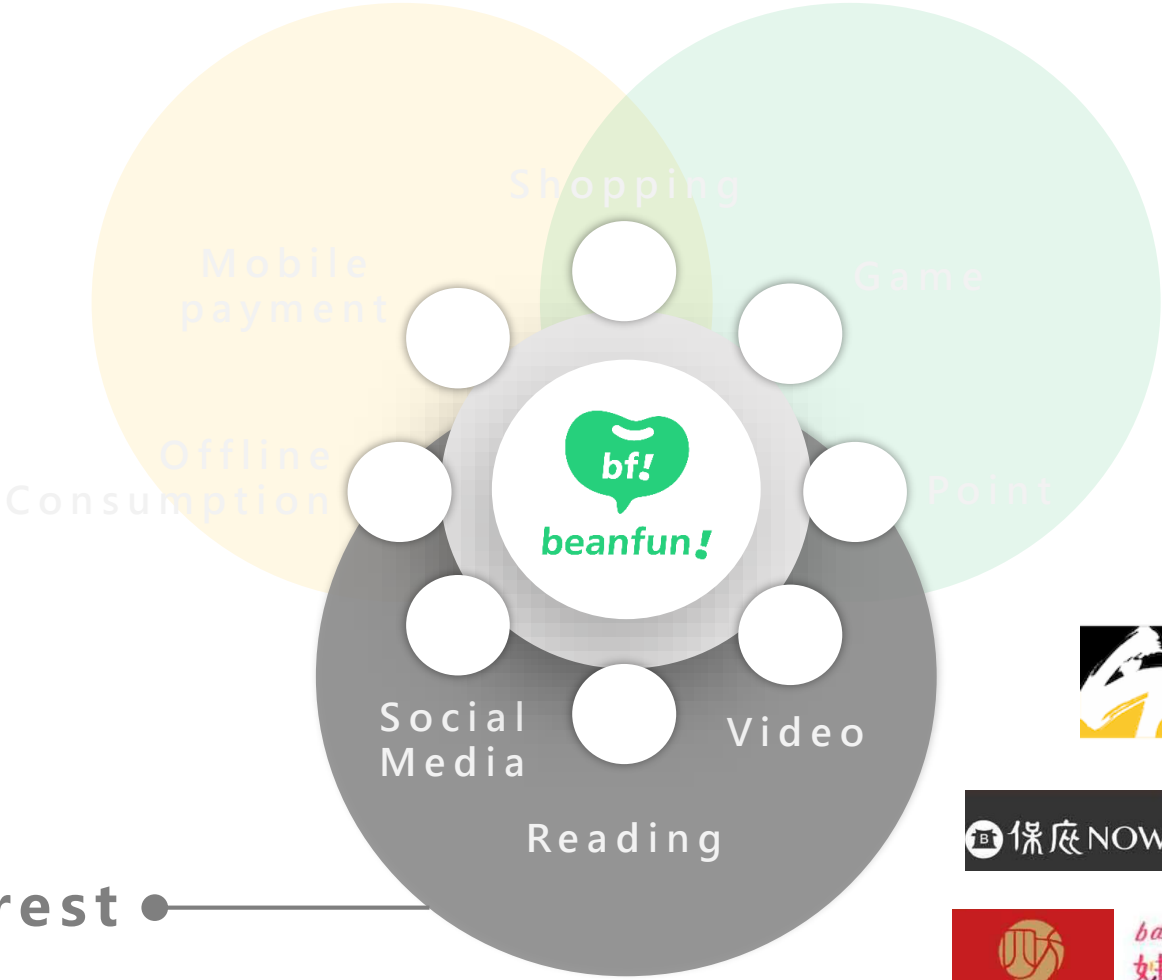
(Unit:NTD BN)



\*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 24



# Gamania Business: Interest



Interest ●



# Media

Largest Integrated Marketing Company in Taiwan's Internet Industry

Influential Media in Taiwan  
100m+ page views

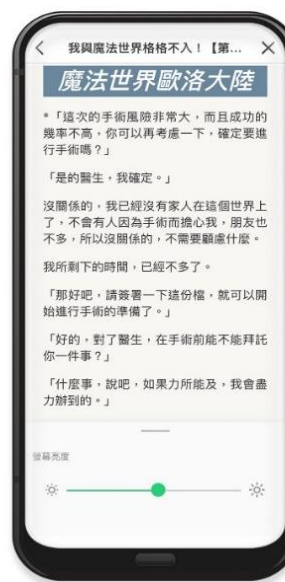
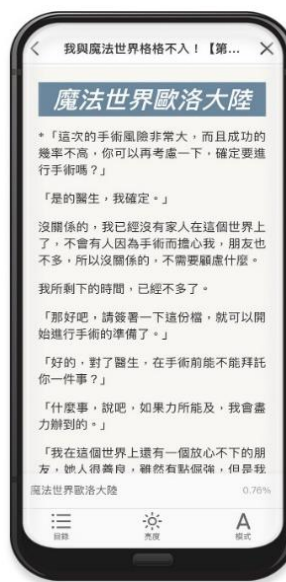


Leading Brand in Gaming Service Outsourcing

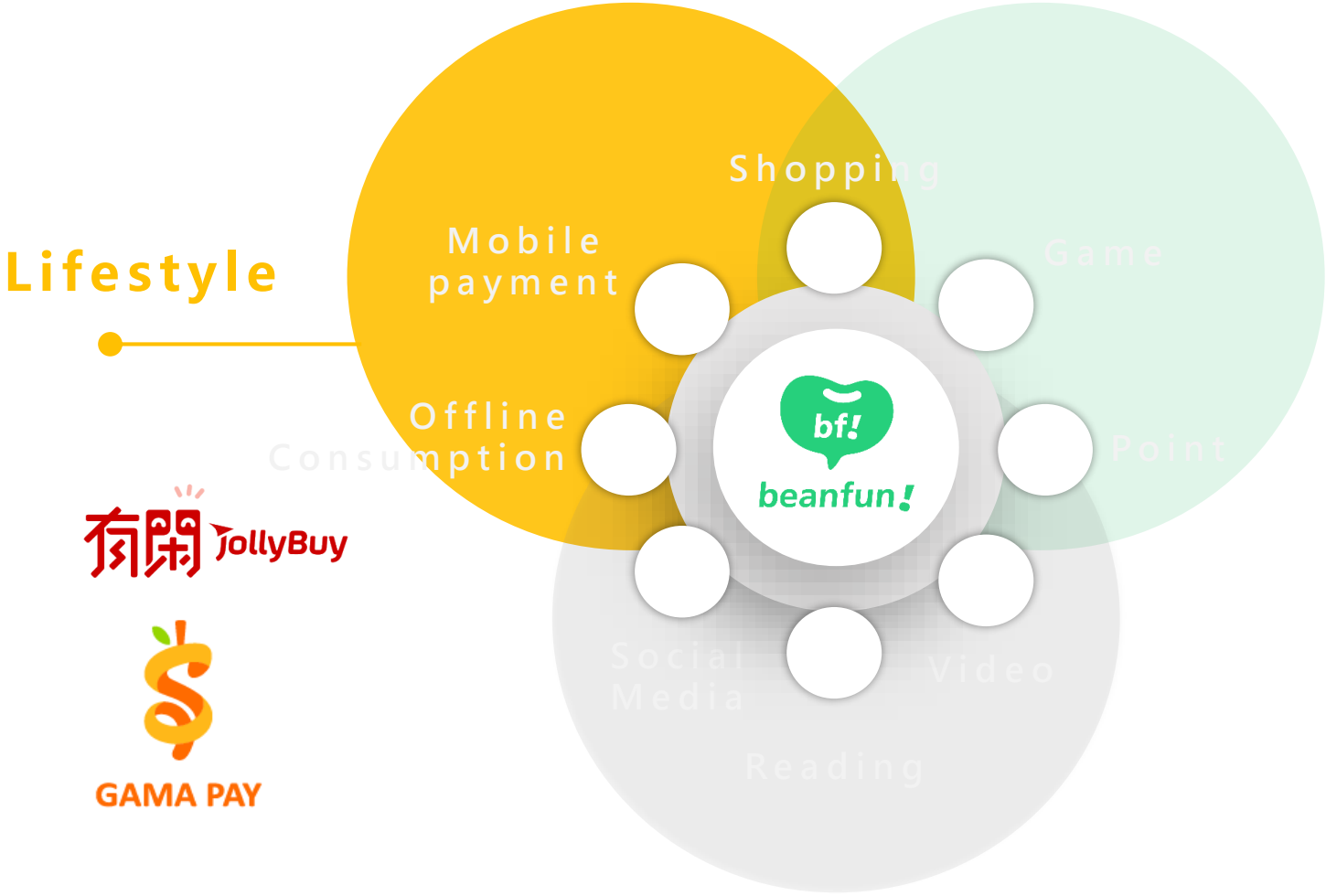


# Digital Novels And Comics

- 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



Lifestyle

Mobile payment

Shopping

Game

Offline Consumption

Point

bf!  
beanfun!

Social Media

Video

Reading

有開 JollyBuy



GAMA PAY

# Ecommerce



Pioneer of ACGN ecommerce, enhance differentiated marketing



Differentiation

**A**nime

**C**omics

**G**ames

**N**ovels

Monetization

**2022H1**

Average buyers from beanfun!

**YoY+96%**

GMV from beanfun!

**YoY+135%**

Toys & Figures GMV

**YoY+72%**

Digital Tickets GMV

**YoY+31%**

Game Related GMV

**YoY+51%**

# GAMA PAY Convenient Cash Flow Service



GAMA PAY



User data analytics

User preservation and activation

2021 Ranked No.

Number of Payment Locations in Taiwan

Monthly Effective Data Count

4/29 peers by GMV

70K+

1.2M+

Instant & Convenient

Huge User Base

Integrated Marketing

Data Application

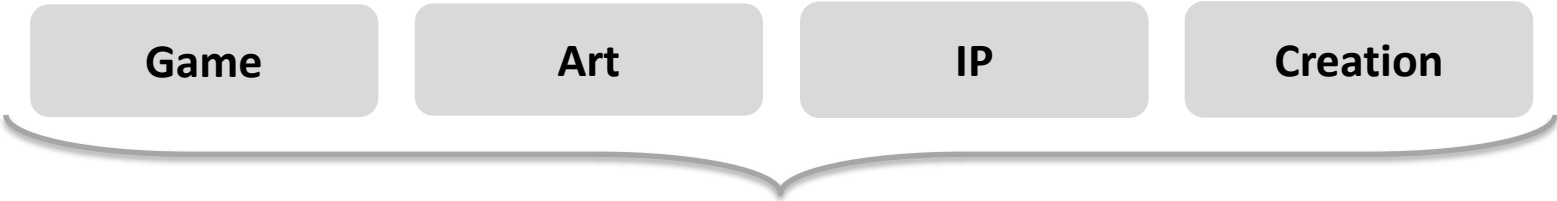
Bonus Point

# 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



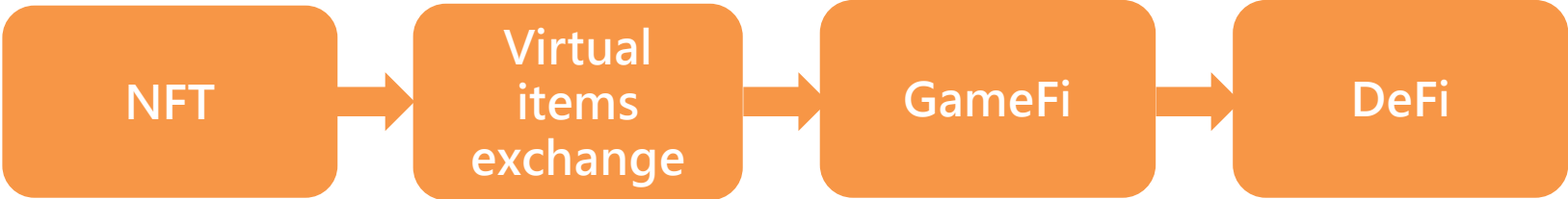
Issuing on public blockchains



Trading on Opensea



Integrated promotion



# Financial Results

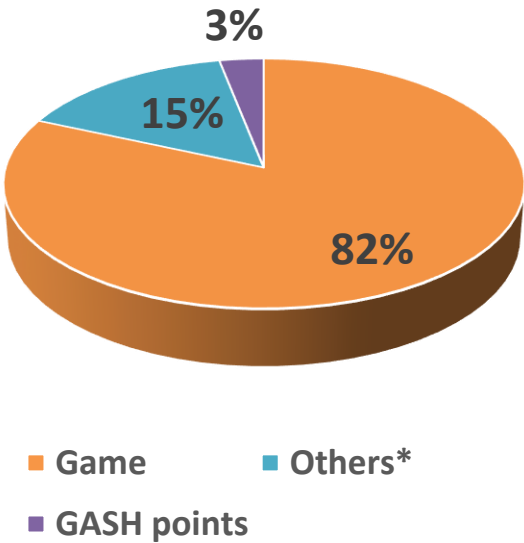
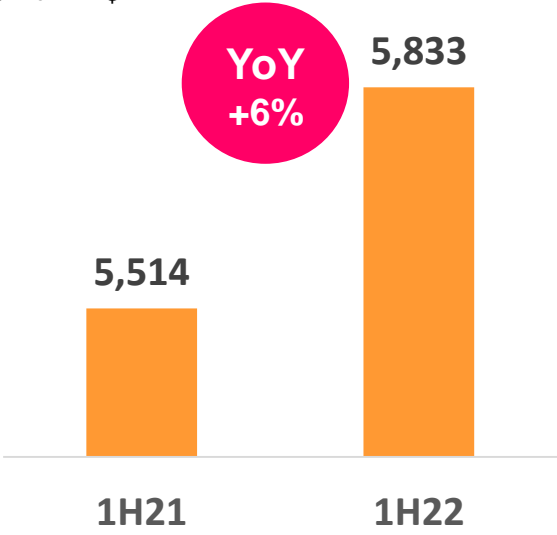




# Financial Analysis: 2022H1 Revenue and Net Profit

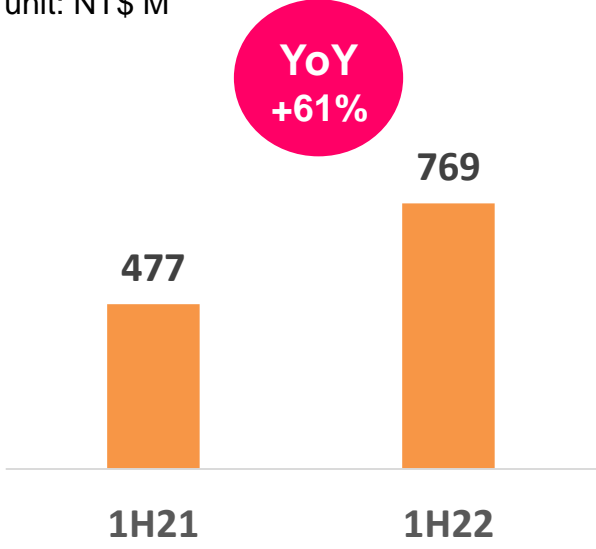
## Consolidated Revenue

unit: NT\$ M



## Net Profit

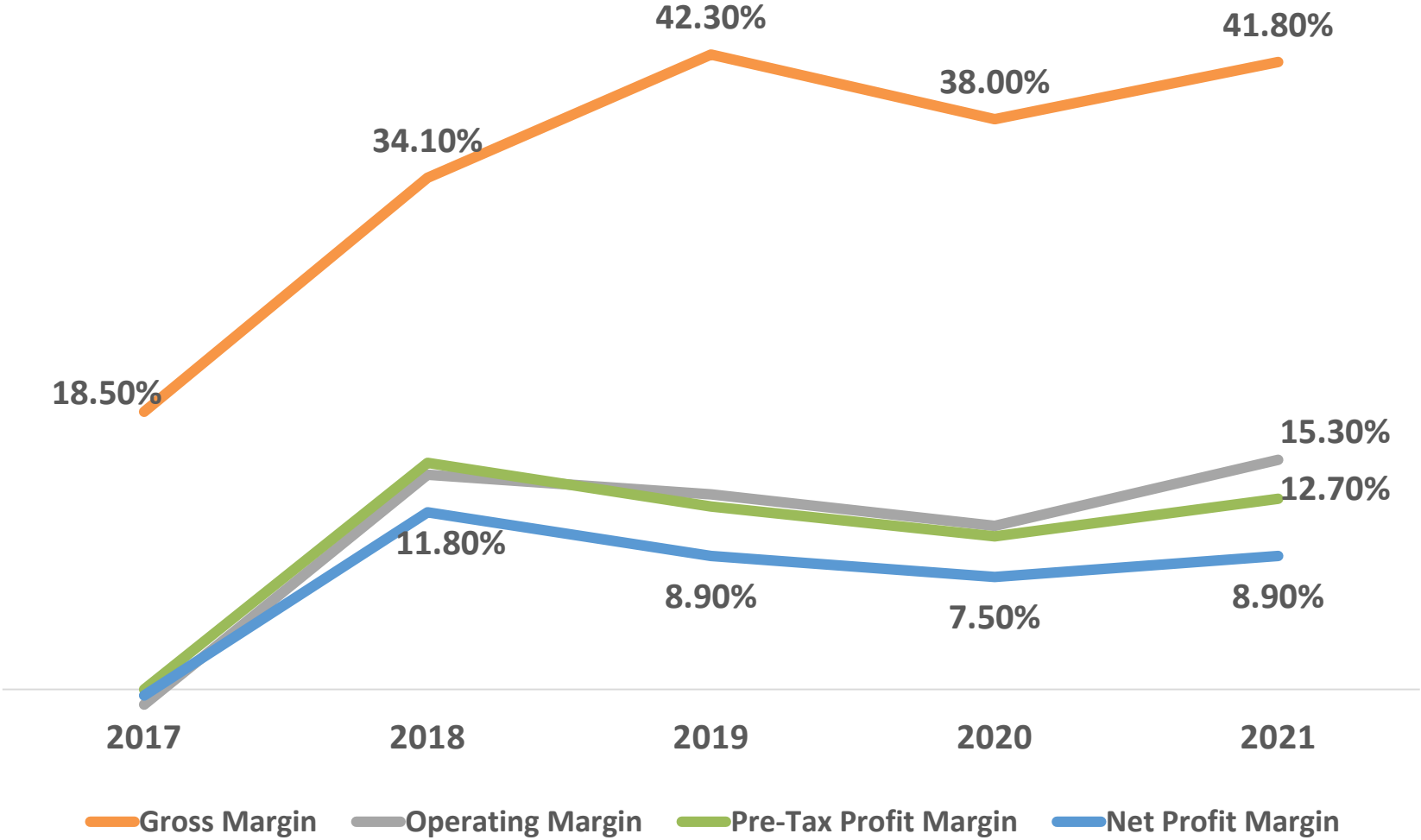
unit: NT\$ M



\*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



# 2022H1 Consolidated Income Statement

Unit: NT\$ million	1H22	1H21	YoY%	2Q22	2Q21	YoY%
<b>Consolidated revenue</b>	5,833	5,514	6%	2,425	2,407	1%
<b>Operating costs</b>	3,286	3,431	-4%	1,471	1,546	-5%
<b>Gross profit</b>	2,547	2,083	22%	954	861	11%
Selling expenses	618	683	-9%	315	297	6%
General and administrative expenses	656	574	14%	237	263	-10%
R&D expenses	209	184	13%	125	95	32%
Expected credit impairment loss (gain)	1	7	-84%	1	3	-64%
<b>Total operating expenses</b>	1,484	1,449	2%	677	657	3%
<b>Operating income</b>	1,063	634	68%	277	204	36%
Total non-operating income and expenses	(71)	(10)	617%	4	(6)	-172%
<b>Profit before income tax</b>	992	624	59%	281	198	42%
Income tax expense	224	179	25%	38	47	-17%
<b>Profit for the period</b>	768	445	73%	242	152	60%
<b>Profit (loss) attributable to owners of the parent</b>	769	477	61%	248	168	48%
Profit (loss) attributable to non-controlling interest	(1)	(32)	-95%	(6)	(16)	-66%
Basic EPS	4.38	2.72	61%	1.41	0.96	47%
Diluted EPS	4.32	2.69	61%	1.4	0.95	47%

# 2022H1 Consolidated Balance Sheet

Unit: NT\$ million	2022.6.30	2021.6.30
<b>Current assets</b>	<b>6,528</b>	<b>5,710</b>
Cash and cash equivalents	4,225	3,211
Accounts receivable	1,007	1,201
Other receivables	370	288
Prepayments	388	434
Other current assets	233	305
<b>Non-current assets</b>	<b>3,923</b>	<b>4,679</b>
Financial assets at fair value through other comprehensive income-non-current	146	180
Investment accounted for under equity method	144	211
PP&E	2,812	2,830
Intangible assets	547	1,186
<b>Total assets</b>	<b>10,451</b>	<b>10,389</b>
<b>Current liabilities</b>	<b>4,569</b>	<b>4,331</b>
Short-term borrowings	143	153
Accounts payable	661	675
Other payables	3,096	2,722
<b>Non-current liabilities</b>	<b>157</b>	<b>124</b>
Long-term borrowings	0	0
<b>Total liabilities</b>	<b>4,726</b>	<b>4,455</b>
<b>Equity attributable to owners of parent</b>	<b>5,301</b>	<b>5,432</b>
Share capital	1,755	1,755
Non-controlling interest	424	502
<b>Total Equity</b>	<b>5,725</b>	<b>5,934</b>
<b>BPS</b>	<b>32.6</b>	<b>33.8</b>

# Summary

- **Game** : Maplestory strong momentum resulted in a record-high sales in 2Q22, 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. Gamapay has committed to substitute deposit account consumption rate for credit card rate.
- **GASH New business** : Launch Baas(Blockchain as a service) and expand to Web3.0
- **Financial overview** : As the product mix shifted toward the ones with higher gross-margin and the better expense ratio, both gross profit and operating income reached an all-time high for the first half year.

# Q&A

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