

Have a Good GAME!

# Gamania Digital Entertainment



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# 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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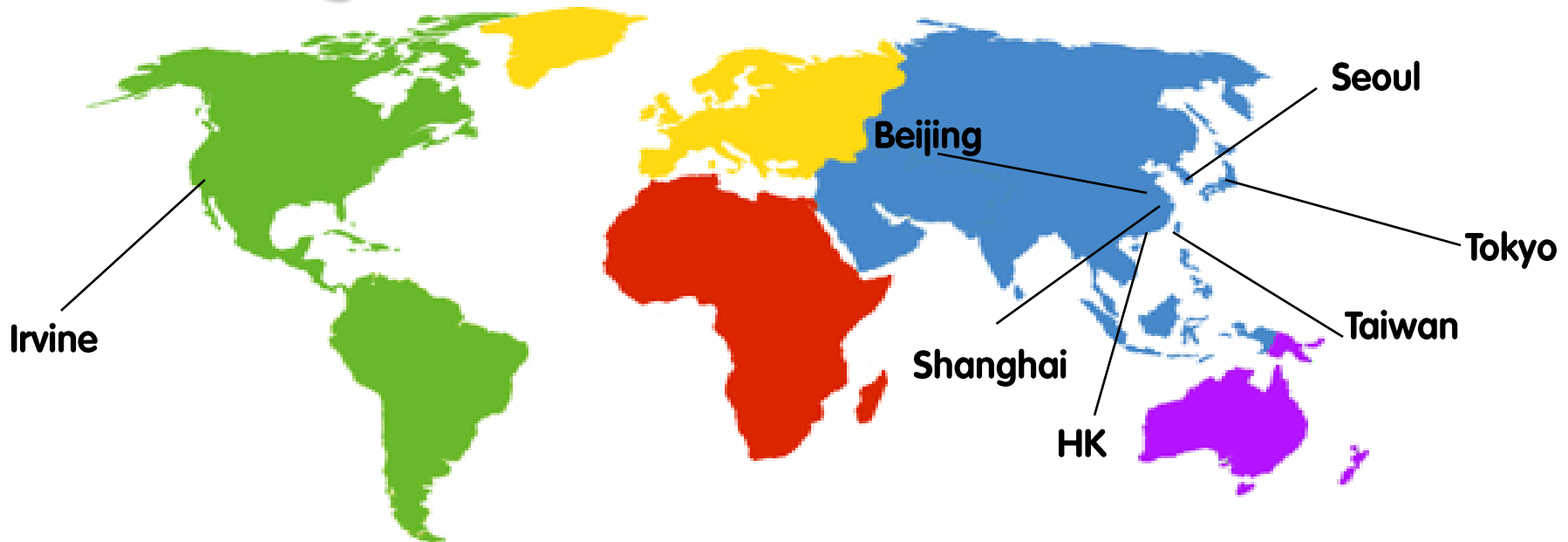
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# **Company Overview**

# 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**

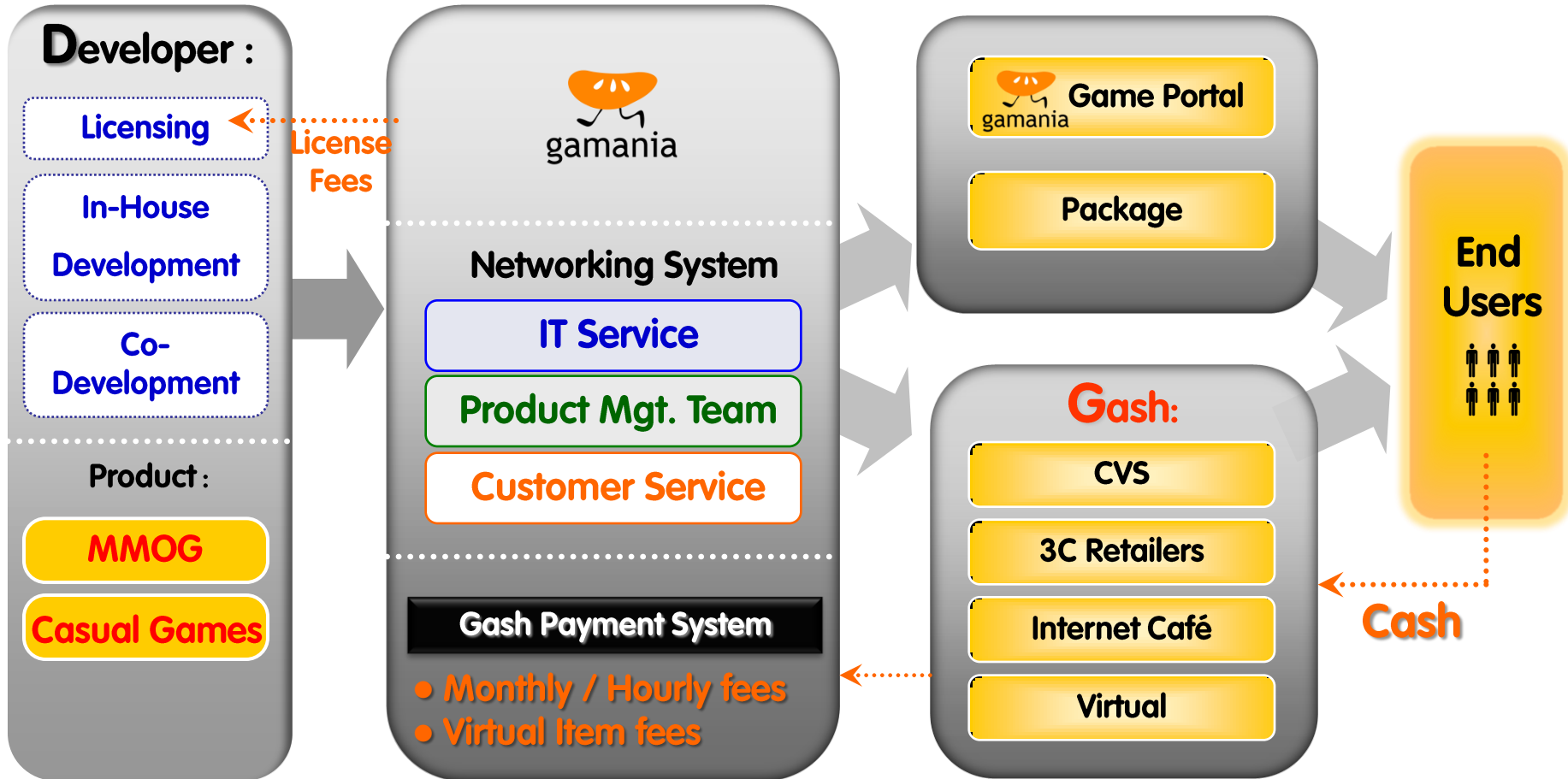
**11**

**12**

**1**

**4**

# Business Model

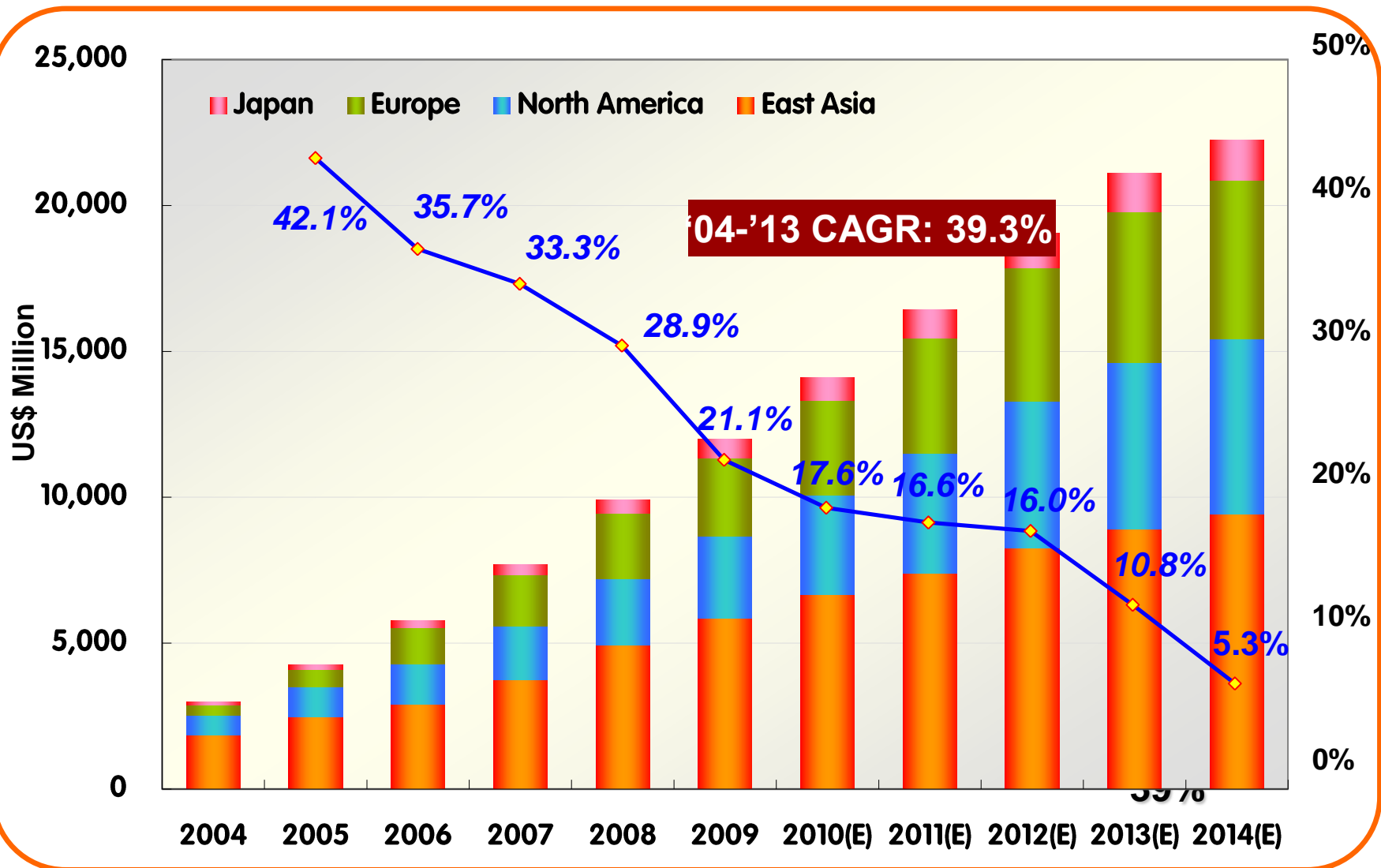




***Market Analysis***



# Worldwide Online Game Market



Notes:

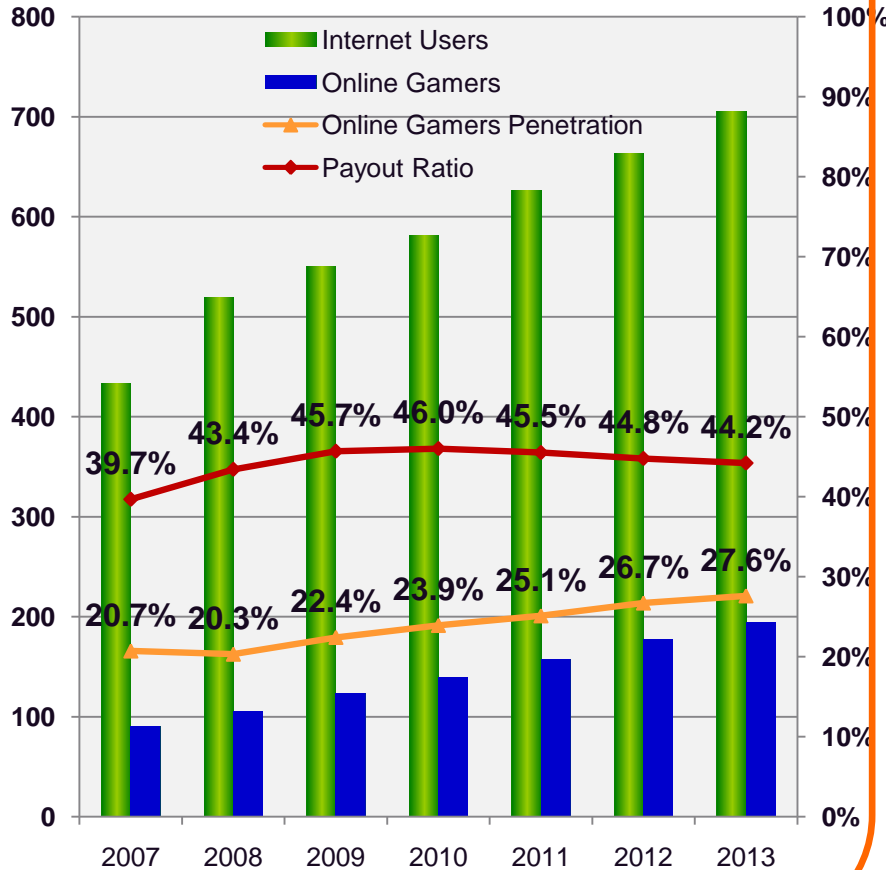
1. Source: DFC Intelligence (August, 2009)
2. Online game revenue means revenues from subscription, advertising, and digital distribution.

# Market Trend in APEJ



## Online Gamers Penetration

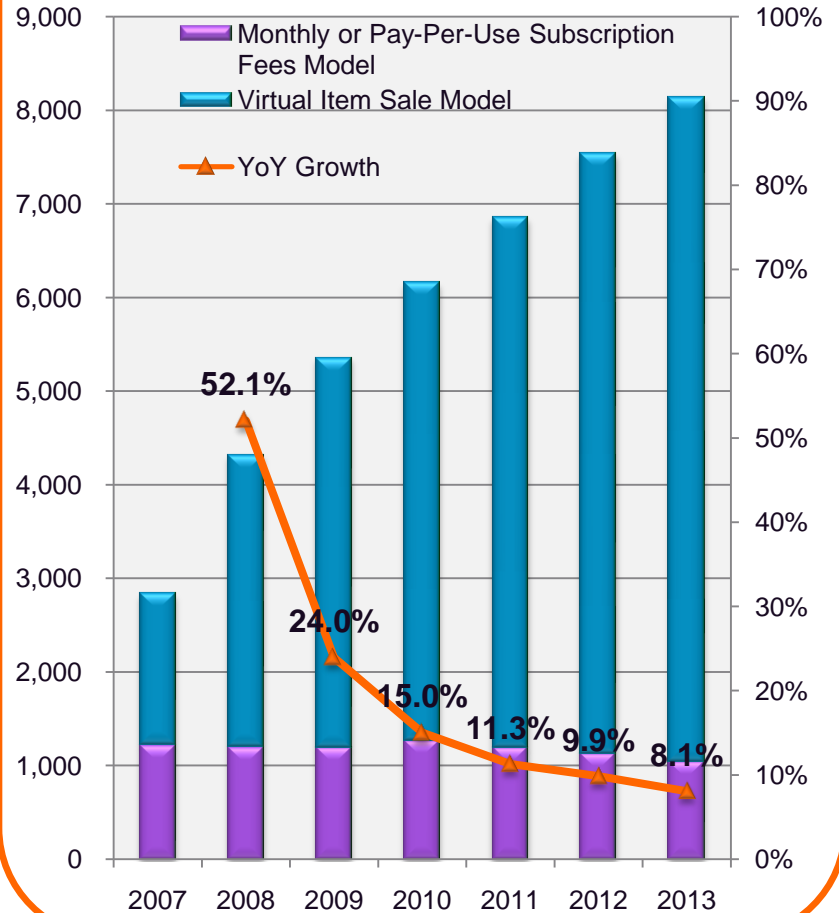
People: m



Source: IDC (2010)

## Revenue by business model

US\$ m



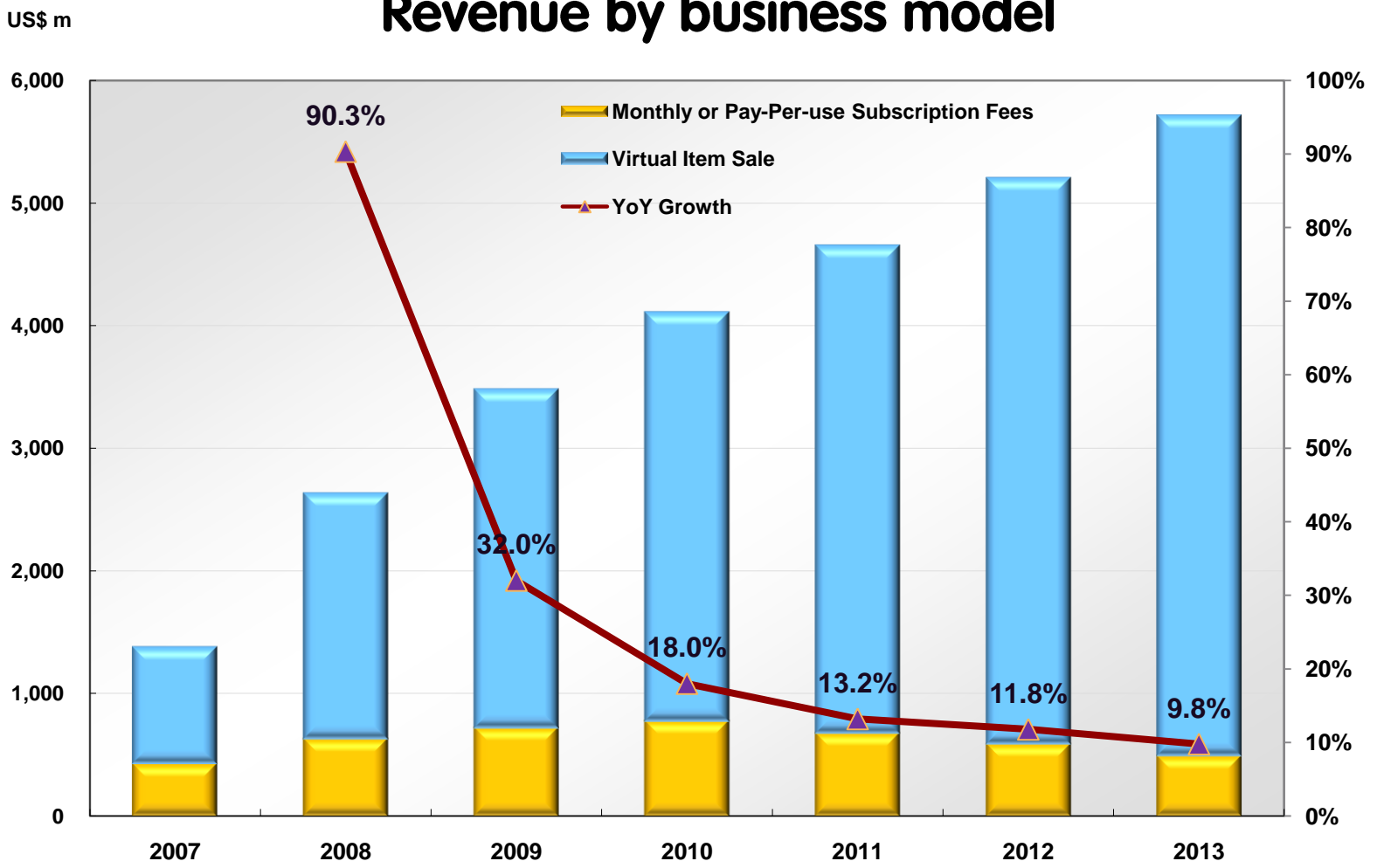
Source: IDC (2010)

\* APEJ denotes Asia Pacific excluding Japan.

# Market Trend in China



## Revenue by business model

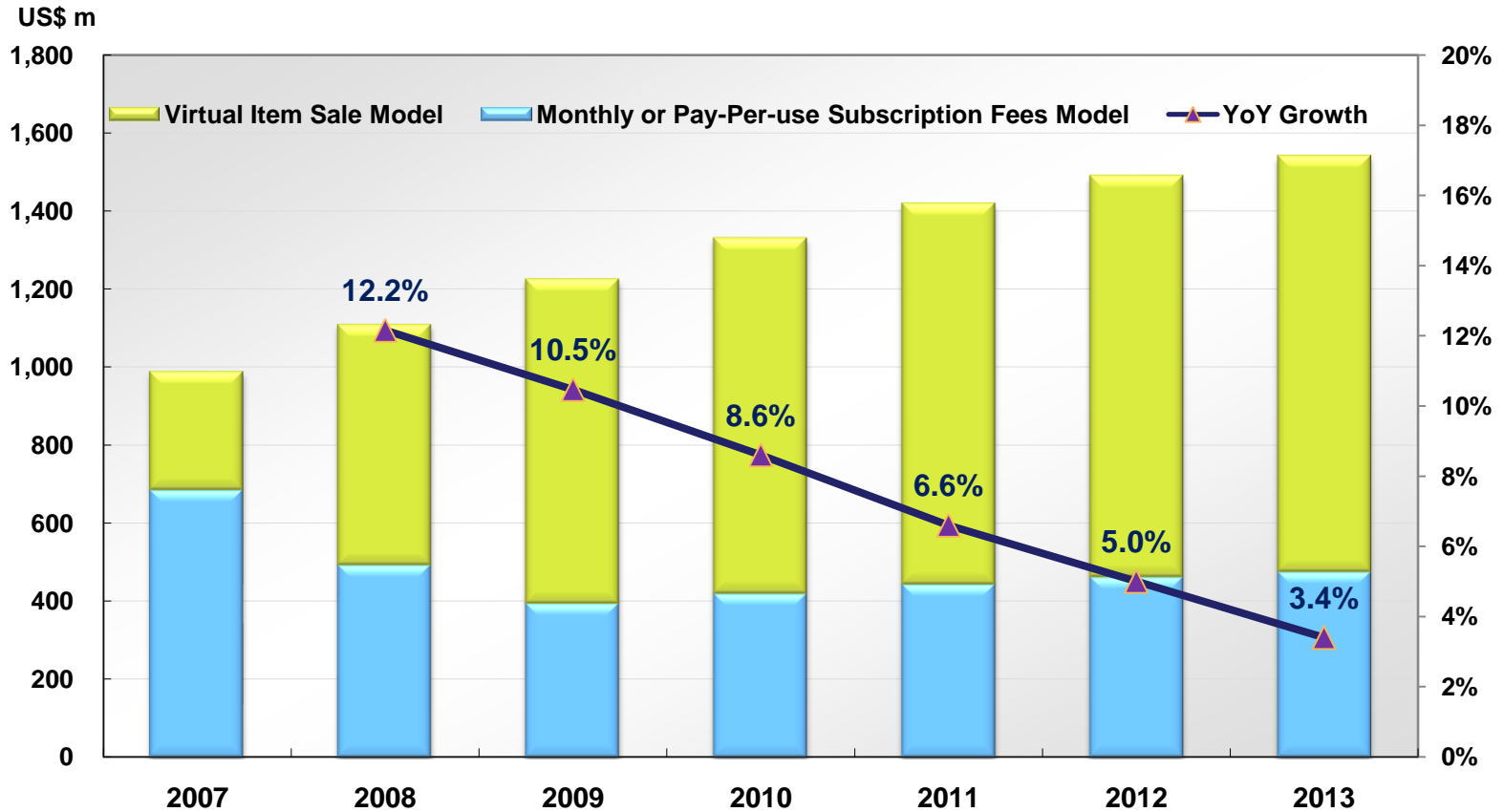


Source: IDC (2010)

# Market Trend in Korea



## Revenue by business model



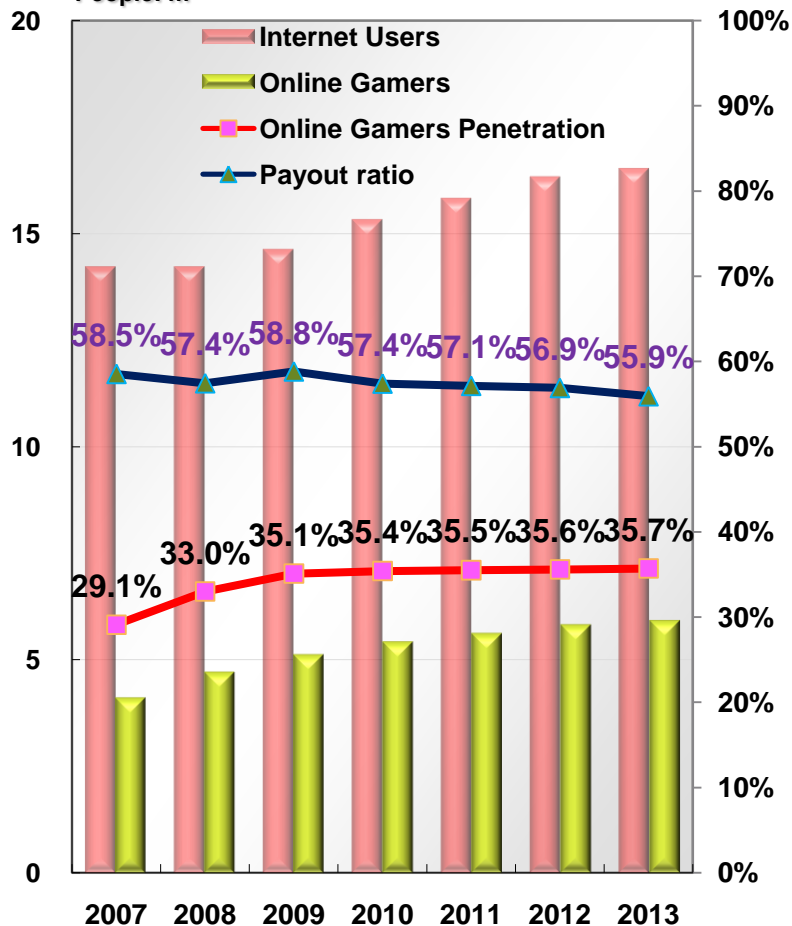
Source: IDC (2010)

# Market Trend in Taiwan



## Online Gamers Penetration

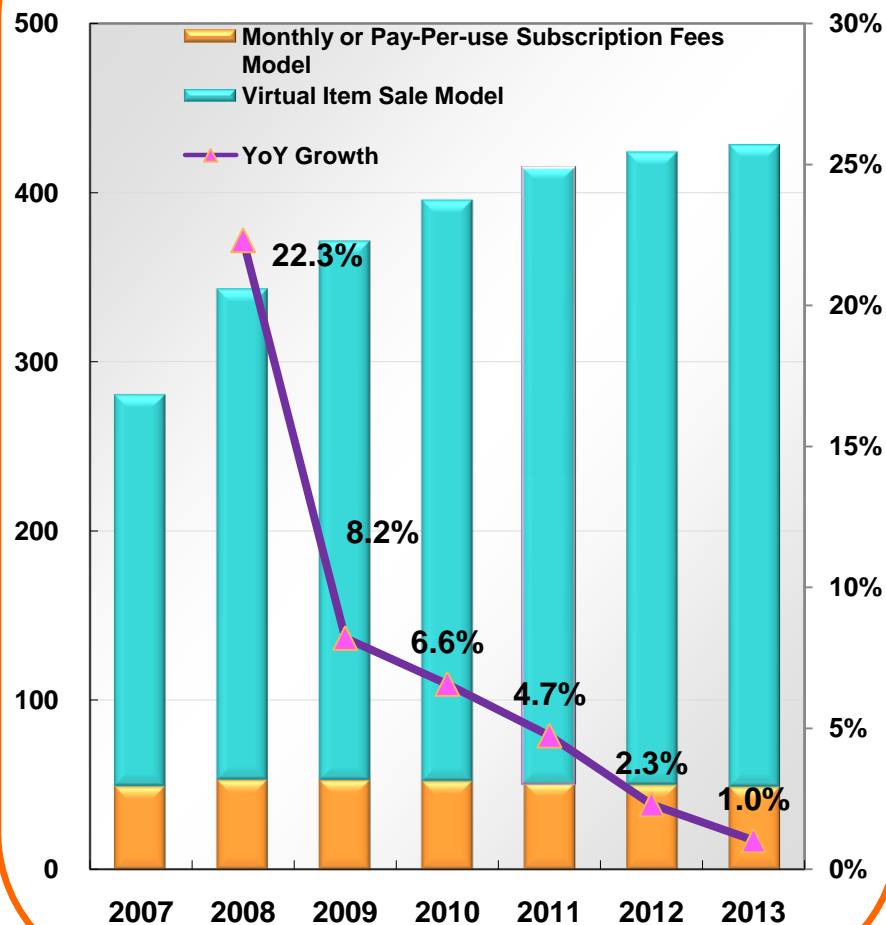
People: m



Source: IDC (2010)

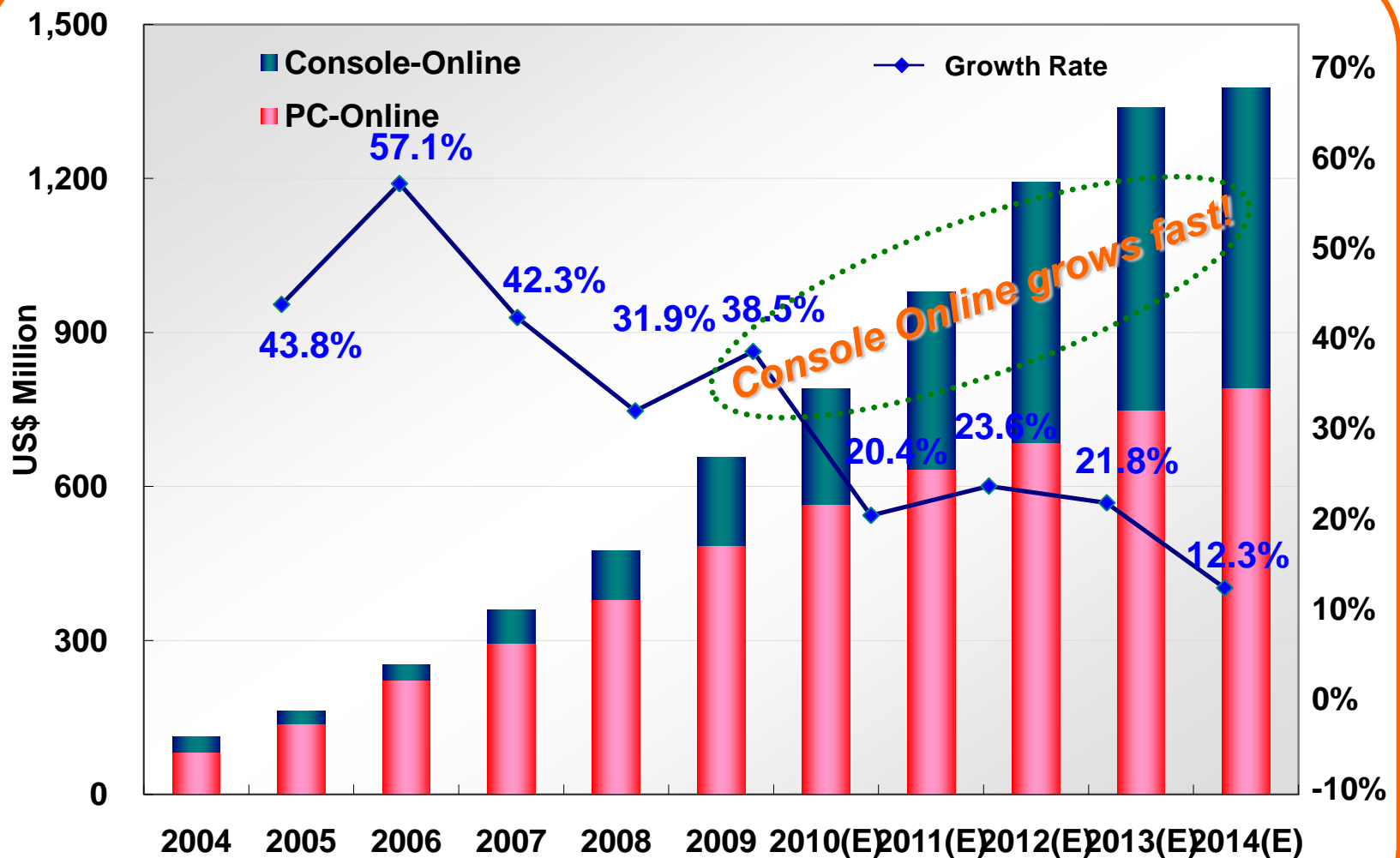
## Revenue by business model

US\$ m



Source: IDC (2010)

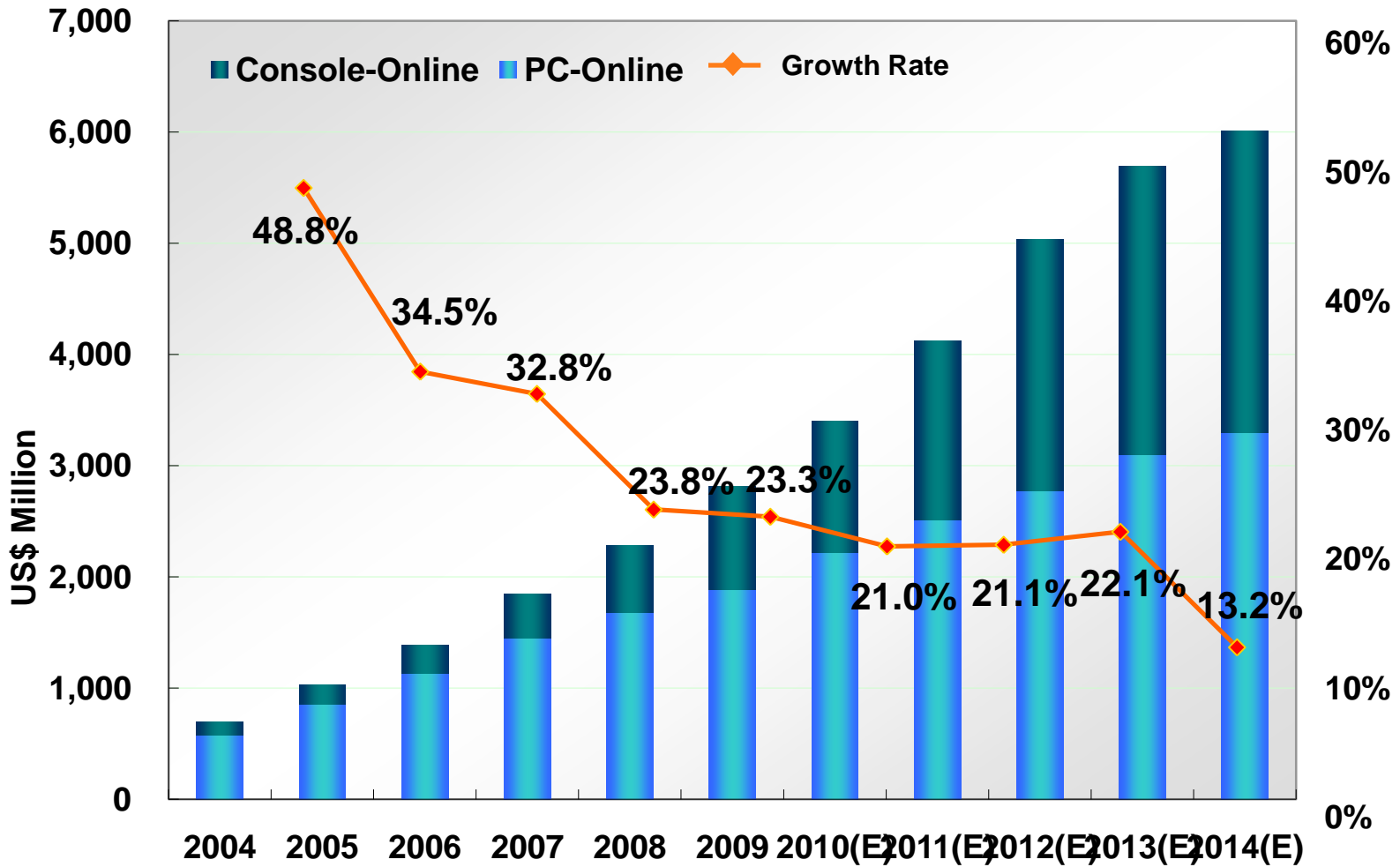
# Japan Online Game Market



Source: DFC Intelligence (August, 2009)

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

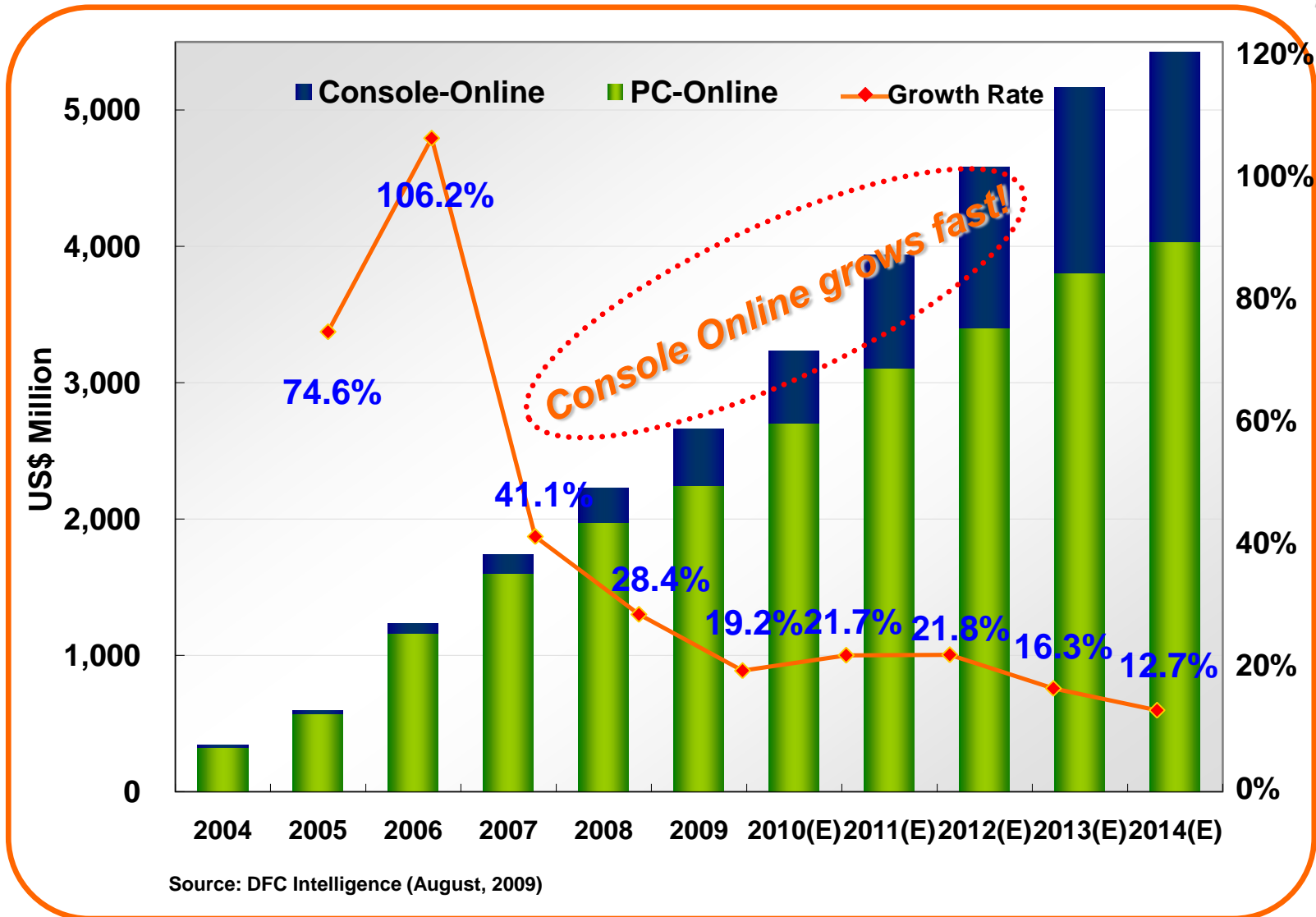
# North America Online Game Market



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	<b>39.9%</b>
COGS	(1,951,411)	(1,454,721)	<b>34.1%</b>
Gross Profit	2,033,056	1,392,623	<b>46.0%</b>
Operating Expense	(1,626,277)	(1,114,986)	<b>45.9%</b>
Operating Income	406,779	277,637	<b>46.5%</b>
Non-Operating Gain	11,466	62,199	<b>-81.6%</b>
Non-Operating Loss	(15,889)	(22,628)	<b>-29.8%</b>
Pre-tax Profit	402,356	317,208	<b>26.8%</b>
Net Income	292,059	248,866	<b>17.4%</b>
Basic EPS	2.00	1.62	-



# **Investment Highlights**

# Growth Strategy



**Penetration**

**Excavate more players through diversified titles**

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**Vertical  
Integration**

**Enhance R&D Capability**

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**Horizontal  
Expansion**

**Target China & Western Markets next**

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**Diversifica-  
tion**

**Create new application of digital entertainment**

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# Q & A Time

