

Have a Good GAME!

Gamania Digital Entertainment



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Company Overview

Leading Online Game Service Provider



Snapshot

- Online game operator and developer
- Headquarters in Taipei
- Subsidiaries in Taipei, Tokyo, Hong Kong, Beijing, Shanghai, Seoul & Irvine
- Listed in 2002 ([6180.TT](#))
- Paid-in Capital up to US\$50m
- Employees around 1,300

Game Titles in Operation

- Operates **19** MMOGs, "Lineage" & "Maple Story" are major titles
- Operates **17** Casual Games, "CSO", "Kart Rider", "BnB", "Elsword", & "Mabinogi" are popular

Profiles of Major Operating Entities



Entity Name



1. Setup Time

1995

2000

2001

2004 *(Invested)*

2. Location

Taipei

Hong Kong

Tokyo

Taipei

3. Business

**Game Operator
& Developer**

Game Operator

Game Operator

Game Operator

4. Employees

690

61

71

101

5. MMOG titles

12

15

6

4

6. Casual titles

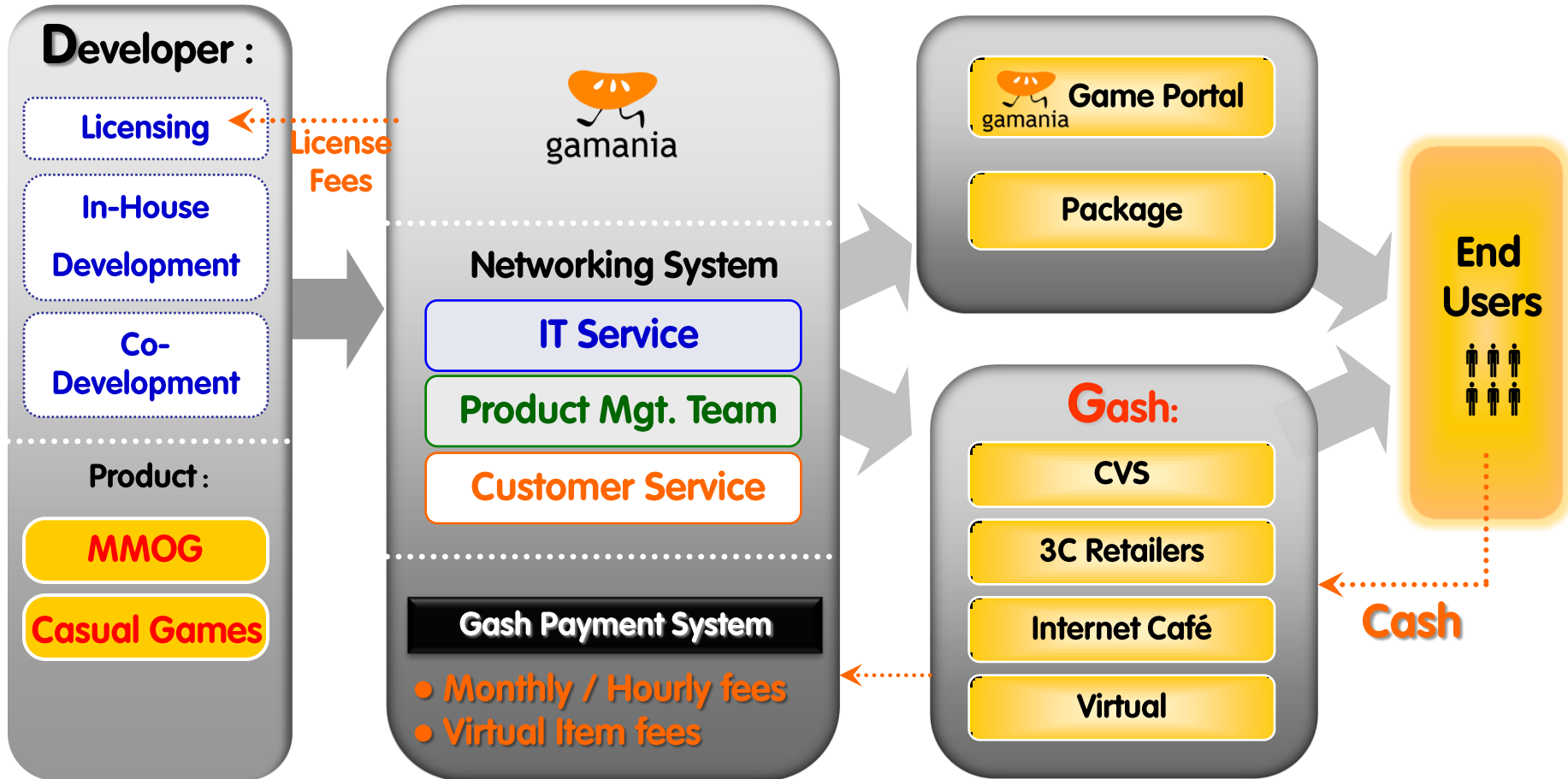
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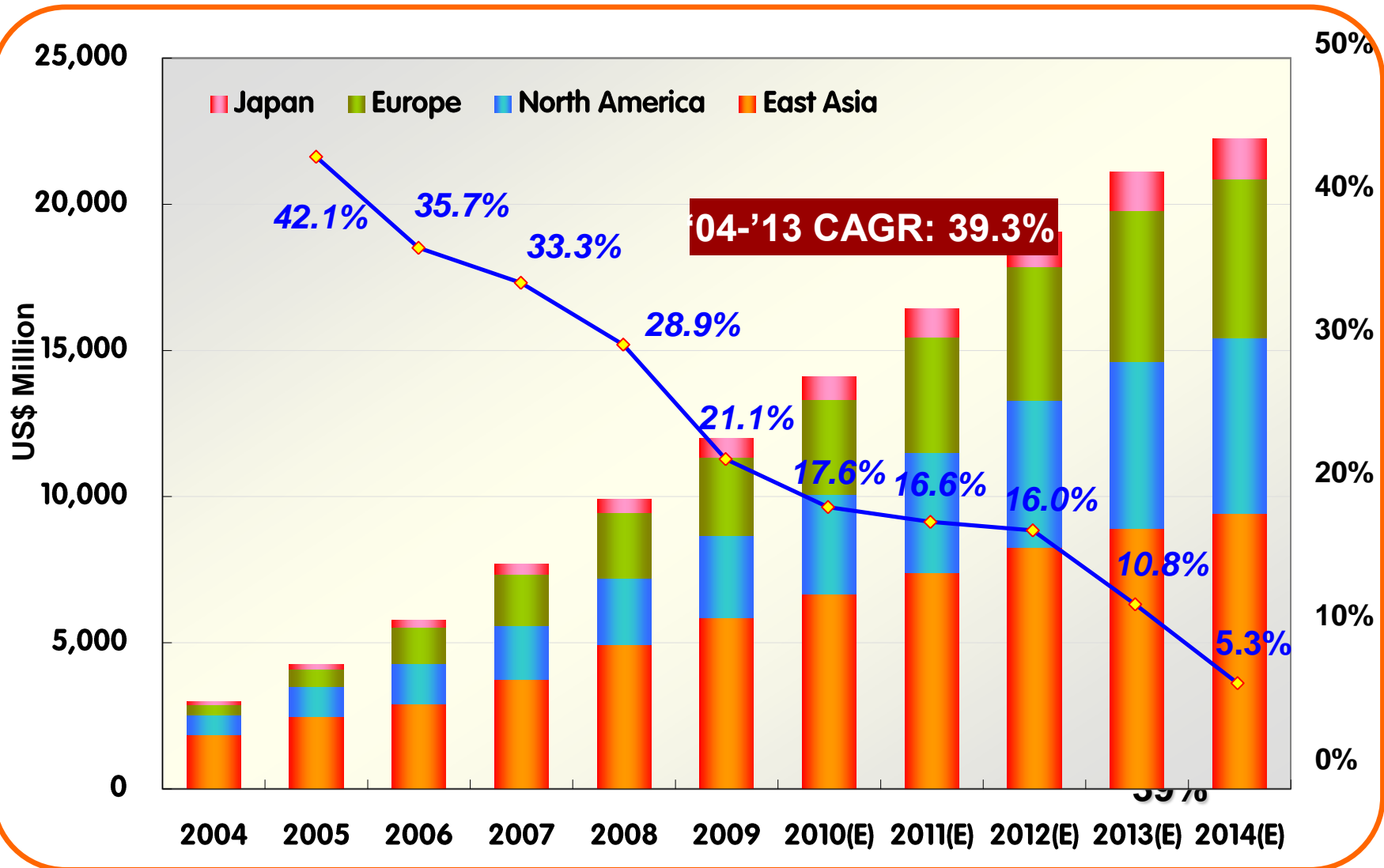
Business Model





Market Analysis

Worldwide Online Game Market



Notes:

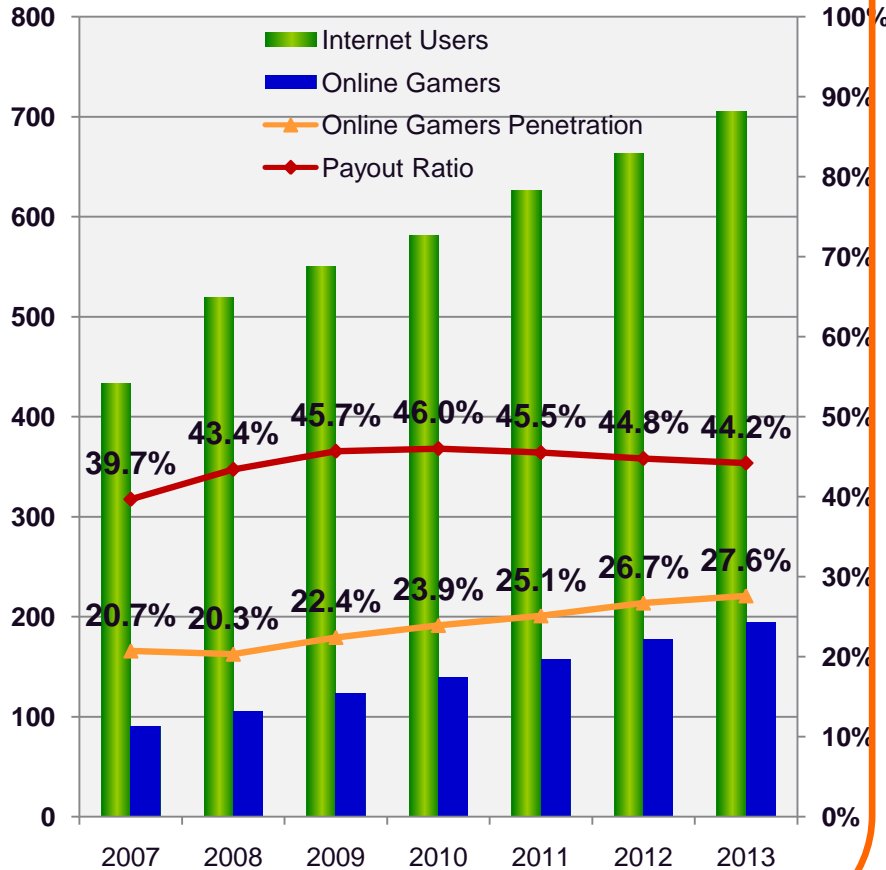
1. Source: DFC Intelligence (August, 2009)
2. Online game revenue means revenues from subscription, advertising, and digital distribution.

Market Trend in APEJ



Online Gamers Penetration

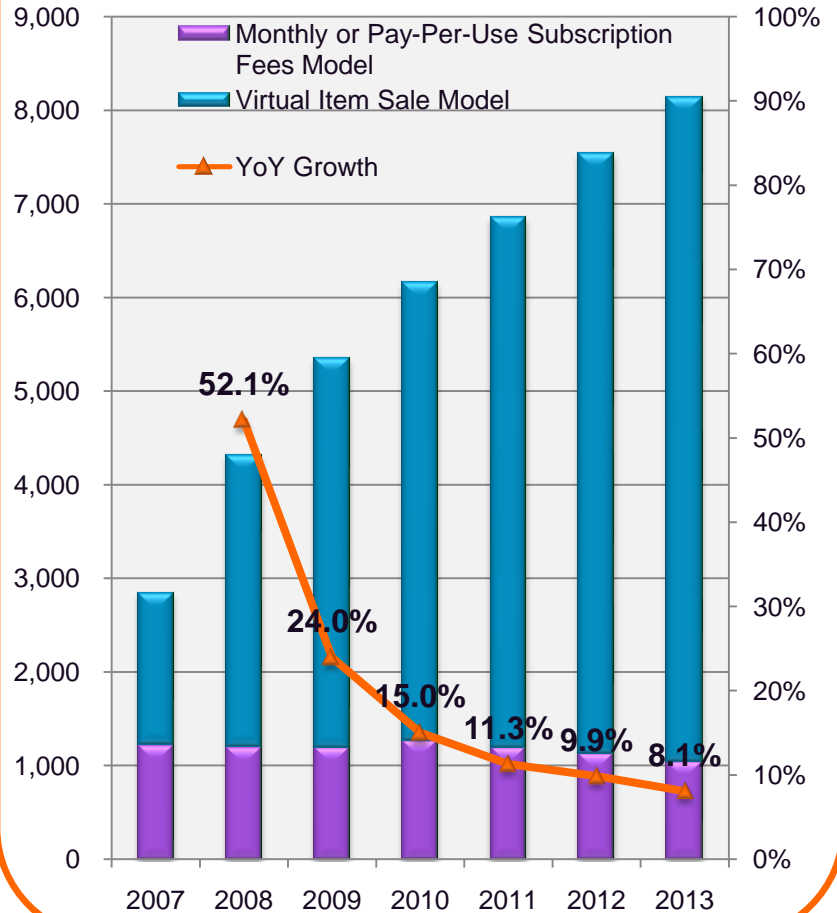
People: m



Source: IDC (2010)

Revenue by business model

US\$ m



Source: IDC (2010)

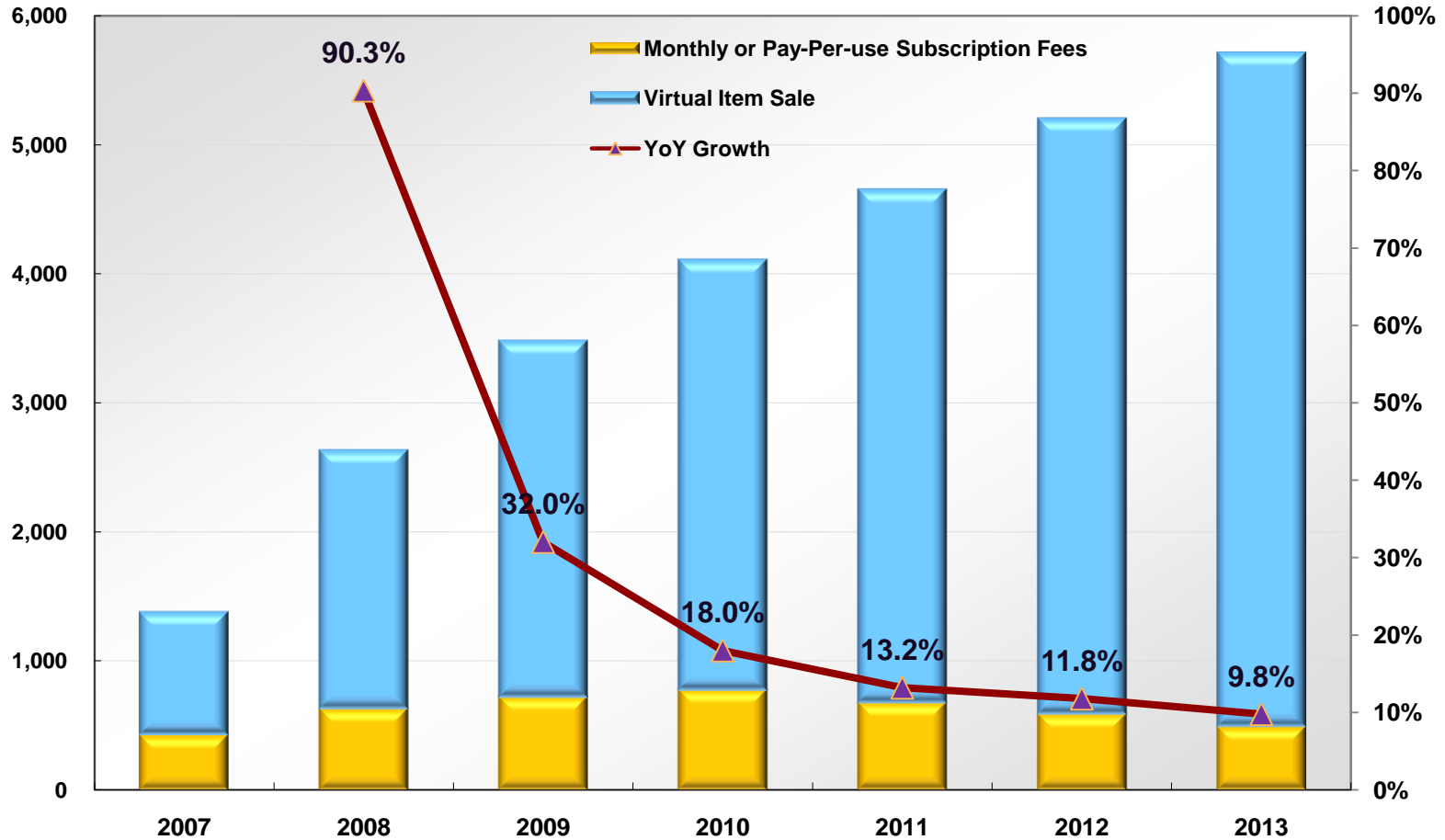
* APEJ denotes Asia Pacific excluding Japan.

Market Trend in China



Revenue by business model

US\$ m

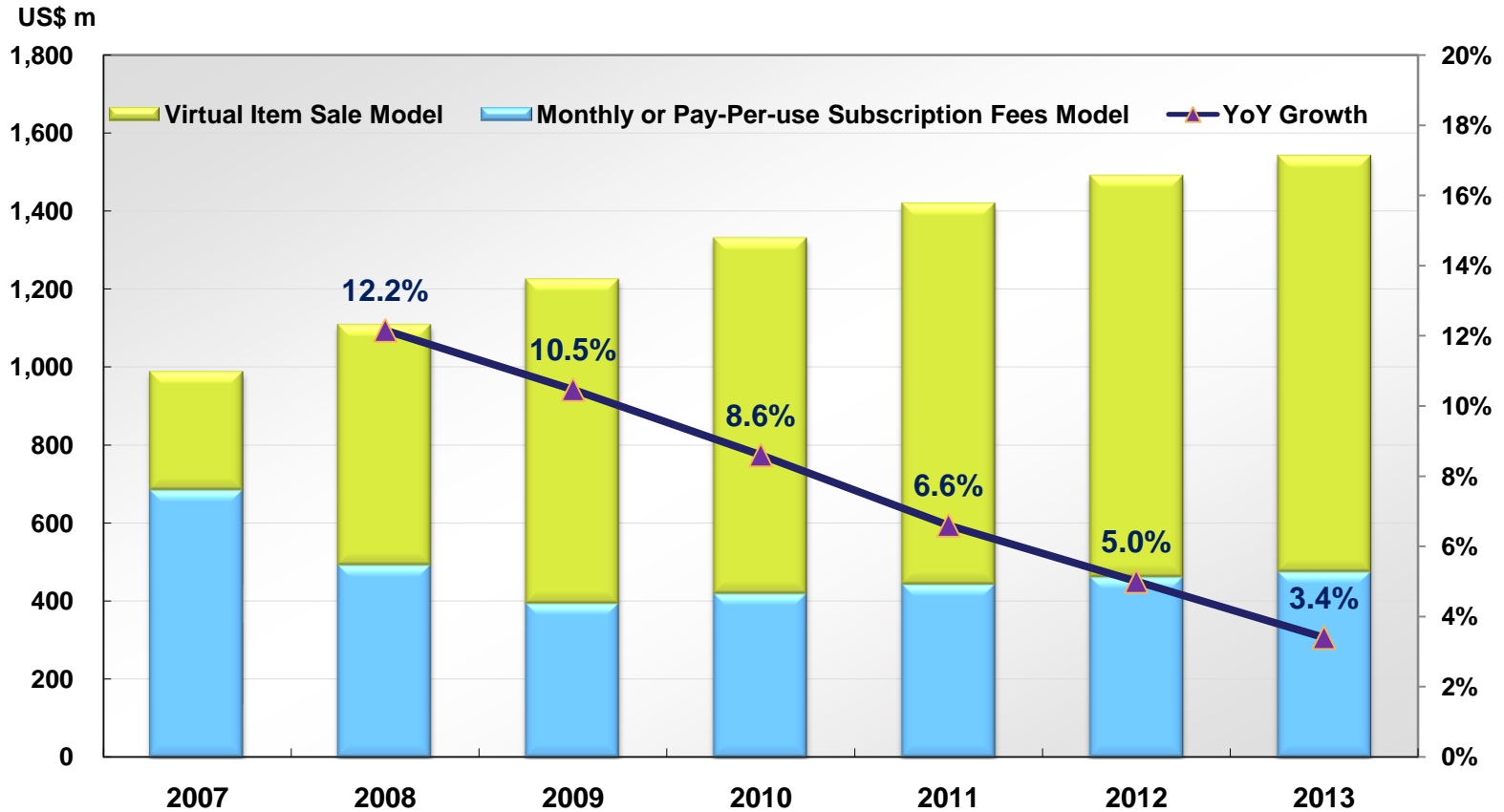


Source: IDC (2010)

Market Trend in Korea



Revenue by business model

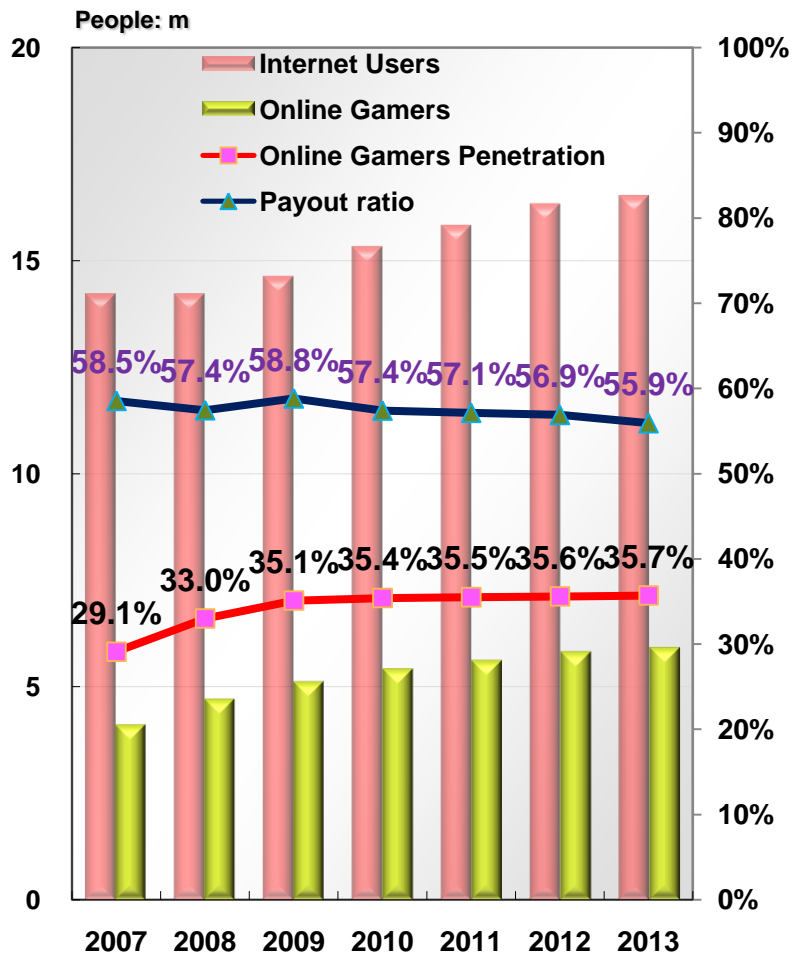


Source: IDC (2010)

Market Trend in Taiwan

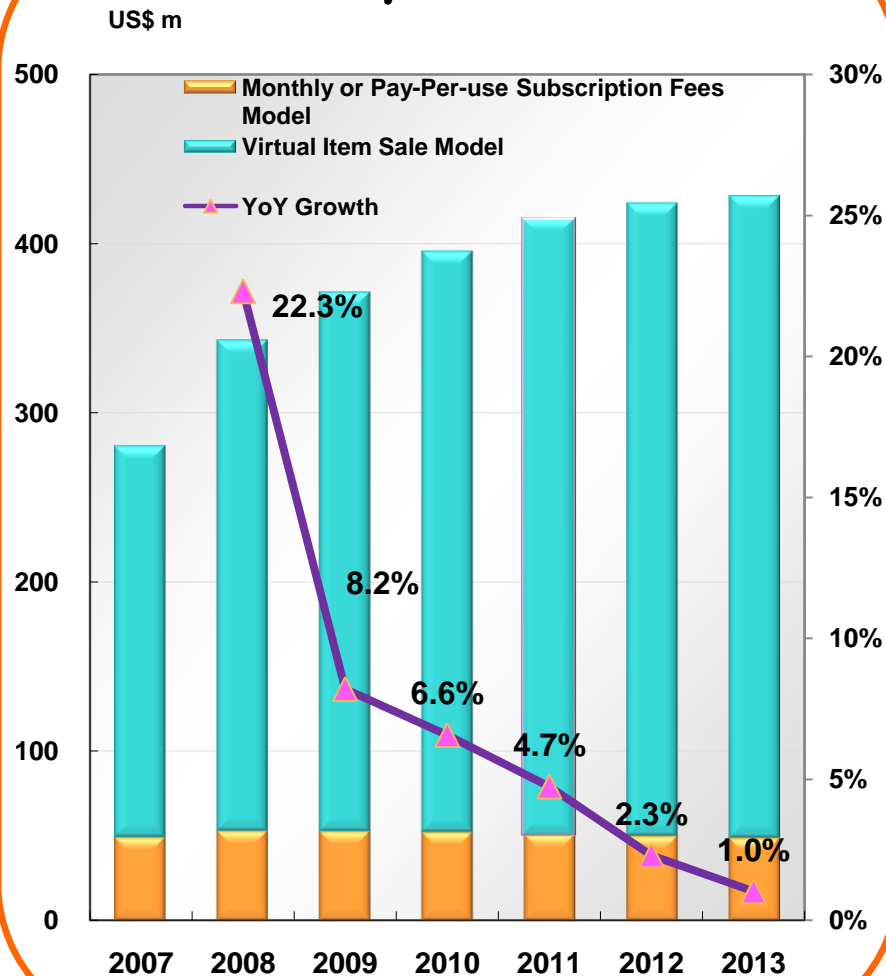


Online Gamers Penetration



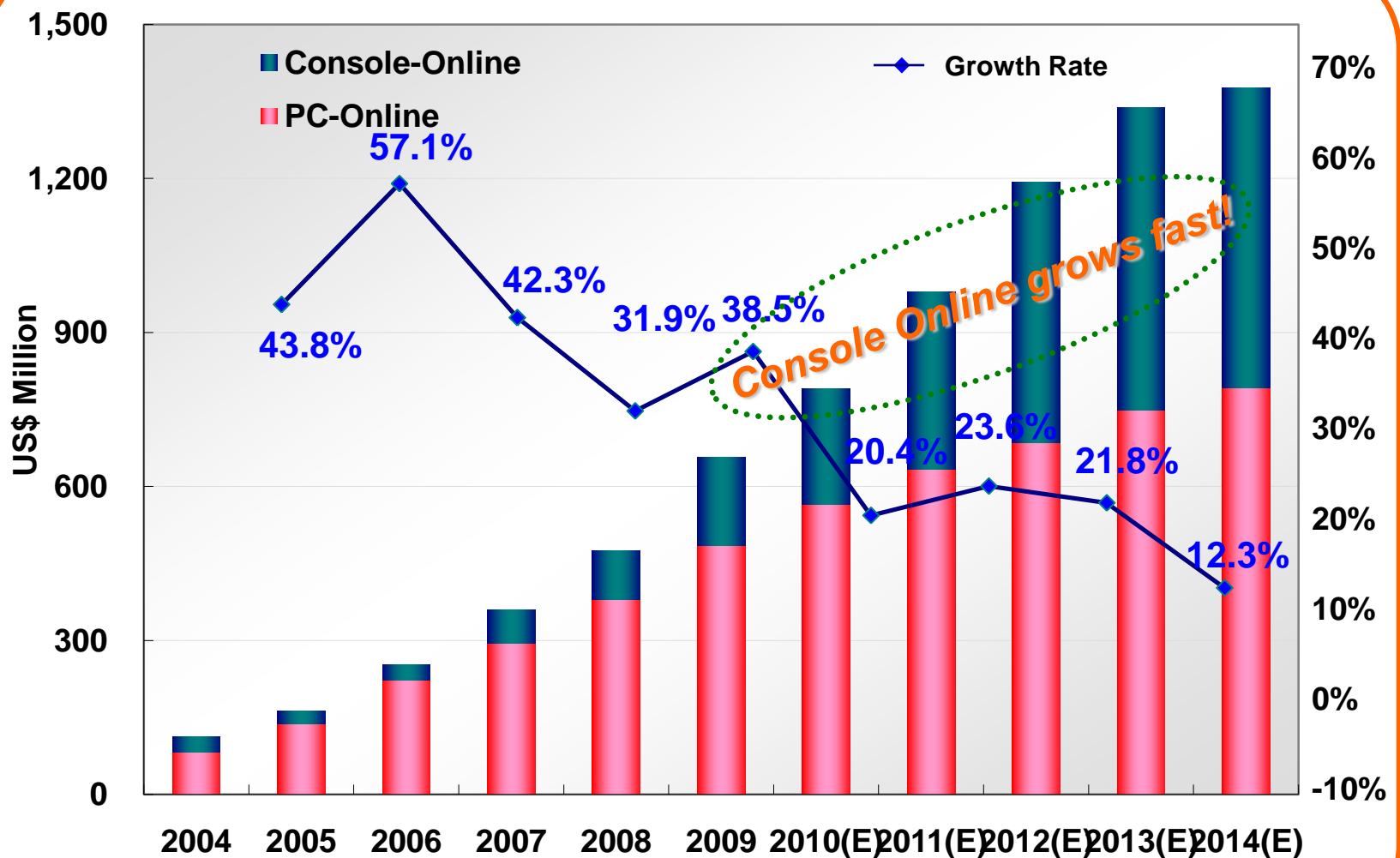
Source: IDC (2010)

Revenue by business model



Source: IDC (2010)

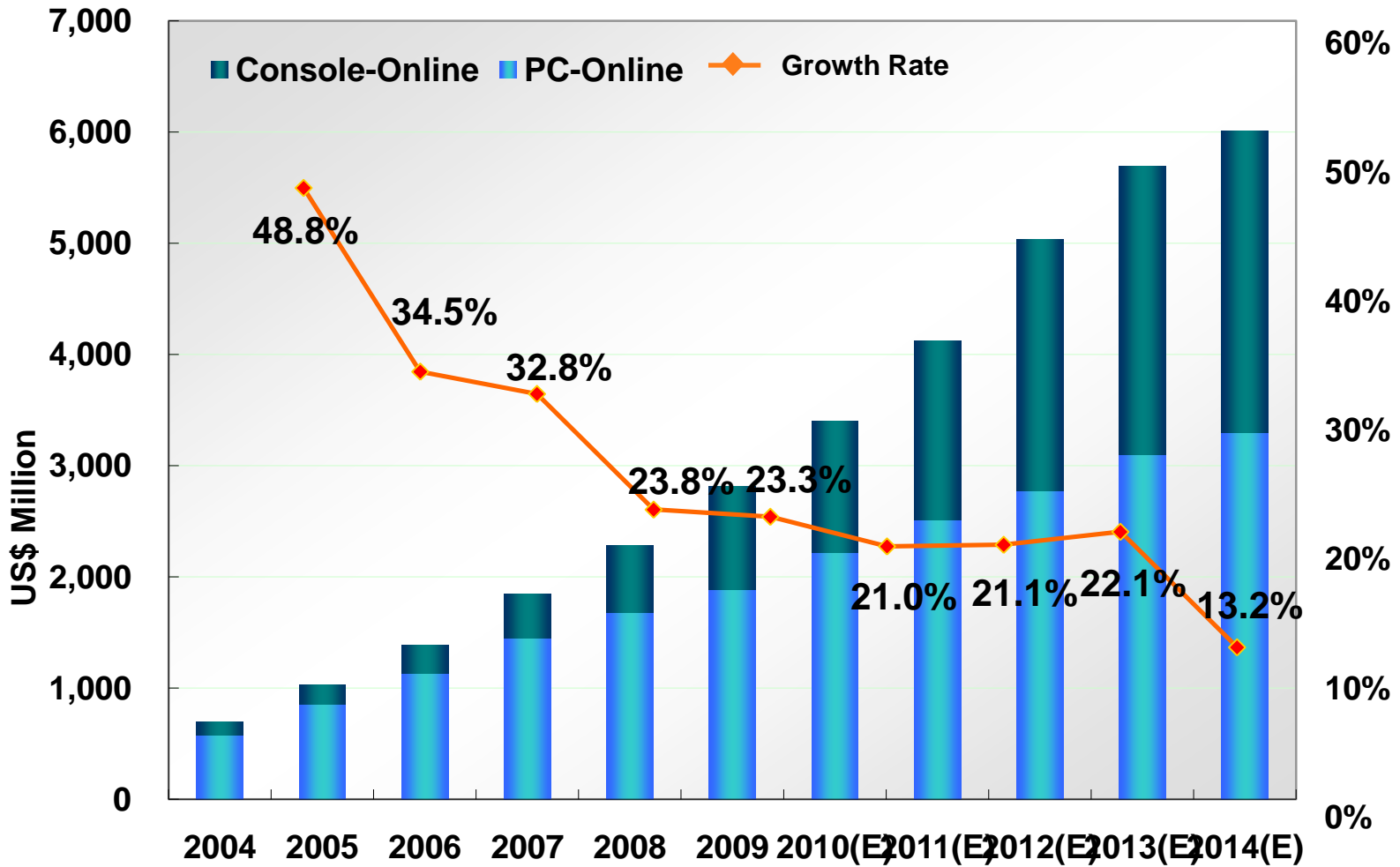
Japan Online Game Market



Source: DFC Intelligence (August, 2009)

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

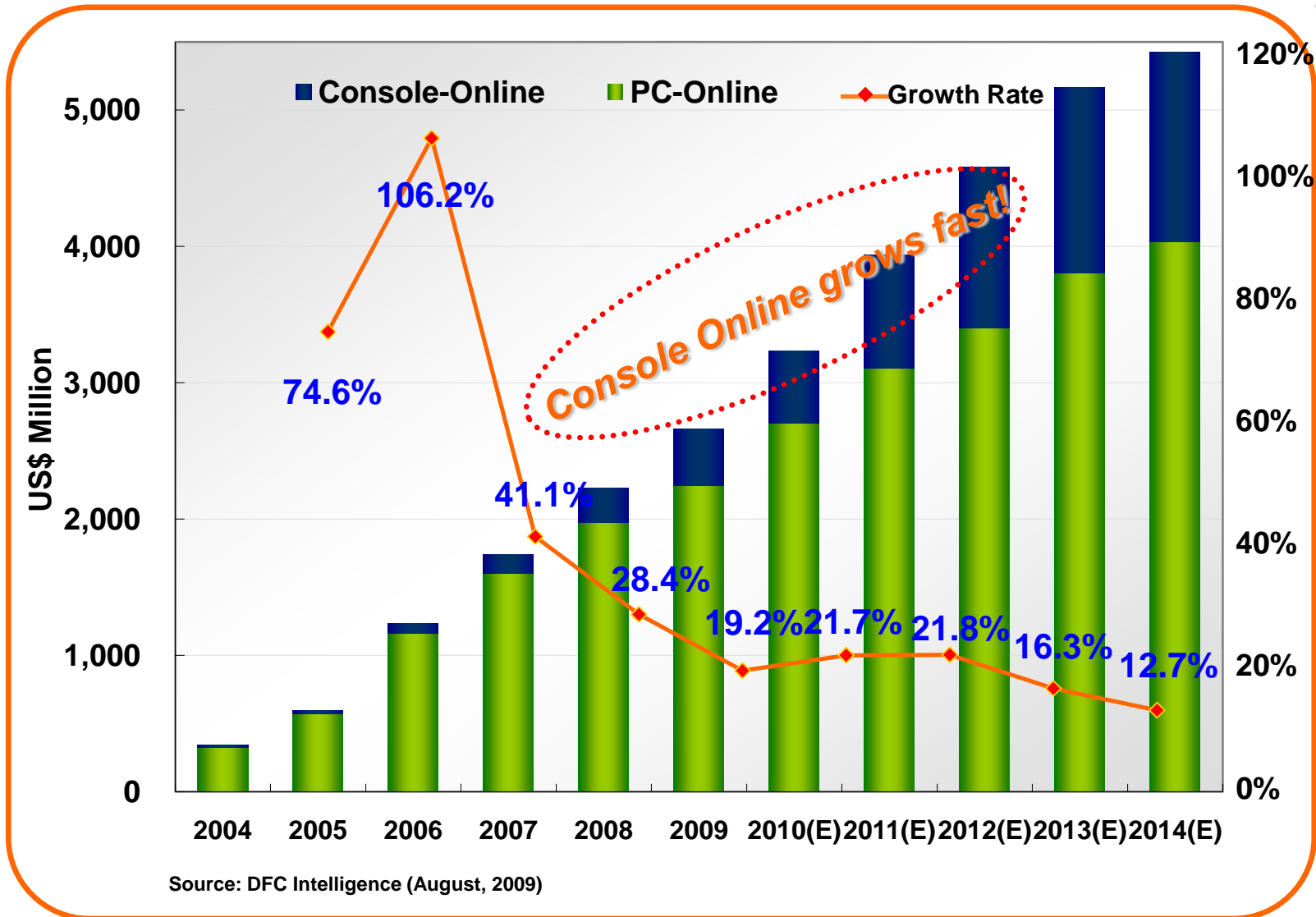
North America Online Game Market



Source: DFC Intelligence (August, 2009)

* North America includes only the U.S. and Canada

Europe Online Game Market



Europe includes the U.K., France, Germany, Spain, Italy, Belgium, Norway, Finland, Sweden, Netherlands, Switzerland, Denmark, Austria, Portugal, and Ireland.



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
Integration**

Enhance R&D Capability



**Horizontal
Expansion**

Target China & Western Markets next



**Diversifica-
tion**

Create new application of digital entertainment



Q & A Time

