

# gamania

**Explore the Unlimited Possibility of  
Fun**

**6180:TT  
June 2014**



## Outline

- Global Mobile Game Market & Taiwan Positioning
- Mobile Game Business Model
- Gamania in Mobile Game Market

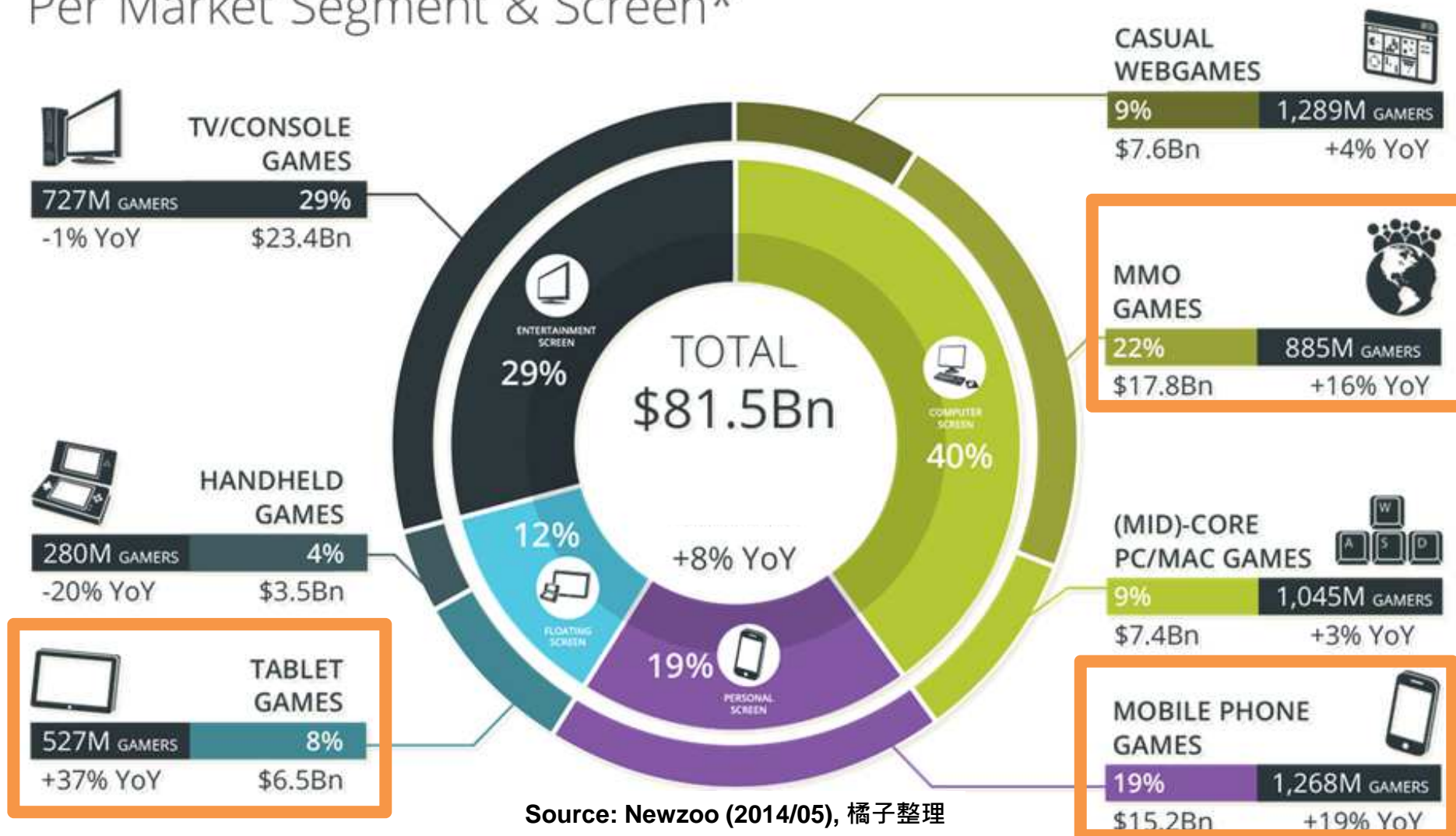


# Global Game Market



# 2014 Global Game Market Totals US\$81.5Bn

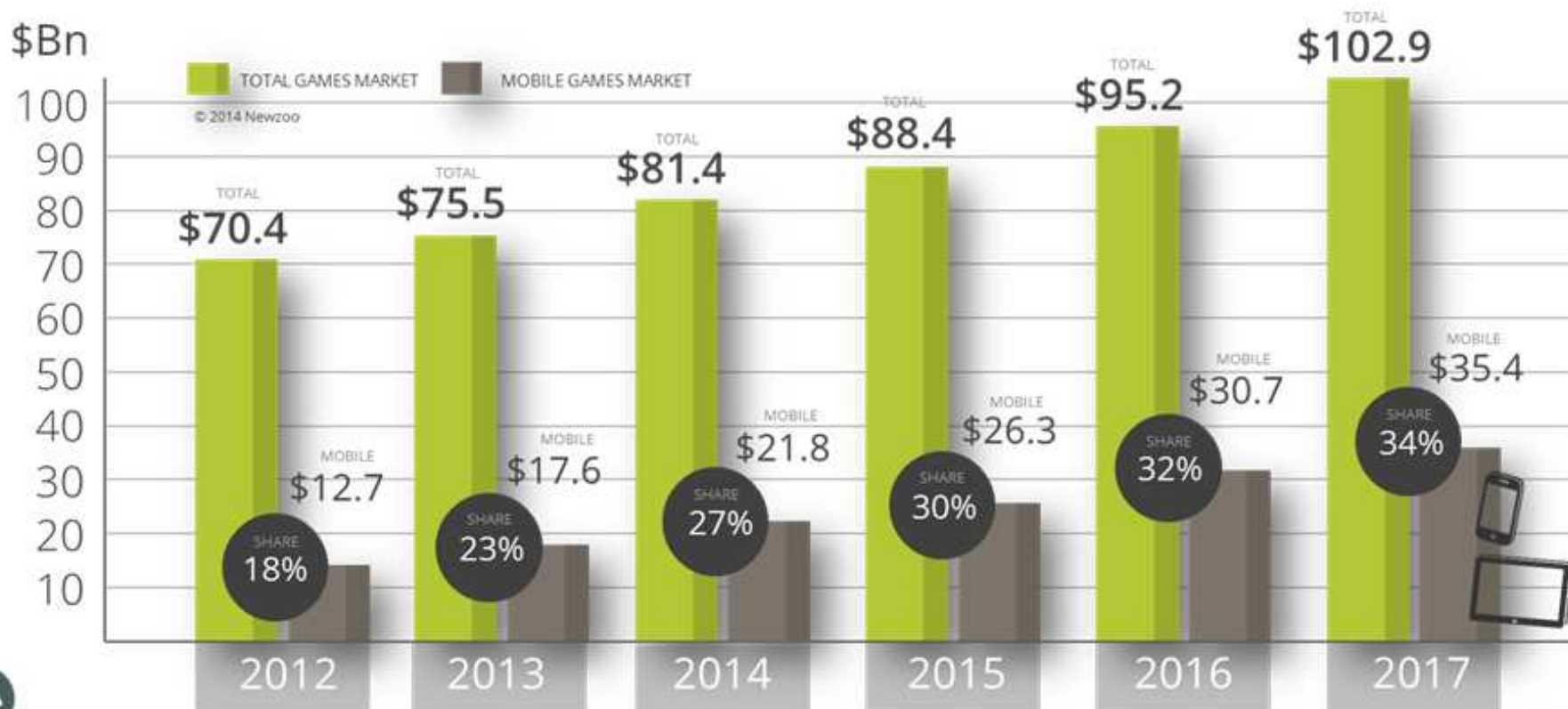
Per Market Segment & Screen\*



Source: Newzoo (2014/05), 橘子整理

# 2013~2017 Global Game Market CAGR+8%

## Tablet/Mobile Game Market CAGR+19%



# Taiwan Positioning In Global Mobile Market



# Taiwan Ranking Worldwide No.6 In Google Play

## 2013 iOS Revenue Ranking

Rank	Area
1	United States
2	Japan
3	United Kingdom
4	China
5	Australia
6	Canada
7	Germany
8	France
9	Russia
10	Italy

## 2013 Google Play Revenue Ranking

Rank	Area
1	Japan
2	South Korea
3	United States
4	Germany
5	United Kingdom
6	Taiwan
7	France
8	Australia
9	Hong Kong
10	Canada

Source: App Annie (2014/01), 橘子整理

# Mobile Game Business Model





# The Game App's New **Monetization** Model on the Rise



# **Gamania in Mobile Game Market**



# Gamania Successfully Enters Mobile Game Market

Self-  
development

Operations

Payment  
Services



PC Online  
Game

Mobile  
Game



# Gamania Mobile Game Map



# Let's Play!

<https://www.youtube.com/watch?v=cf7cpfywyJ0>



# Self-Development Mobile Game Title





# Operating *Brave Frontier* Global Top 10



## Top Game Apps by Monthly Revenue

Google Play March 2014

App	Rank Change vs. Feb 2014	Publisher	Headquarters	Subcategory
1 パズル&ドラゴンズ (Puzzle & Dragons)	-	GungHo Online	Japan	Puzzle
2 Clash of Clans	-	Supercell	Finland	Strategy
3 Candy Crush Saga	-	King	United Kingdom	Casual
4 애니팡 (Anipang) 2	▲ 1	SundayToz	South Korea	Puzzle
5 Hay Day	▲ 3	Supercell	Finland	Family
6 Pokopang	▼ 2	LINE/NHN Entertainment	Japan/South Korea	Puzzle
7 魔法使いと黒猫のウィズ (The World of Mystic Wiz)	▼ 1	COLOPL	Japan	
8 Farm Heroes Saga	▲ 1	King	United Kingdom	
9 몬스터 길들이기 (Monster Taming) for Kakao	▼ 2	CJ Group	South Korea	
10 Brave Frontier	▲ 1	gumi/Chukong	Japan/China	Role Playing/Action

勇者前線  
Global  
Top 10

# GASH+ Gash Plus



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# The First Mobile Managing Tool Compatible with Both iOS & Android Platform



A collage of four panels showcasing iTools features. 
 1. Top panel: "備份及修復" (Backup &amp; Restore) with subtitle "資料備份與修復超easy" (Data backup and restoration is super easy). It shows a computer monitor displaying the iTools interface and a cartoon character holding a smartphone.
 2. Middle panel: "App自動分類" (App Auto Classification) with subtitle "依照App類型自動進行分類" (Automatically classify according to app type). It displays three categories: "照片及攝影" (Photos &amp; Photography) with icons for Instagram, Camera, and Lens; "遊戲" (Games) with various game icons; and "音樂及影像" (Music &amp; Video) with icons for K, LINE, YouTube, Music, and TV.
 3. Bottom panel: "鈴聲製作" (Ringtone Making) with subtitle "輕鬆製作或創造手機鈴聲" (Easily make or create mobile ringtones). It shows a smartphone with a cartoon character on the screen and musical notes floating around.

# Corporate Overview

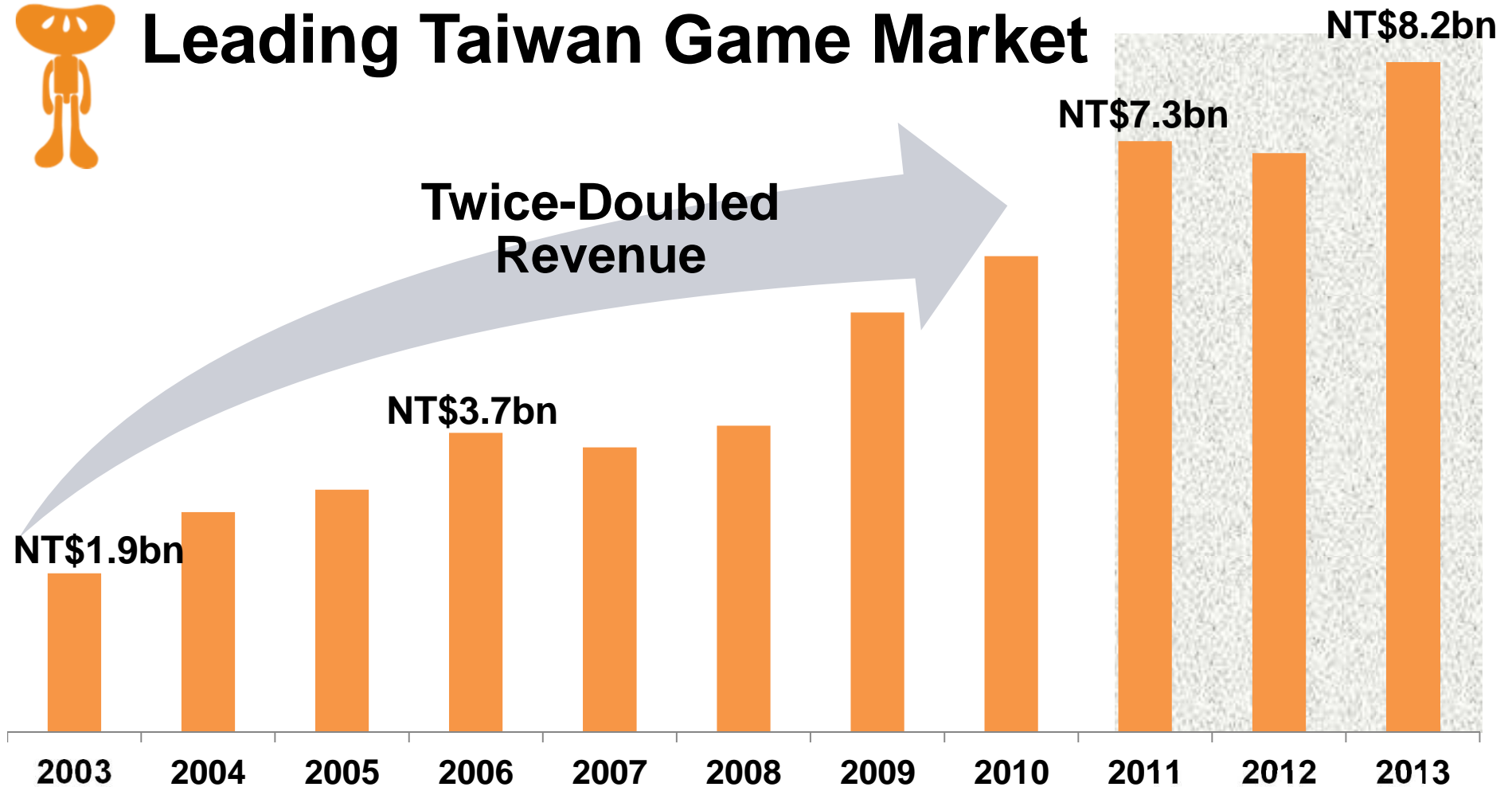


- Established in 1995
- Listed in 2002
- Ticker: 6180 TT
- Market Cap: US\$200M





# Leading Taiwan Game Market



天堂 2000

3. Diversified Genres

2. Paid → Free to Play (F2P)

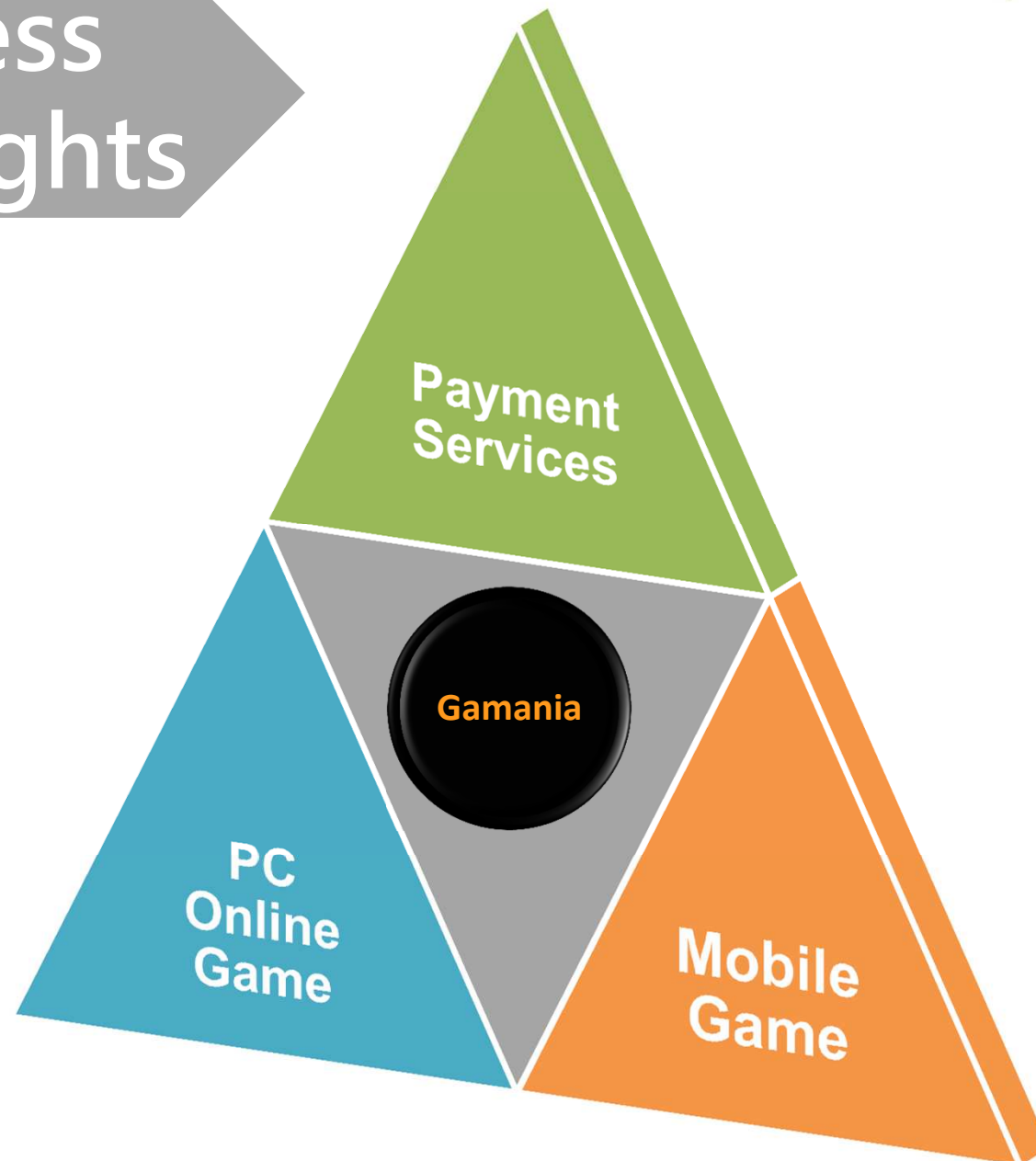
1. Offline → Massive Multiplayer Online (MMO)

A necklace of orange frog-shaped charms is laid out on a dark wooden surface. The charms are arranged in a circular pattern, with each frog facing outwards. The frogs are stylized with large eyes and small bodies. The necklace is made of black cord with silver-colored clasps. In the center of the necklace, there is a black circular pendant with the word "Gamania" written in orange text.

Gamania

Change &  
Innovation

# Business Highlights



# Incubating a Rich Pipeline

		1Q14	2Q14	3Q14	4Q14
New Launches	PC Online	Lineage F2P	PSO2	x1	x1
	Mobile	New game release every month			
Major Content Updates	PC Online	Lineage Maple CSO		Lineage Maple CSO	





# 1Q14 Best Selling MMO in Taiwan

## The Lineage Free to Play Version



Q & A





# Disclaimer

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