

Have a Good GAME!

**Gamania**

**2010 Third Quarter  
Investor Conference**



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# Disclaimer



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# Table of Contents



 **Company Overview**

 **3Q10 Operating Results**

 **2011 Outlook**



**Company Overview**

# Leading Online Game Service Provider

gamania



## Company Snapshot

- Leading Online game operator and developer
- Headquarters in Taiwan
- Subsidiaries in Taipei, Tokyo, Hong Kong, Beijing, Shanghai, Seoul, Irvine & Amsterdam
- Listed in 2002 (6180.TT)
- Market Cap: NT\$ 6,547M (as of Oct. 25, 2010)
- Employees around 1,480 (as of Sep. 30, 2010)

## Game Titles in Operation

- Operated **23** MMOGs; "Lineage" & "Maple Story" are major titles
- Operated **17** Casual Games; "CSO", "Kart Rider", "BnB", "Elsword", & "Mabinogi" are most popular

# Profiles of Major Operating Entities



Taiwan



Hong Kong



Japan



**Entity Name**

**1. Established**

**1995**

**2000**

**2001**

**2004** *(Invested)*

**2. Location**

**Taipei**

**Hong Kong**

**Tokyo**

**Taipei**

**3. Business**

**Game operator &  
developer**

**Game  
operator**

**Game  
operator**

**Game  
operator**

**4. MMOG titles**

**14**

**17**

**7**

**5**

**5. Casual titles**

**11**

**14**

**0**

**5**

# Gamania Game Studios



Coordinate policies and  
resources for game  
development



SEEDO Games Co., Ltd., TW



Feature Title: *Bright Shadow  
Soul Captor*



Fantasy Fish Digital Games Co., Ltd., TW



Feature Title : *Reign of Assassins*



PLAYCOO Corporation, TW



Feature Title : *Lucent Heart  
Divina*



RedGate Games Co., Ltd., TW/CN



Feature Title : *HERO 108  
Core Blaze*



FIREDOG Studio Co., Ltd., HK



Feature Title : *Tiara Concerto*

# Most Diversified Game Portfolio



## MMORPG

Lineage	Atlantica
Gersang	Dungeon & Fighter
Laghaim	SP1
Mabinogi	Pocketpet Journey West
Maple Story	Runes of Magic
Dream of Mirror	Loong
Holy Beast	XW Hero
Fantasy Earth Zero	Divina
Bright Shadow	Fantasy Zhu Xian
Zodiac	QQ Sanguo
Chi-Bi	iL : Soul Bringer
Xun-Xian	

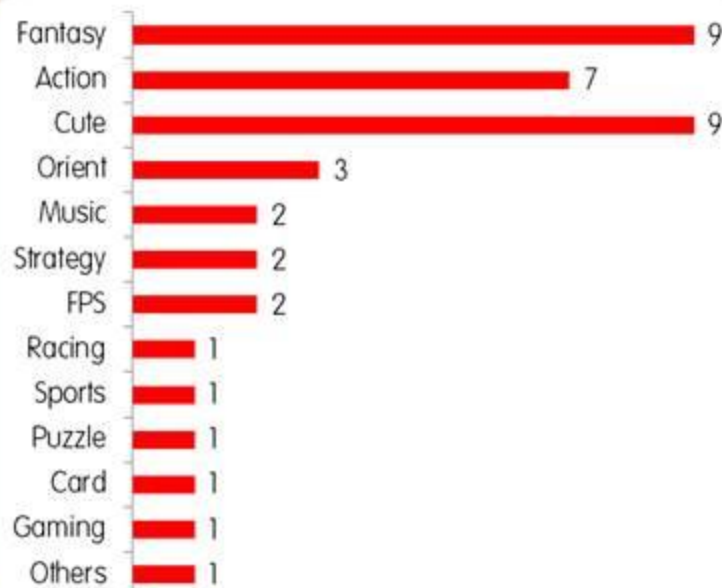
**Total: 23 titles**

## Casual

GetAmped	Alteil
GetAmped 2	Kuso Party
Grand Chase	Hot Dance Party
Crazy Arcade BnB	Elsword
Dancing	Cosmic Break
Kart Rider	MKZ
Glanding	HERO 108
Art of War	
CounterStrike	
Slugger	

**Total: 17 titles**

## Genres of Games in Operation



Flagship titles

Name Titles developed or co-developed by Gamania Group





**3Q10 Operating Results**

# Consolidated Income Statement



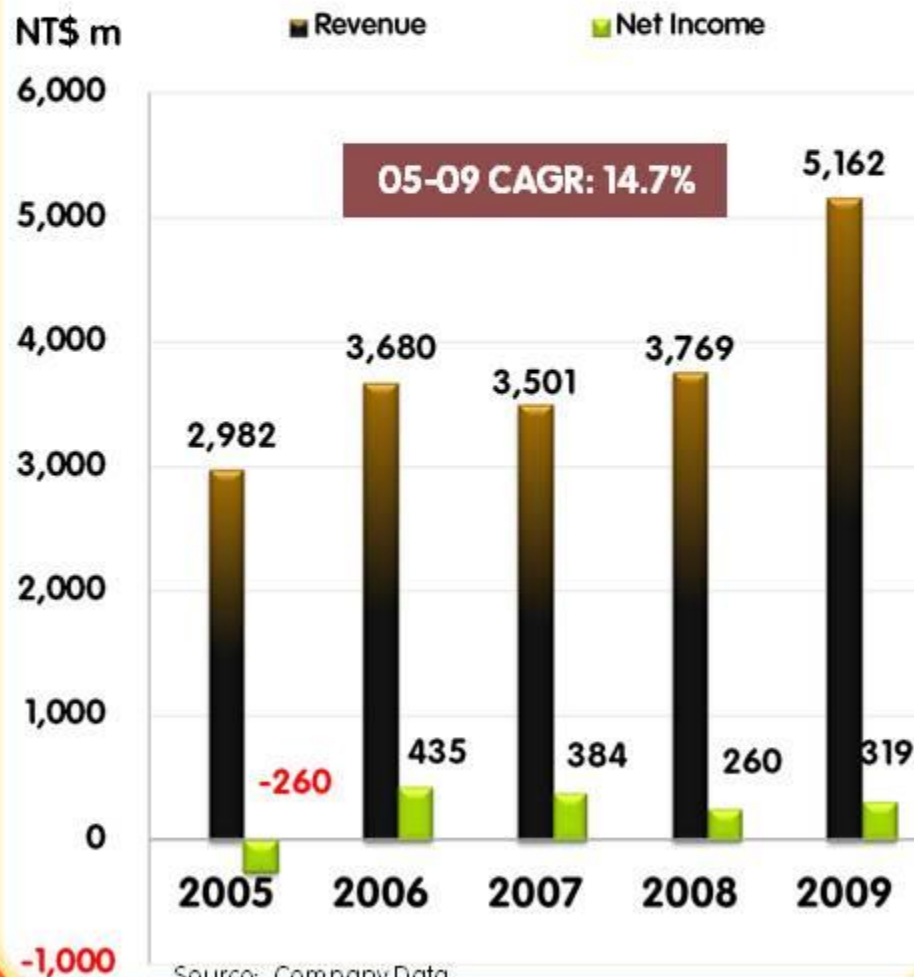
*(in NT thousands except otherwise noted)*

	3Q10	2Q10	QOQ	3Q09	YOY
Net Sales	1,550,677	1,423,660	8.9%	1,312,797	18.1%
COGS	(806,467)	(714,728)	12.8%	(663,671)	21.5%
<b>Gross Profit</b>	<b>744,210</b>	<b>708,932</b>	<b>5.0%</b>	<b>649,126</b>	<b>14.6%</b>
Operating Expense	(647,650)	(603,888)	7.2%	(626,800)	3.3%
<b>Operating Income</b>	<b>96,560</b>	<b>105,044</b>	<b>(8.1%)</b>	<b>22,326</b>	<b>332.5%</b>
Non-Operating Gain	5,404	5,995	(9.9%)	2,825	91.3%
Non-Operating Loss	(35,858)	(15,485)	131.6%	(5,347)	570.6%
Pre-tax Profit	66,106	95,554	(30.8%)	19,804	233.8%
<b>Net Income</b>	<b>8,884</b>	<b>50,496</b>	<b>(82.4%)</b>	<b>116</b>	<b>7,544.4%</b>
Basic EPS(NT\$)	0.06	0.32	(81.3%)	0	-

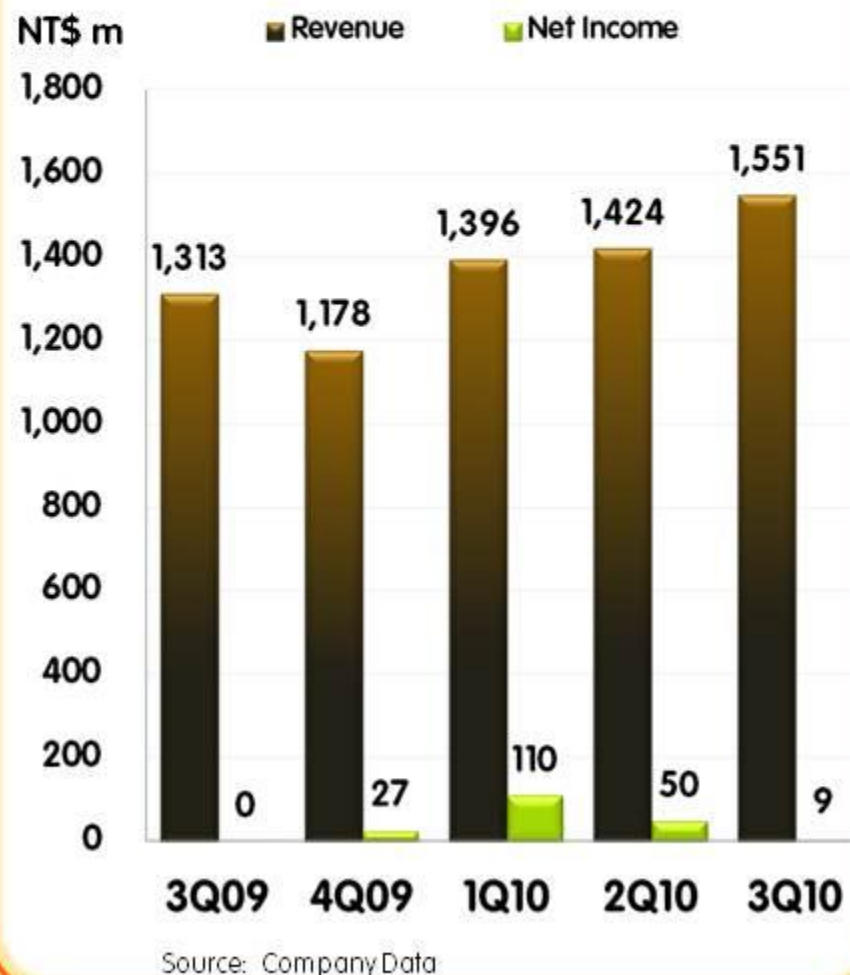
# Operating Results of Gamania Group



## Annual Financials



## Quarterly Financials



\*Non-GAAP basis reconciles NC Taiwan's contribution in revenue from FY05 to FY 07



**2011 Outlook**

# Growth Strategy



**Penetration**

**Excavate more players through diversified titles**



**Vertical Integration**

**Enhance R&D Capability**



**Horizontal Expansion**

**Expand into China & Western Markets**



**Diversification**

**Create new application of digital entertainment**



# Enhance R&D Capability

## Objective

- Enhance RD capabilities through M&A and organic development
- Release several new MMOG & Casual games per year
- Launch self-developed titles to overseas market

### Self-Developed Titles to be Commercially Launched in 2011



#### Tiara Concerto

World of music!  
Fantasy of Floating  
Island and Adventures.



#### Core Blaze

2011's secret weapon.



#### Reign of Assassins

Ground-breaking movie  
tie-in to be globally  
launched in 2011.



#### Langrisser Schwarz

New version of PC  
game comes online.



#### WARRIOR OF DRAGON

Integration of Eastern and  
Western Myths.



#### Soul Captor

Eastern Fantasy Theme:  
Cute Spirits Follow Players  
Around on Adventures.

# Aiming at Multiple Oversea Markets



## Overseas Markets to Explore in 2011



Expand into these overseas markets through self-developed titles

# HERO 108 Brand Emerges

- HERO 108 animation cartoon currently televised in **North America, Latin America, Europe, and Asia**, totaling **63** countries
- Toy figures already for sale in **Toys "R" US** stores in the U.S. and Europe; more tie-in products (T-shirt, Book, office supplies, backpack, etc. ) to be released soon
- Lower production/marketing costs for developing/marketing online game "HERO 108 Online"





# 2011 Guidance



- **Revenue contribution from oversea subsidiaries to be more meaningful, driving the growth of Gamania group**
- **With the commercial launch of self-developed titles, operating margins would gradually pick up**
- **Time to reap the fruits of HERO 108 is approaching; moreover, a new animation series might be announced soon which has received considerable acclaim from global TV channels**

# Q & A Time





Have a good GAME!