

# gamania

**Gamania Group**

**6180-TT**

**Mar 2023**

## 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**

# Summary

- Fiscal year 2022 consolidated revenue was NT\$11.4 billion, gross profit was NT\$4.7 billion, net income to owners of the parents was NT\$1.3 billion, EPS was NT\$7.29, maintaining the stable operating results of the previous year. Cash dividend is NT\$5.8 per share, with a payout ratio of 80%.
- MapleStory (PC) hit the record-high with revenue YoY+20%, and the other games stably performed. The process of acquiring new licensed games is actively ongoing, and the development of in-house games is being accelerated.
- Other Business: Diverse profits were realized due to the excellent performance of GASH and Digicentre. The other entities are actively transforming, guided by the group's strategy.

# Overview



# Company Profile



- **Founded:** June 1995
- **IPO:** May 2002 (6180 TT)
- **CEO:** Mr. Albert Liu
- **Market Cap:** NT\$13B / US\$430M (2023/3/16)
- **Headcount:** 1,028

# Business Roadmap: Innovative service launch



## Game Development

Publishing  
Operation

Customer  
Services

Mobile  
Payment

Ecommerce

Platform



Game  
Points

Cloud Computing  
Cyber Security

Integrated  
Marketing  
Services

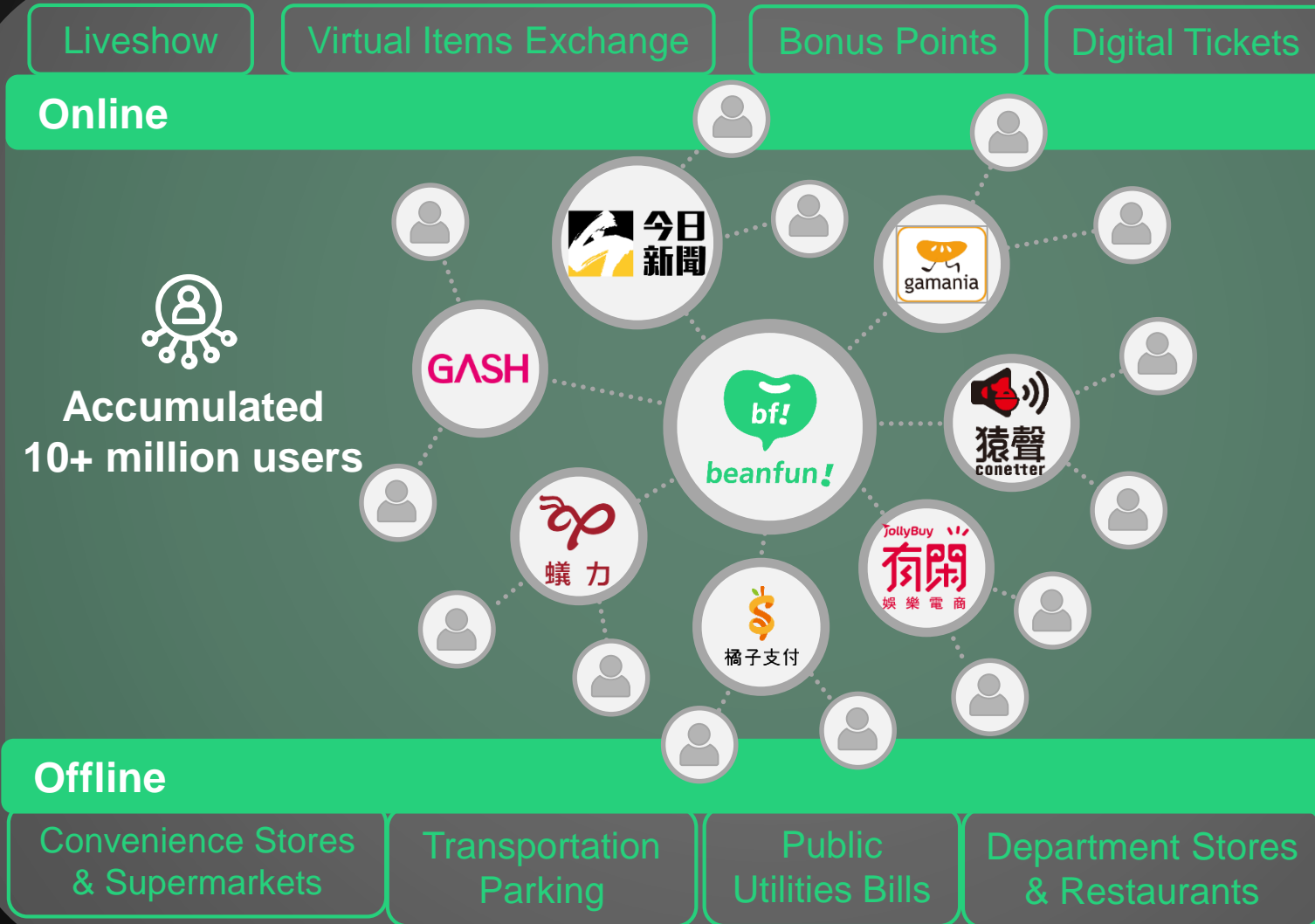
Digital  
Media



# Our Vision for beanfun!



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



Liveshow

Virtual Items Exchange

Bonus Points

Digital Tickets

Online

Accumulated  
10+ million users

Big data and  
AI analysis

Offline

Convenience Stores  
& Supermarkets

Transportation  
Parking

Public  
Utilities Bills

Department Stores  
& Restaurants



# beanfun! Ecosystem



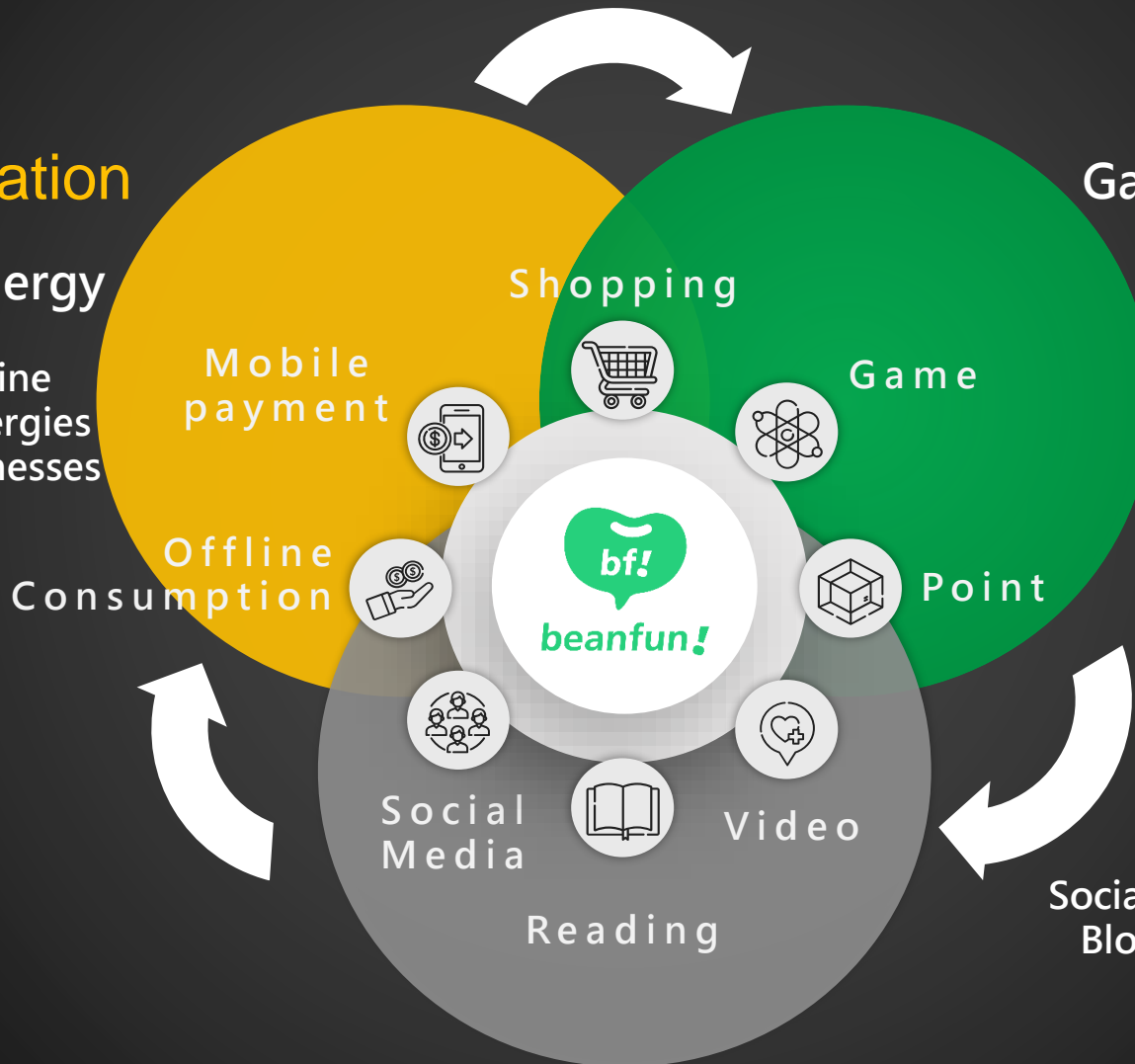
# beanfun! Opportunity



## 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

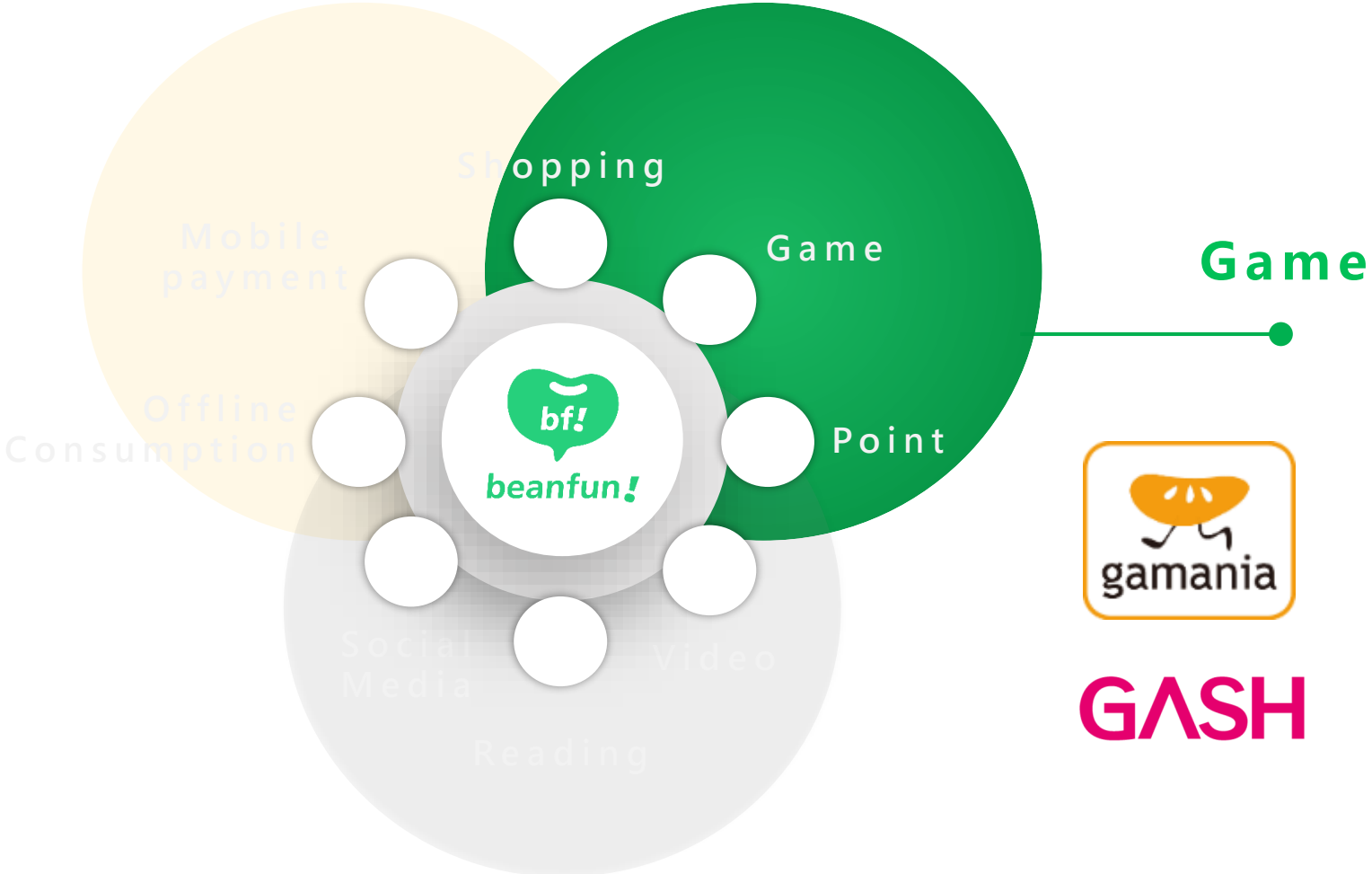
### Digital Trends

Social Media/Entertainment  
Blockchain/NFT/Web3.0

# Gamania Ecosystem



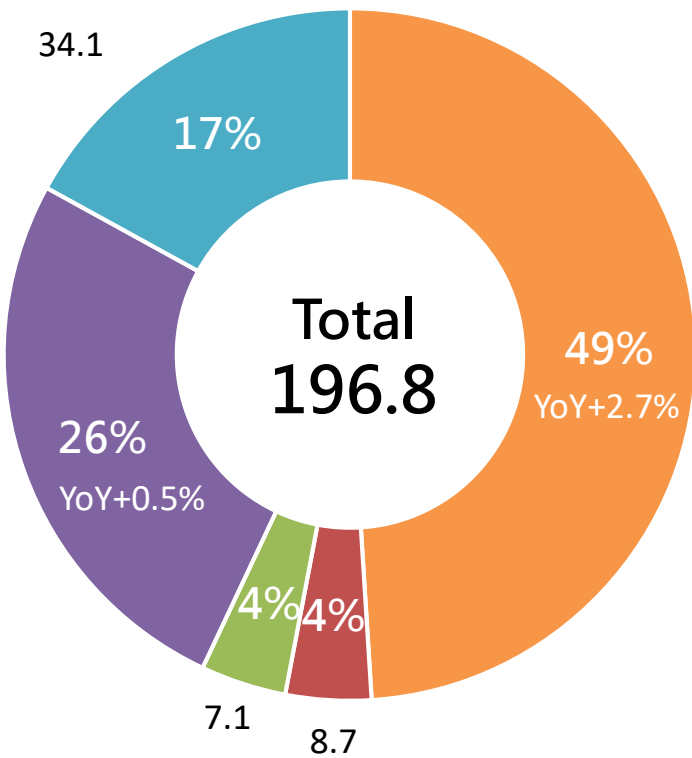
# Gamania Business: Game



# Industry Outlook: Global Games Market

Games Market By Region 2023

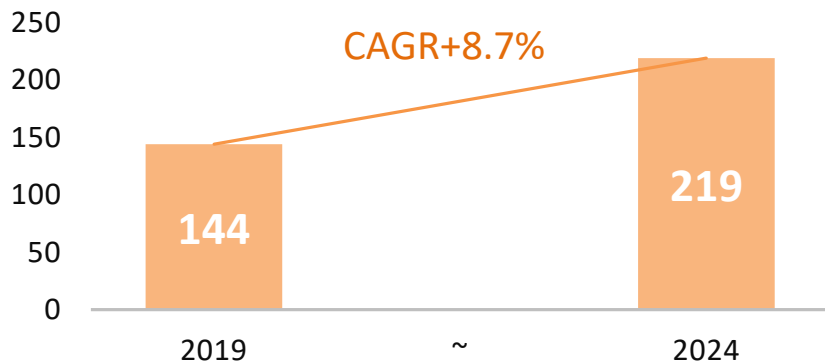
(Unit: USD BN)



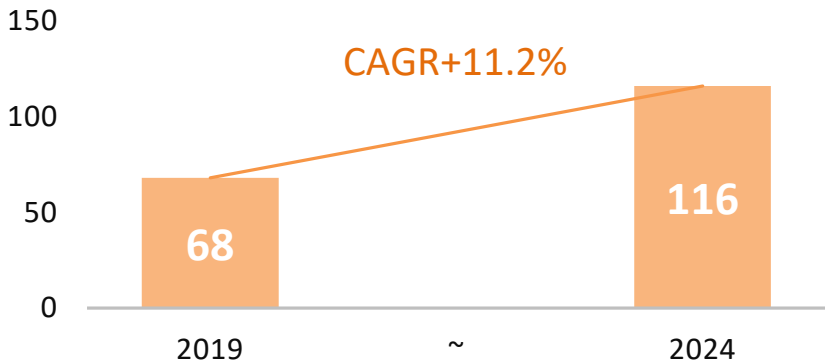
- Asia Pacific
- North-America
- Middle-East & Africa
- Europe
- Latin-America

Source: Newzoo 2022

Global Games Market Forecast

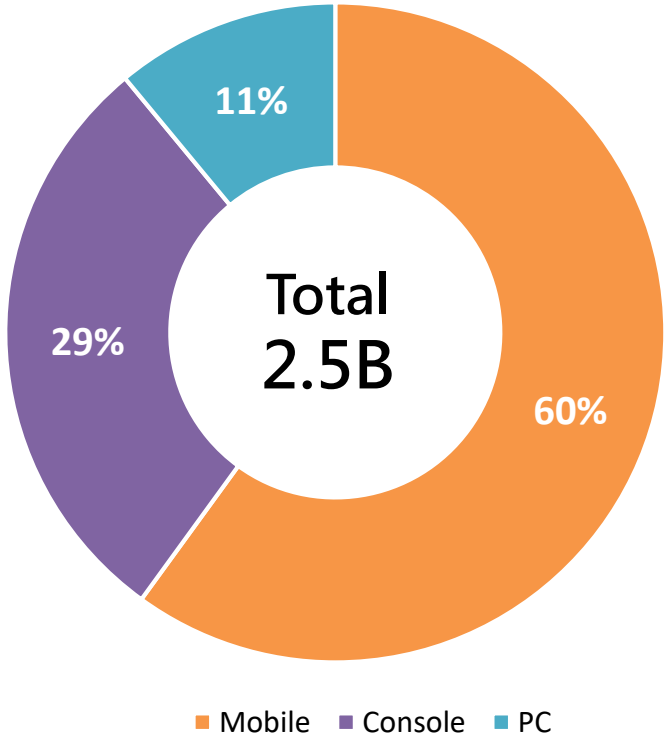


Global Mobile Games Revenue Forecast



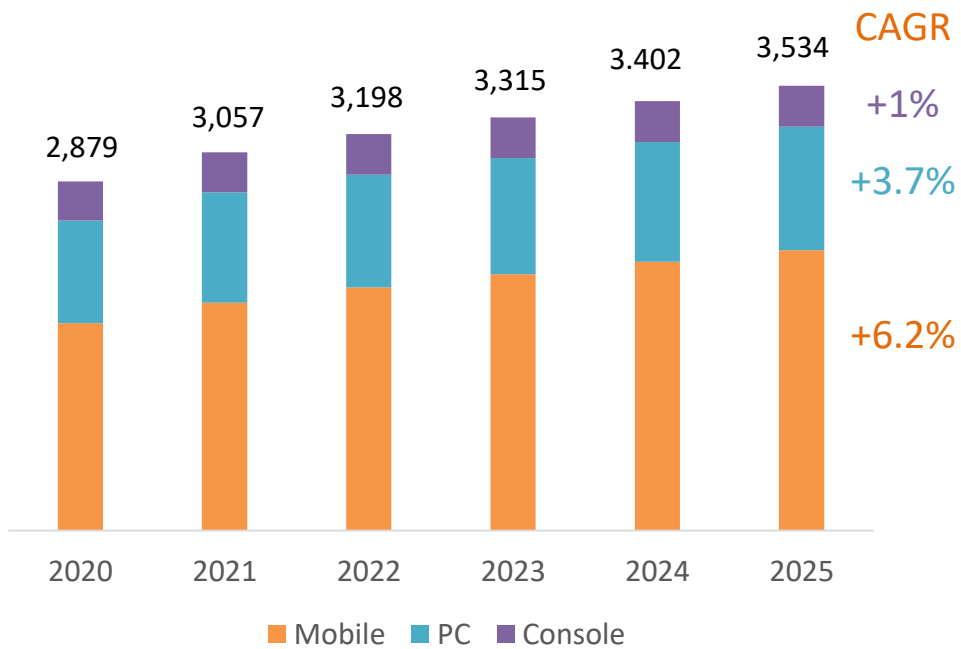
# Industry Outlook: Taiwan Games Market

Taiwan Games Per Platform 2022



Platform Growth 2020-2025

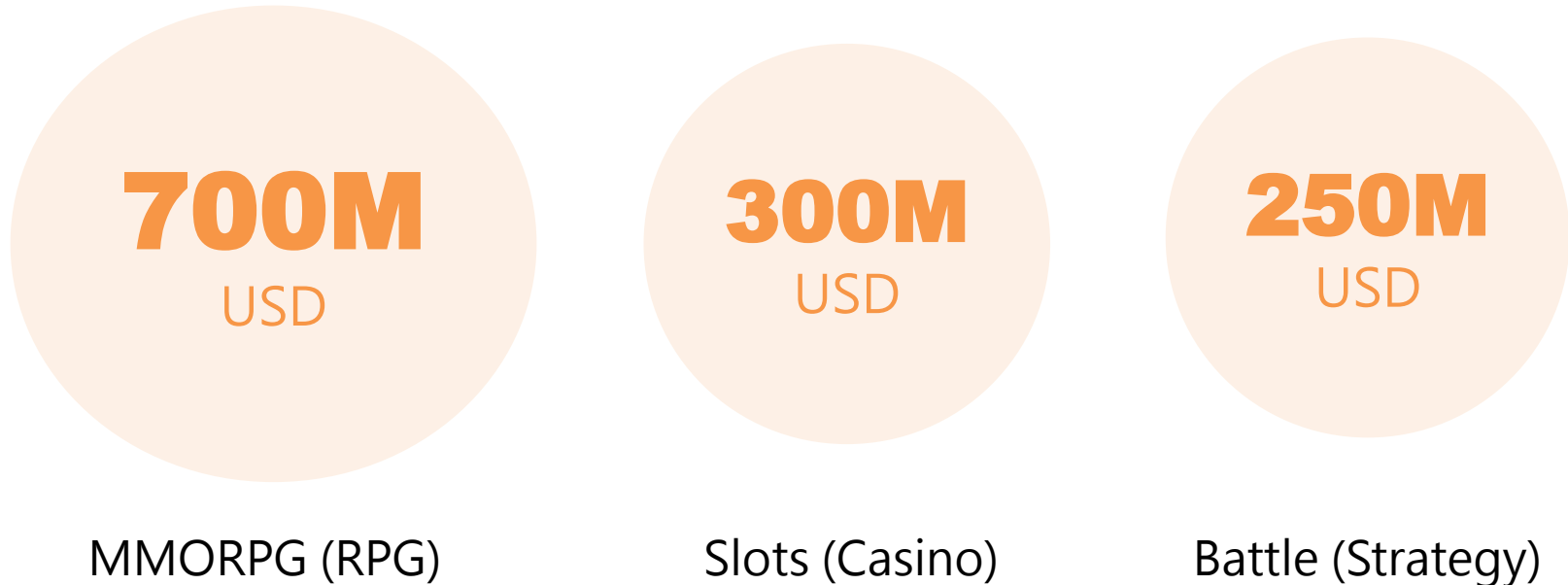
(Unit: USD M)



Source: PwC Global Entertainment & Media Outlook 2021~2025

# Industry Outlook: Taiwan Mobile Games Market

## Mobile Games Ranking (By Revenue)



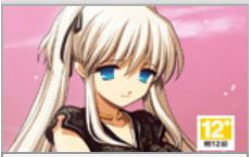
## Device for Mobile Games (By Revenue)



# Key Titles



## PC Games



Mabinogi



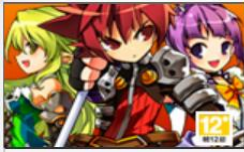
Dragon Nest



Lineage



MapleStory



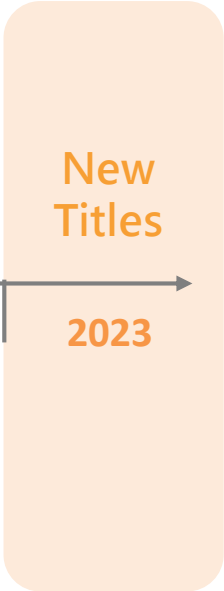
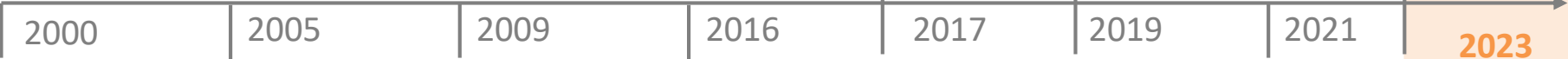
ELSWORD



CSO



Lineage Remastered



New Titles

2023



## Mobile Games



Summons Board



Lineage M



Cross Gate M



World Flipper



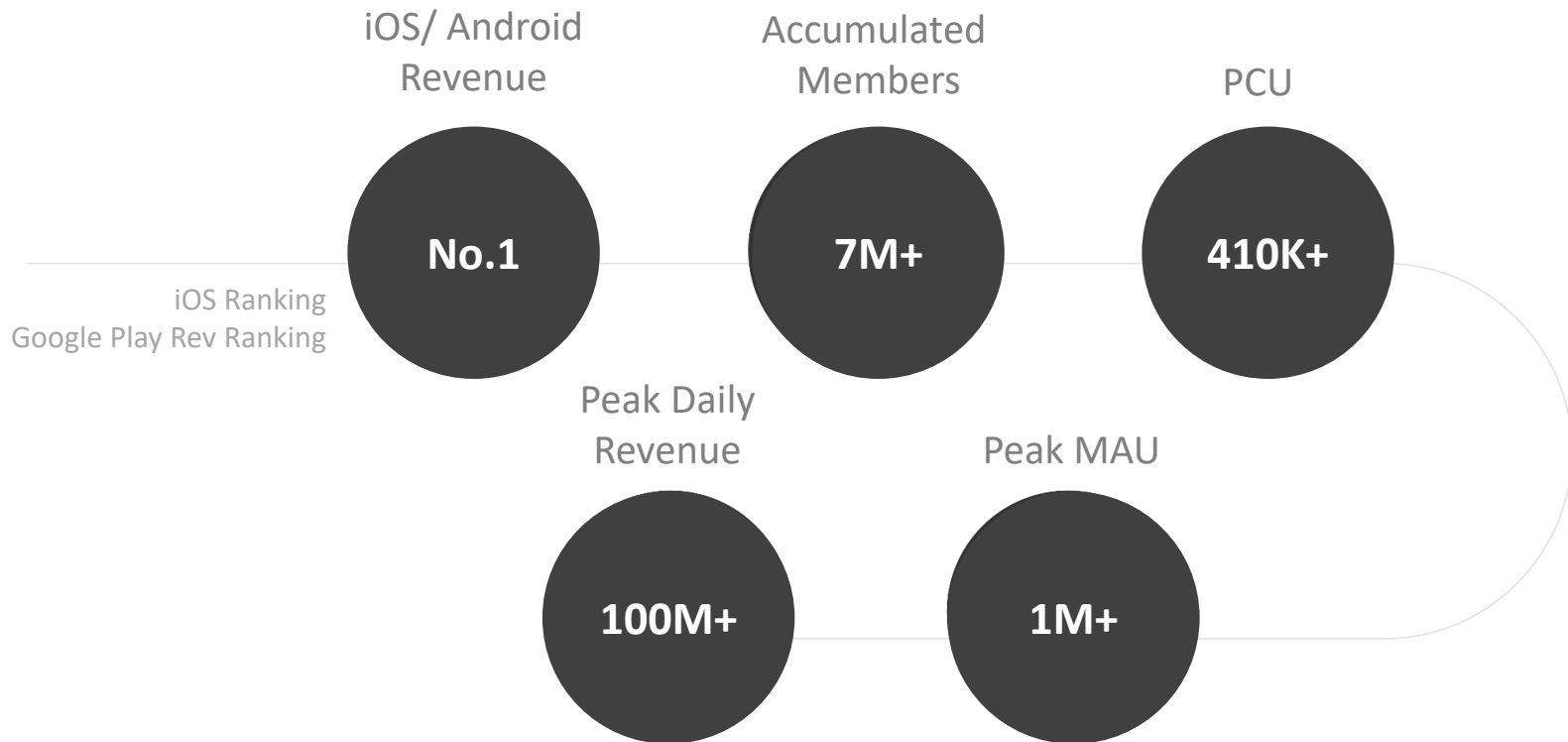
World of Dragon Nest



# Key Title “Lineage M” Hit Several Records



- Online game “Lineage” has massive members
- Understand players preferences as we operate Lineage IP over 20 years
- Higher user engagement
- Ranked Top 1 for 4 years after debut in Taiwan



# MapleStory Hit A Record-high Sales

Optimize to extend life cycle

X

Brand repositioning

X

Partner with domestic well-known IP

年度營收



Cross-over Characters with "BLACKPINK"

2022 Brand Ambassador 「Atom Boyz」

Reality Show "新楓之谷 超突破秀" with Domestic Influencers

Outdoor Party "楓潮派對" in Kaohsiung

Cross-over Exclusive Flavor with "阿舍乾麵"

Campaign with TW Illustration IP "貓貓蟲咖波"

Large Scale Update with Reshaping Brand Image

2005  
6月公測

2020 2021 2022

# Best Partner To Operate Popular Games

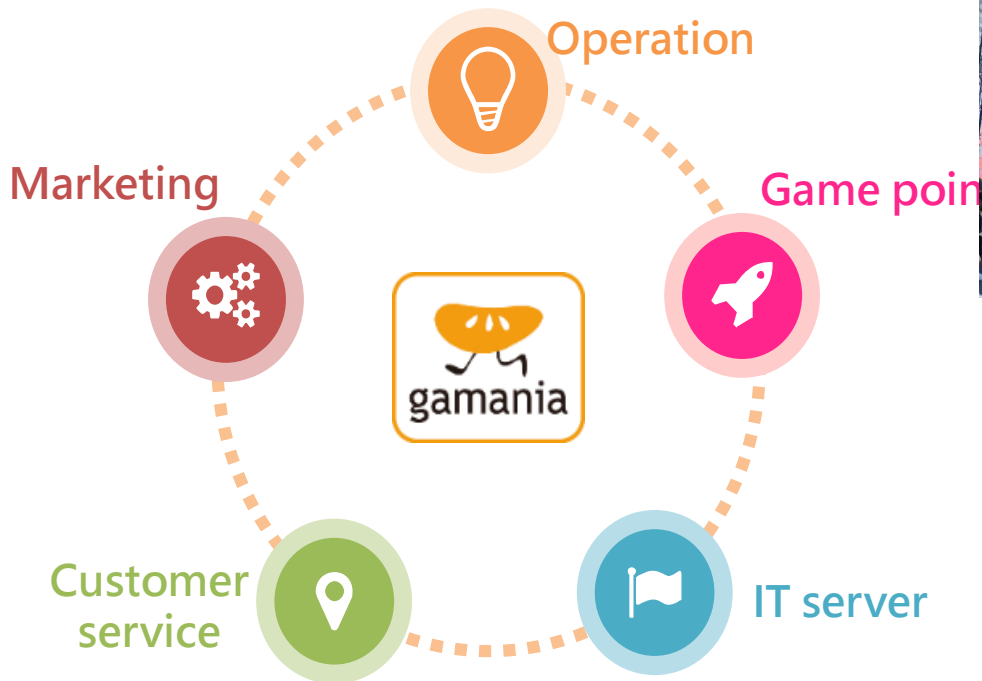
Successfully operates popular IP games in Asia for over 27 years

Massive traffic → Business synergies → Strong cash flow

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

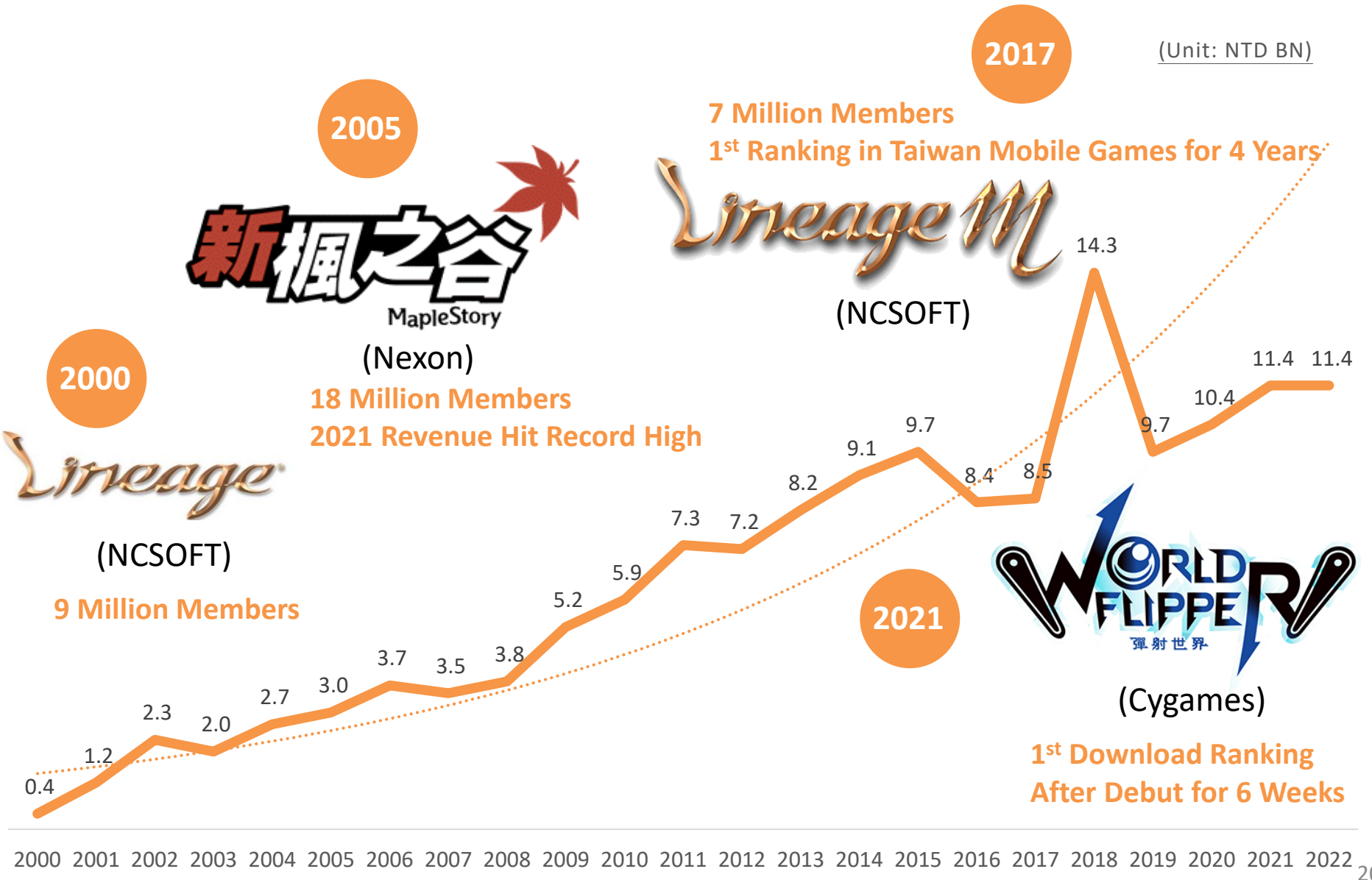
X

Extensive experience in local market operation



# Historical Revenue (2000~2022)

(Unit: NTD BN)



2000



(NCSoft)

9 Million Members

2005



(Nexon)

18 Million Members  
2021 Revenue Hit Record High

2017



7 Million Members  
1st Ranking in Taiwan Mobile Games for 4 Years

2021



1st Download Ranking  
After Debut for 6 Weeks

# GASH – Integrated Marketing Services

# GASH

**E-commerce  
Partners**

GASH Bi-direction Marketing  
Gift Bag Marketing/Discount  
Ticket Promotion

**10+ MN Users for Digital Entertainment Service**

**3+ MN Monthly Transaction**

**NTD 10+ BN Annual Transaction Value**

**GASH  
Store**

GASH Point Card Marketing  
Gift Bag Marketing  
External Cooperation Channel Marketing

**Chain  
Channels**

Bi-direction Channel Cooperation  
Discount Tickets  
CP Service Integration and Promotion

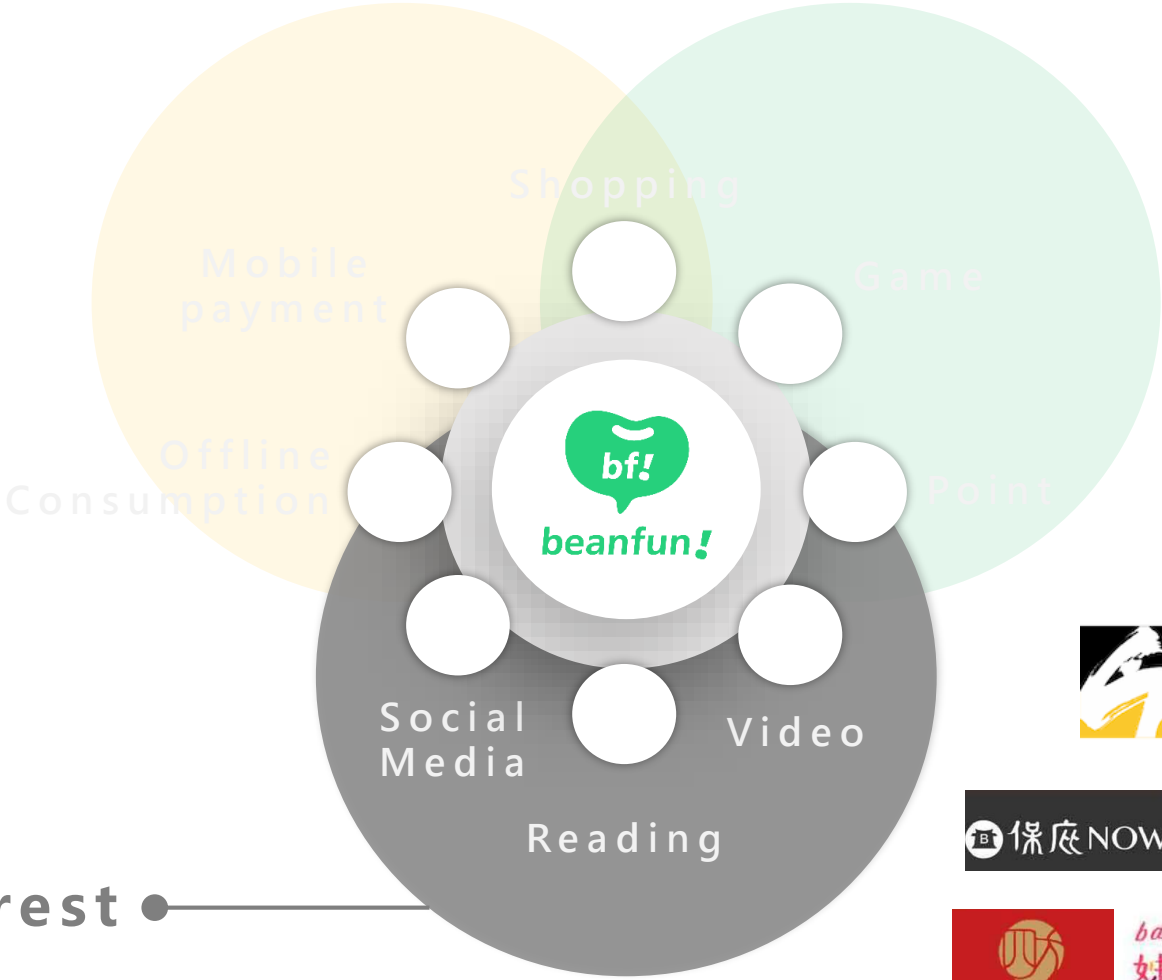
**Convenience  
Stores**

Point Card/Gift Bad/ Exclusive Card Marketing  
Cross-industrial Integration  
Brand Gift Cards

**fun Market**

Officially Certified Digital Assets  
Works to be Easily and Quickly Launched as Blockchain Format  
BaaS (Blockchain as a Service)

# 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

## Original Content Platform in Taiwan. 2022 Performance:

Original Content

Cross-over Projects

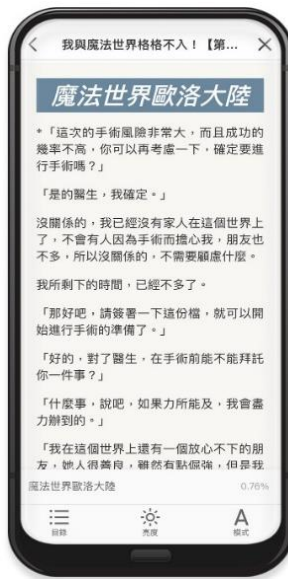
MAU

Comics  
+23

Novels  
+17

+7

Peak 70k+





# Support Potential Digital Entertainment Content; Expand Application and Monetization of IPs

**A**nimation (動畫)

**C**omic (漫畫)

**G**ame (遊戲)

**N**ovel (小說)

... and more

## 2022 雙星 Annual Event

Diverse and Original Content;  
Fun and Brand-new Entertainment  
Experience



## Comic Adapted from Movie IP

The First movie-derived Comic;  
Create a New Storyline  
(Broke NTD 300 MN at the Box Office)

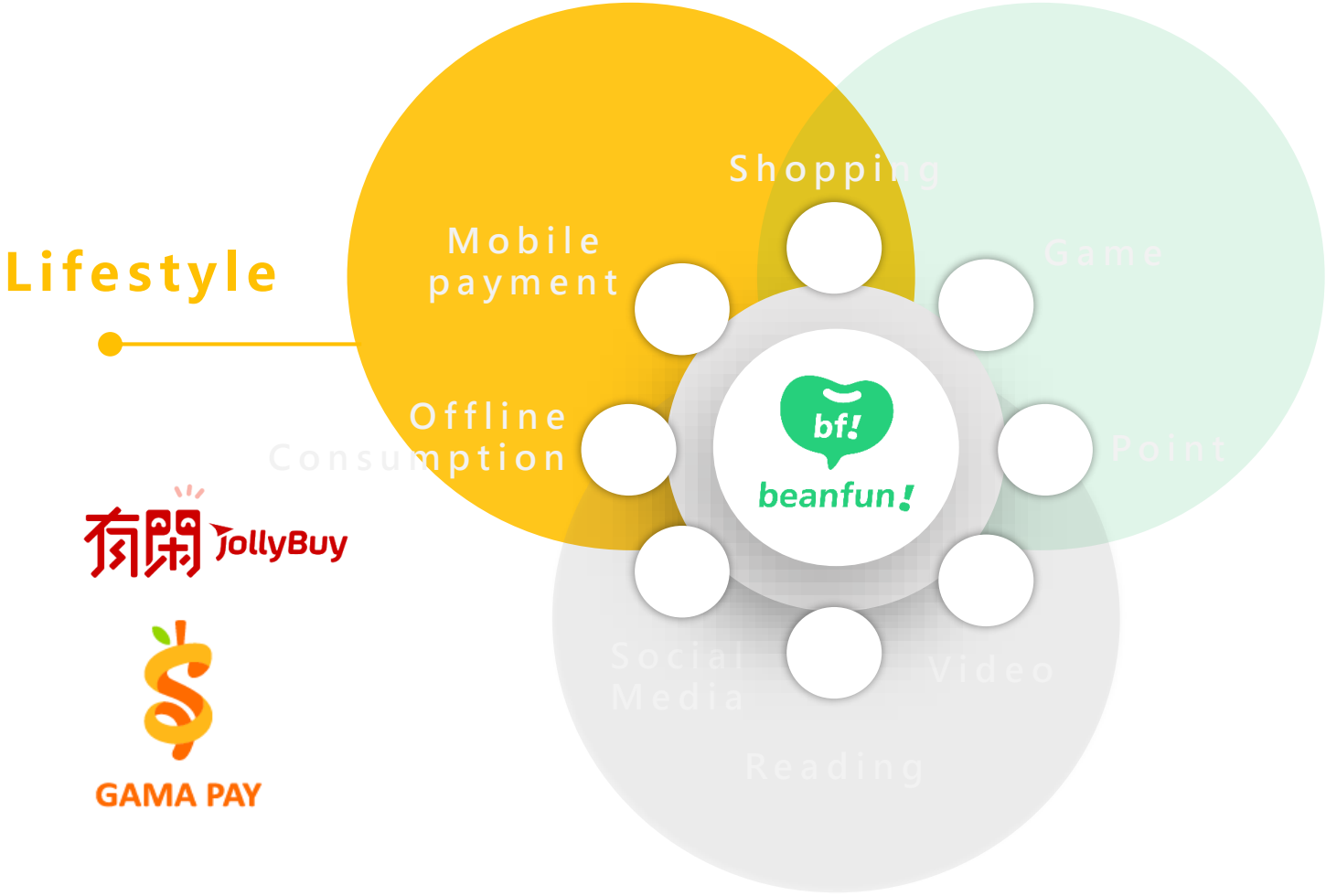


## ATOM BOYZ 原子少年

Popular Idol Program and Derived Comic;  
Specialize in Digital Entertainment  
Experience for Young Generation



# Gamania Business: Lifestyle



有開 JollyBuy

GAMA PAY

# Ecommerce

Pioneer of ACGN ecommerce, enhance differentiated marketing



- beanfun!
- gamania
- 橘子支付 GAMA PAY
- 今日新聞 NOWNEWS



- A**nime
- C**omics
- G**ames
- N**ovels

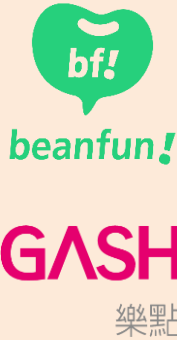
- 2022**
- Order Amount  
**YoY+20%**
  - Average Order Value  
**YoY+7%**
  - Toys & Figures GMV  
**YoY+52%**
  - Digital Tickets GMV  
**YoY+42%**
  - Game Related GMV  
**YoY+72%**

# Electronic Payment Services for Various Sectors

## Off-line Life Service

Channels **70K+**

### Group Synergy



- Utility Bills
- Tuition Fees
- Convenience Stores
- Department Stores
- Shopping
- Transportation
- Medical Fees
- Parking



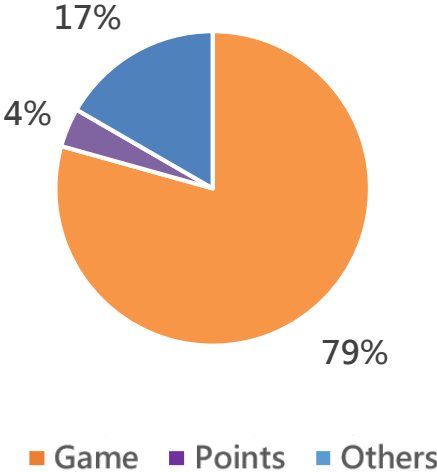
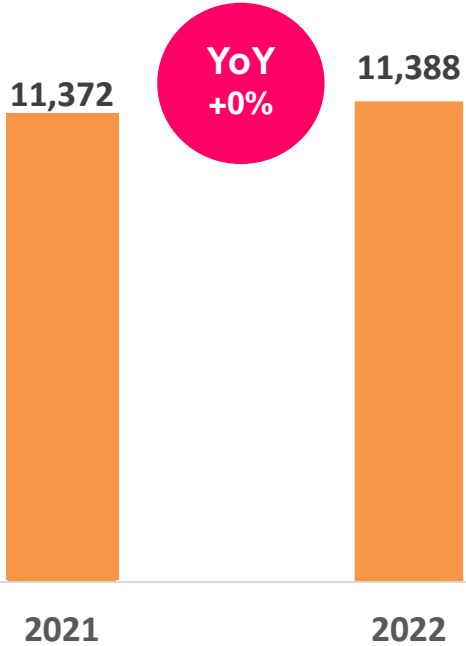
# Financial Results



# Financial Analysis: 2022 Revenue and Net Profit

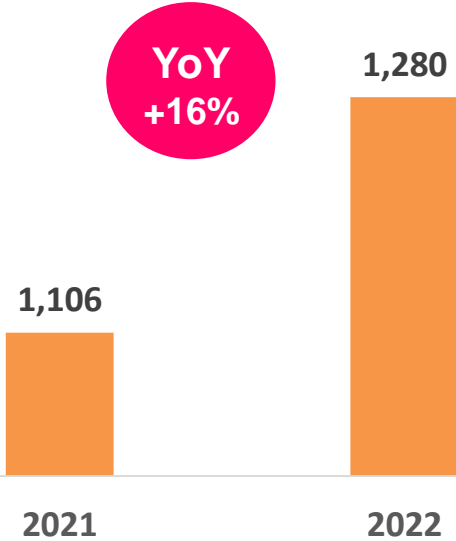
## Consolidated Revenue

Unit: NT\$M



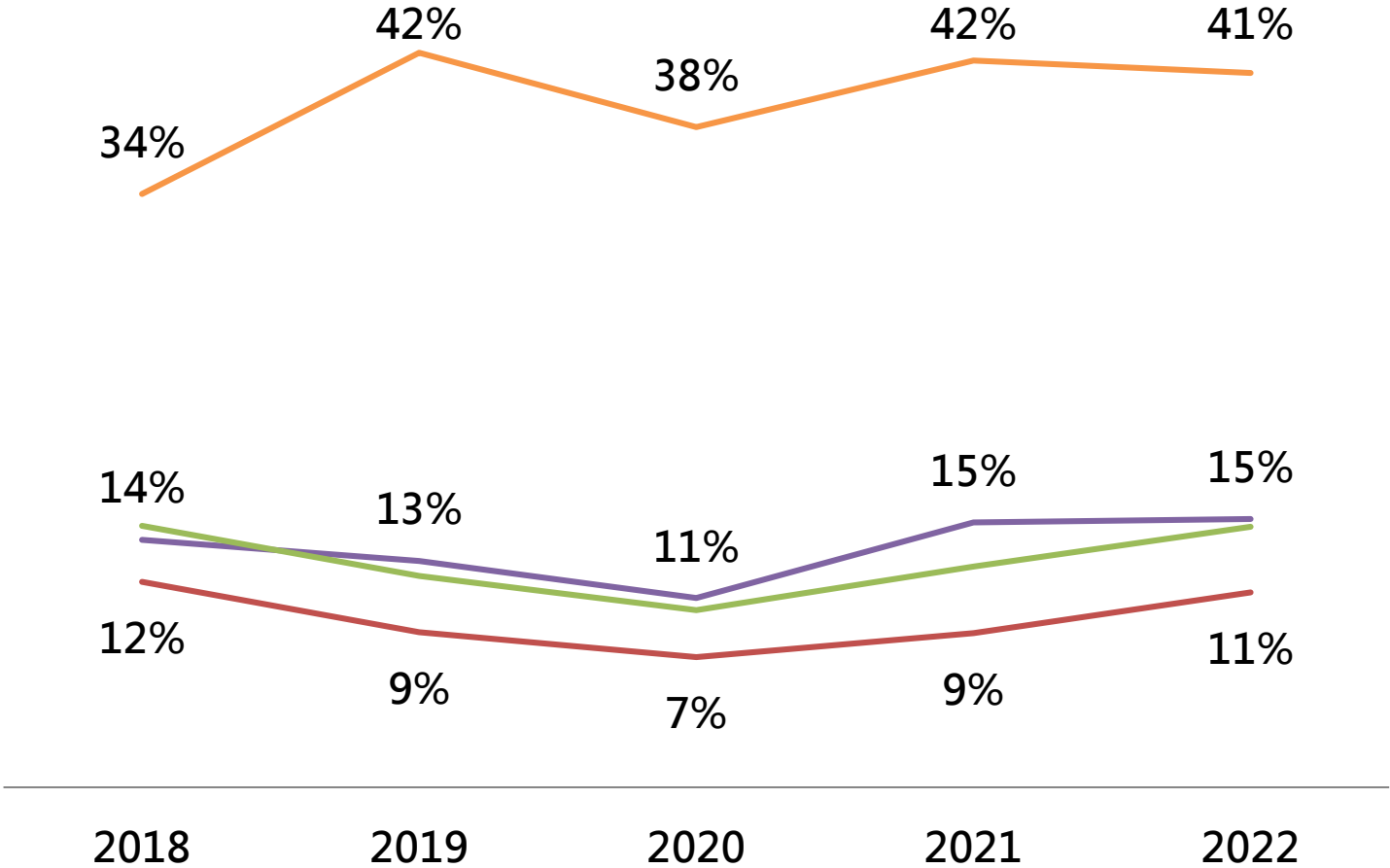
## Net Profit

Unit: NT\$M



\*Note: Others revenue is composed of ecommerce, payment and media; net profit is the profit attributable to owners of the parent.

# Profitability



— Gross Margin — Operating Margin — EBT Margin — Net Profit Margin

# 2022 Consolidated Income Statement

Unit: NT\$ million	2022	2021	YoY%	4Q22	4Q21	YoY%
<b>Consolidated revenue</b>	11,388	11,372	0%	2,154	2,328	-7%
<b>Operating costs</b>	6,706	6,615	1%	1,472	1,154	28%
<b>Gross profit</b>	4,682	4,757	-2%	682	1,174	-42%
Selling expenses	1,042	1,209	-14%	92	168	-45%
General and administrative expenses	1,394	1,353	3%	404	427	-5%
R&D expenses	485	391	24%	141	95	48%
Expected credit impairment loss (gain)	2	71	-97%	2	29	-92%
<b>Total operating expenses</b>	2,924	3,023	-3%	639	718	-11%
<b>Operating income</b>	1,759	1,734	1%	44	457	-90%
Total non-operating income and expenses	(50)	(289)	83%	7	(192)	104%
<b>Profit before income tax</b>	1,708	1,445	18%	50	265	-81%
Income tax expense	430	436	-1%	37	113	-67%
<b>Profit for the period</b>	1,278	1,009	27%	13	152	-91%
<b>Profit (loss) attributable to owners of the parent</b>	1,280	1,106	16%	18	198	-91%
Profit (loss) attributable to non-controlling interest	(2)	(97)	98%	(5)	(46)	90%
Basic EPS	7.29	6.30	16%	0.10	1.12	-91%
Diluted EPS	7.17	6.21	15%	0.12	1.11	-89%



# 2022 Consolidated Balance Sheet

Unit: NT\$ million	2022	2021
<b>Current assets</b>	5,876	5,432
Cash and cash equivalents	3,737	3,419
Accounts receivable	806	888
Other receivables	536	263
Prepayments	322	352
Other current assets	202	278
<b>Non-current assets</b>	4,511	4,040
Financial assets at fair value through other comprehensive income-non-current	15	0
Investment accounted for under equity method	135	121
PP&E	2,812	2,797
Intangible assets	1,178	631
<b>Total assets</b>	10,387	9,473
<b>Current liabilities</b>	3,938	3,459
Short-term borrowings	92	100
Accounts payable	617	571
Other payables	2,569	1,973
<b>Non-current liabilities</b>	160	161
Long-term borrowings	-	-
<b>Total liabilities</b>	4,098	3,620
<b>Equity attributable to owners of parent</b>	5,852	5,408
Share capital	1,755	1,755
Non-controlling interest	437	444
<b>Total Equity</b>	6,289	5,852
<b>BPS</b>	33.35	30.82

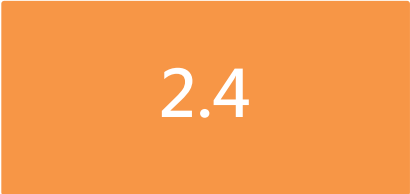
# ESG Rating



# Bloomberg



(100-0; 0 best)



(0-5; 5 best)



(100-0; 100 best)

# Committed to CSR



TAIWAN  
STOCK EXCHANGE

臺灣證券交易所



證券櫃檯買賣中心  
Taipei Exchange



行政院環境保護署  
Environmental Protection Administration  
Executive Yuan, R.O.C.(Taiwan)

2022

2023

2021 Corporate  
Governance Accreditation

(111年度公司治理評鑑)

Top 6%-20%

(前6%至20%)

4th Annual Enterprise  
Environmental Protection Award

(第4屆國家企業環保獎)

Bronze Award

(銅級獎)

# Q&A

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