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探索歡樂的無限可能

6180:TT
March 2014



簡報大綱

- 全球遊戲市場
- 公司概況
- 營運動能



**Gaming,
Power to the People**

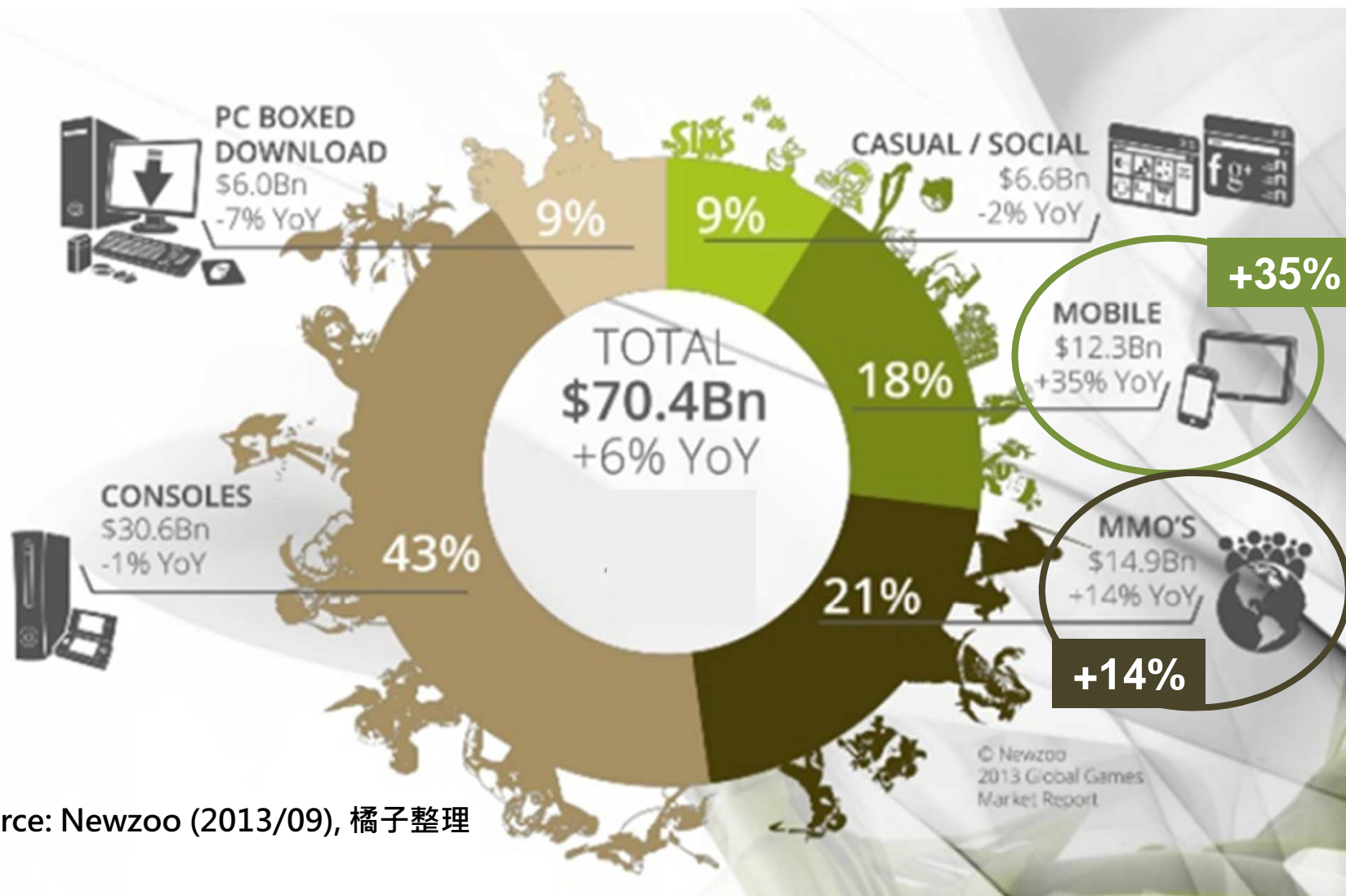


全球遊戲市場



2013年全球遊戲市場規模704億美元

Mobile成長動能最佳，MMOs次之



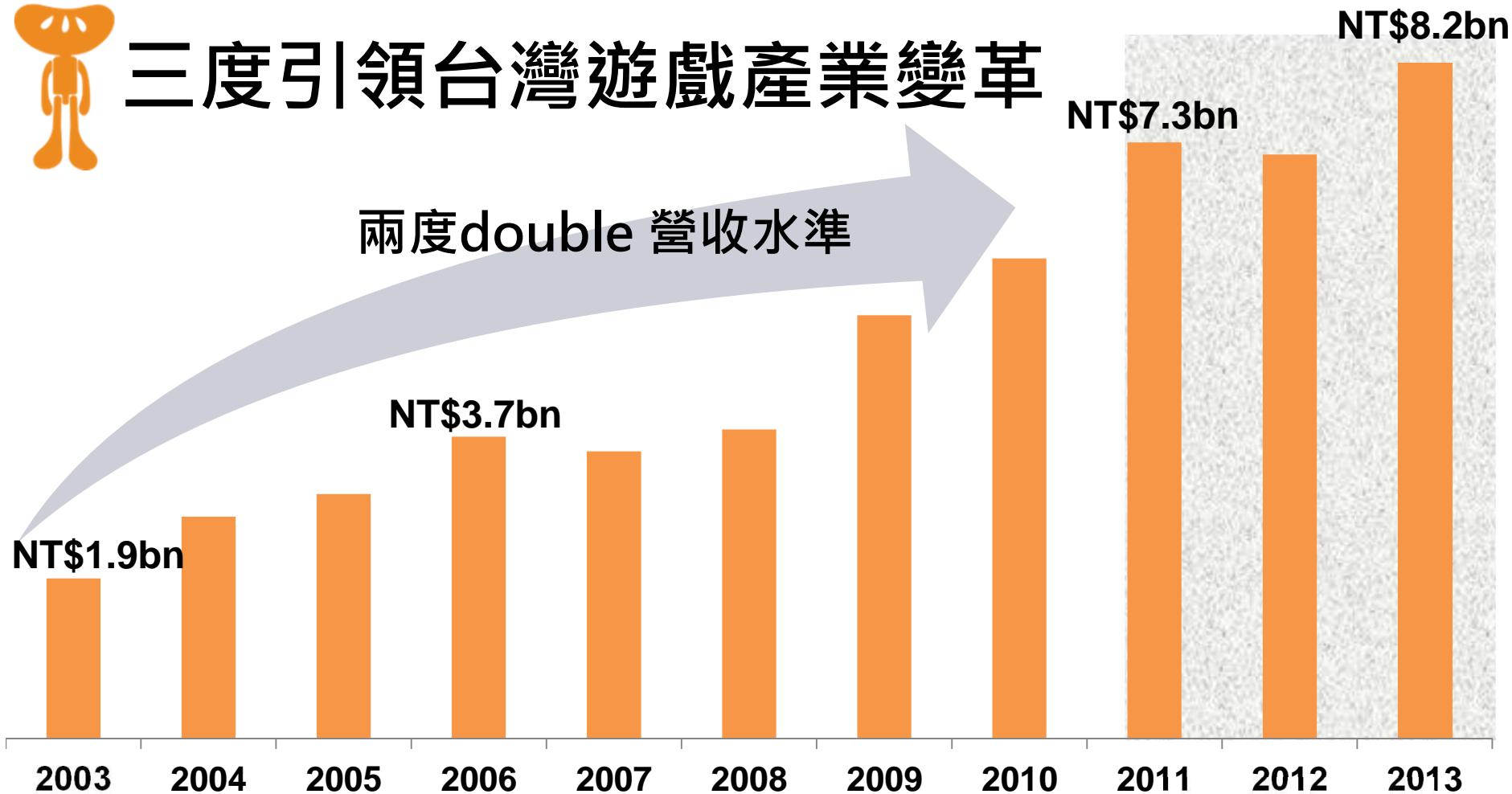
Source: Newzoo (2013/09), 橘子整理

公司概況





三度引領台灣遊戲產業變革



天堂 2000

1. Offline → Massive Multiplayer Online (MMO)

2. Paid → Free to Play (F2P)



3. Diversified Genres



2013年營收歷史新高 轉虧為盈

- Diversified revenue combinations
- Efficient cost/expense management

NT\$M	2013	2012	YoY
營業收入	8,238	7,187	15%
營業利益	172	(153)	+
稅後淨利	74	(327)	+
EPS (NT\$)	0.47	(2.08)	+



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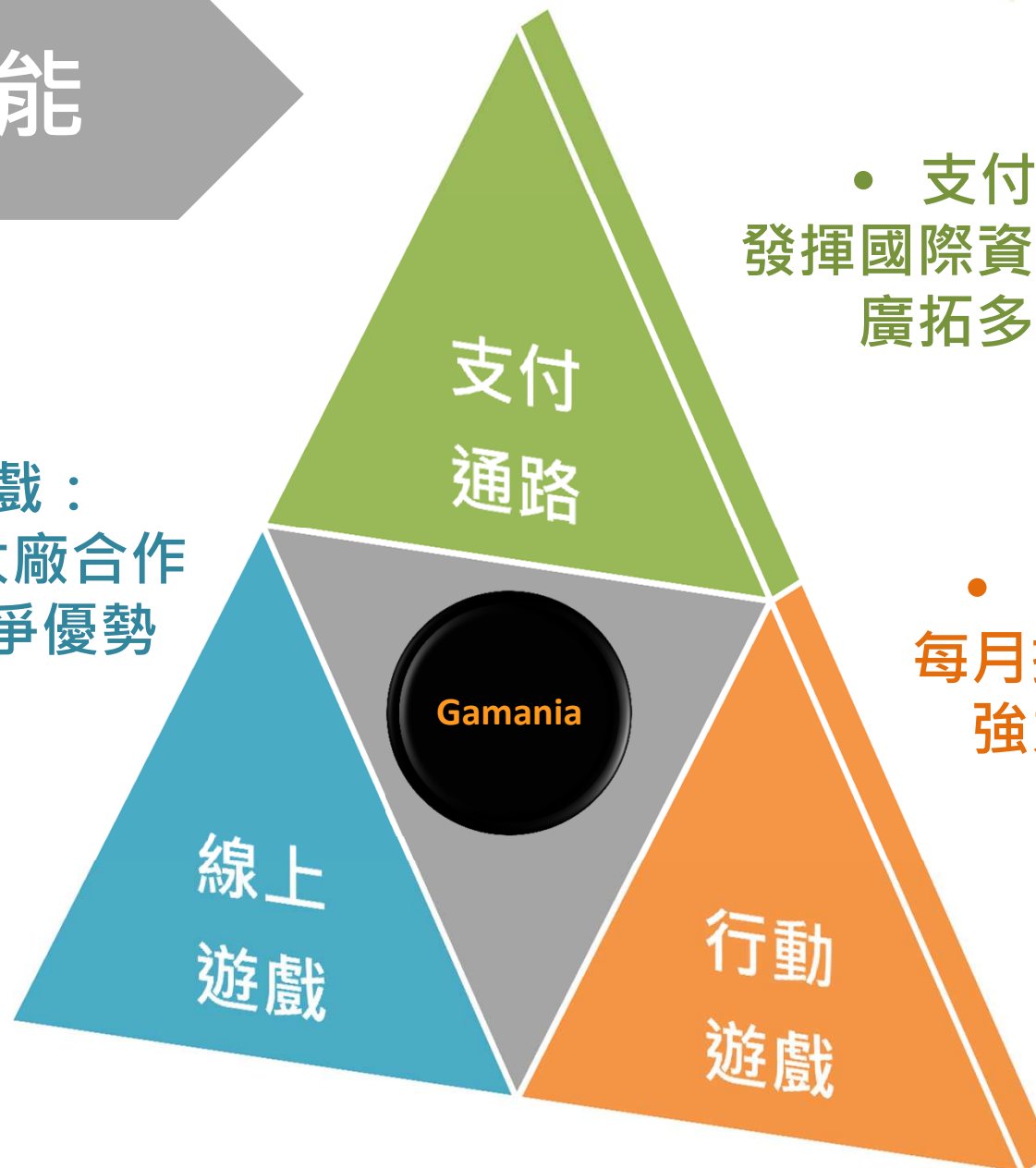
遊戲橘子集團
累積 & 蛻變

營運動能



營運動能

- 線上遊戲：
持續與國際大廠合作
新作鞏固競爭優勢



- 支付通路：
發揮國際資訊安全機制
廣拓多方業務

- 行動遊戲：
每月推出手遊新作
強力拓展市場

豐富多元的遊戲排程

		1Q14	2Q14	3Q14	4Q14
New Launches	PC Online	天堂 免服	夢幻之星2	1款	1款
	Mobile	New game release every month			
Major Content Updates	PC Online	Lineage Maple CSO		Lineage Maple CSO	



GASH+ 樂點卡



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OK 超商



捷遊網

全國光碟、金碟、雜誌、
三井、書店、文具店、雜貨



美廉社



分享家



台灣大哥大



遠傳

Q & A



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