

Code: 6180 TT

gamania

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Gamania Group 2018Q4 Investor Conference

March 8, 2019

Forward-Looking Statements

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.

Outline:

- **Group Overview**
- **Business Outlook**
- **Financial Highlights**
- **Corporate Outlook**

Group Overview



Company Profile

- **Founded:** June 1995
- **IPO:** May 2002 (6180 TT)
- **CEO:** Mr. Albert Liu
- **Capital:** NT\$1.75 B
- **Market Cap:** NT\$13.3 B / US\$432 M (2019/3/6)
- **2018 Consolidated Revenue:** NT\$14.3B / US\$466M
- **Headcount:** 775 (as of 2018/3/31)
- **Business Model:** Eco-Internet Enterprise



Business Outlook



Key Successful Factors as The Gaming Leader

- Popular Classical IP & Sustainable Operations & Strong Social Network: the group operates games with popular classical IP successfully over 20 years and have massive member numbers.



Lineage
(2000~)

PC Game



Maple
Story
(2005~)

PC Game



Counter
Strike
Online
(2008~)

PC Game



Lineage M
(2017~)

Mobile Game

Games Dominate Apps Ranking by Revenue

iOS 2018 Worldwide Revenue			Google Play 2017 Worldwide Revenue		
Rank	Category	Rank Change vs. 2017	Rank	Category	Rank Change vs. 2017
1	Games	-	1	Games	-
2	Entertainment	-	2	Social	-
3	Social Networking	-	3	Entertainment	-
4	Music	-	4	Lifestyle	▲ 1
5	Photo and Video	▲ 2	5	Music & Audio	▲ 2
6	Lifestyle	▼ -1	6	Productivity	-
7	Health and Fitness	▲ 1	7	Communication	▼ -3
8	Productivity	▲ 2	8	Health & Fitness	▲ 1
9	Books	▼ -3	9	Dating	▲ 1
10	Education	▼ -1	10	Education	▼ -2

Source: App Annie

Lineage M Ranks Top 1 since Launching in Taiwan

Taiwan Top Mobile Apps







Lineage M: Taiwan Top 1 Game App

畅销排行	
1	 Lineage M NCSOFT
2	 Tower of Saviors Mad Head
3	 Ragnarok M : Eternal Love X.D. Network
4	 Arena of Valor Garena Online
5	 Lineage 2 Revolution Netmarble
6	 Xin Stars Wanin
7	 0857online GalaxyOnline
8	 Fate/Grand Order Aniplex
9	 Be The King Chuang Cool
10	 Pokémon GO Niantic

Source: App Annie (2018/01-2018/12)

Taiwan Top Mobile Apps

Lineage M: Taiwan Top 1 Game App

畅销排行	
1	 Lineage M NCSOFT
2	 Tower of Saviors Mad Head
3	 QQ Speed Tencent
4	 The Continent of Wind Zilong
5	 Be The King Chuang Cool
6	 Arena of Valor Garena Online
7	 Dungeons and Fantasy 37games
8	 Shin Sangokushi Youkia
9	 Princess Connect! Re:Dive Cygames
10	 Black Desert Pearl Abyss

Source: App Annie (2019/01~2019/02)

Lineage M : Flagship IP Mobile Game

- Launched in Taiwan/HK/Macau on 2017/12/11
- Dominates #1 for both Apple & Google Play since launching in Taiwan
- Accumulated Registered Users 5,000,000+



Lineage M : Flagship IP Mobile Game

New Class
Black Flame



The 1st Anniversary of Lineage M
2019 Taipei Game Show



New Classes

2017/12/11

2018/11/14

2019/1/28

2018/6/27

2019/1/24

2019



Lineage M
released
in Taiwan



New Class
Gunman



New Class
Dragon Knight

Key Titles PC & Mobile Games

PC Games



Lineage



Mabinogi



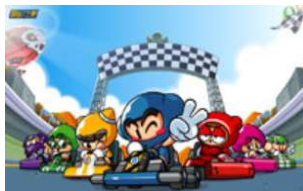
CSO



ELSWORD



MapleStory



Crazyracing
Kartrider

Mobile Games



Lineage M



Cross Gate M



Summons Board



便利商店口袋版



Mahouotome



櫻桃小丸子手遊版

The Effect brought by Lineage M

- Lineage M strengthens quality of the group:
 - Growing Operation Performance
 - Gained massive member numbers
 - Improved Cash Flow
 - Increased possibilities to operate more popular classical IP Game



- What's the strategic perspective for Gamania group after Lineage M?
 - **Eco-Internet Enterprise**



Eco-Internet Enterprise

- Accumulated registered member numbers: 10mil+
- From a **Content** Company → to a **Platform** Company



beanfun! APP



- A mobile platform which integrated diversified services, shared members and sources, connected O2O business and enriched your mobile life through all in one beanfun! APP

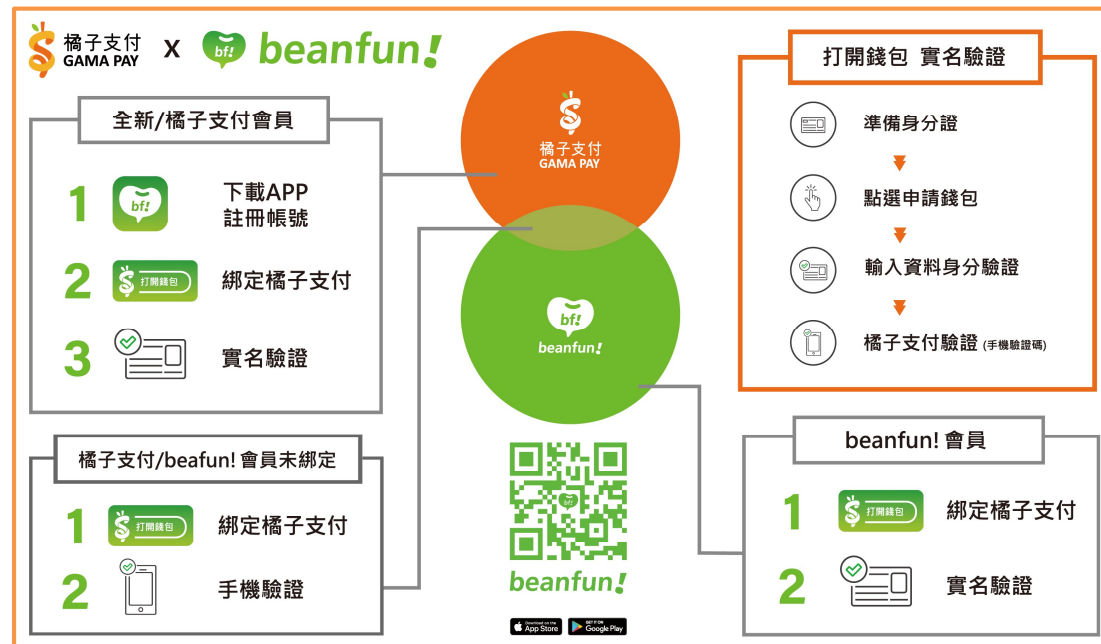
beanfun! APP Functions



beanfun! Marketing Campaigns

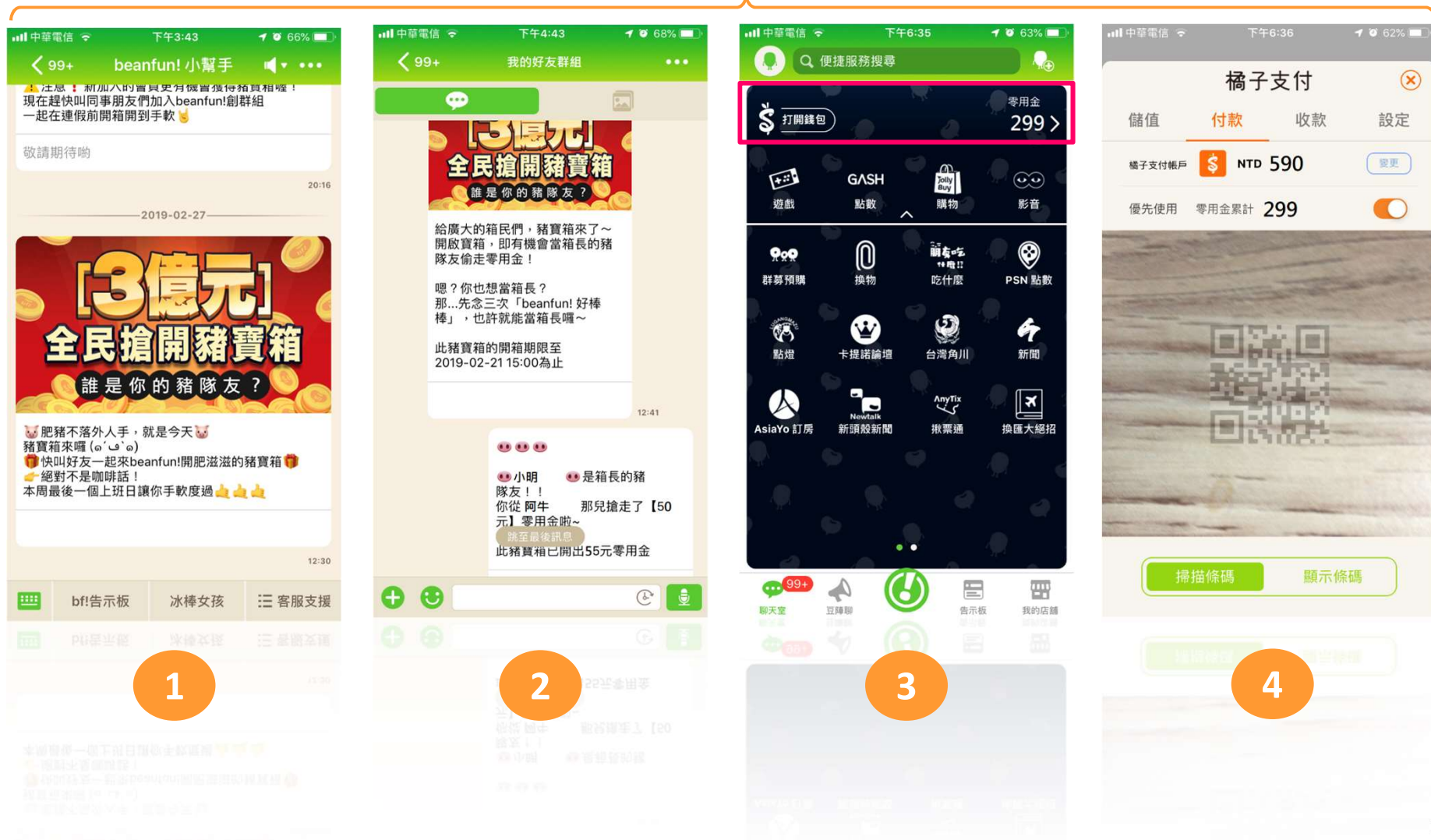
➤ beanfun! started the 1st promotional campaign on 2019/1/25:

Gamania launched the whole new beanfun! services with group resources and focused on beanfun! at 2019 TGS to accelerate beanfun! user bases acquisition, attract potential users through various events and channels, and gain the market share of mobile life platform.



beanfun! Marketing Campaigns

beanfun! bonus points campaign: Piggy treasure boxes

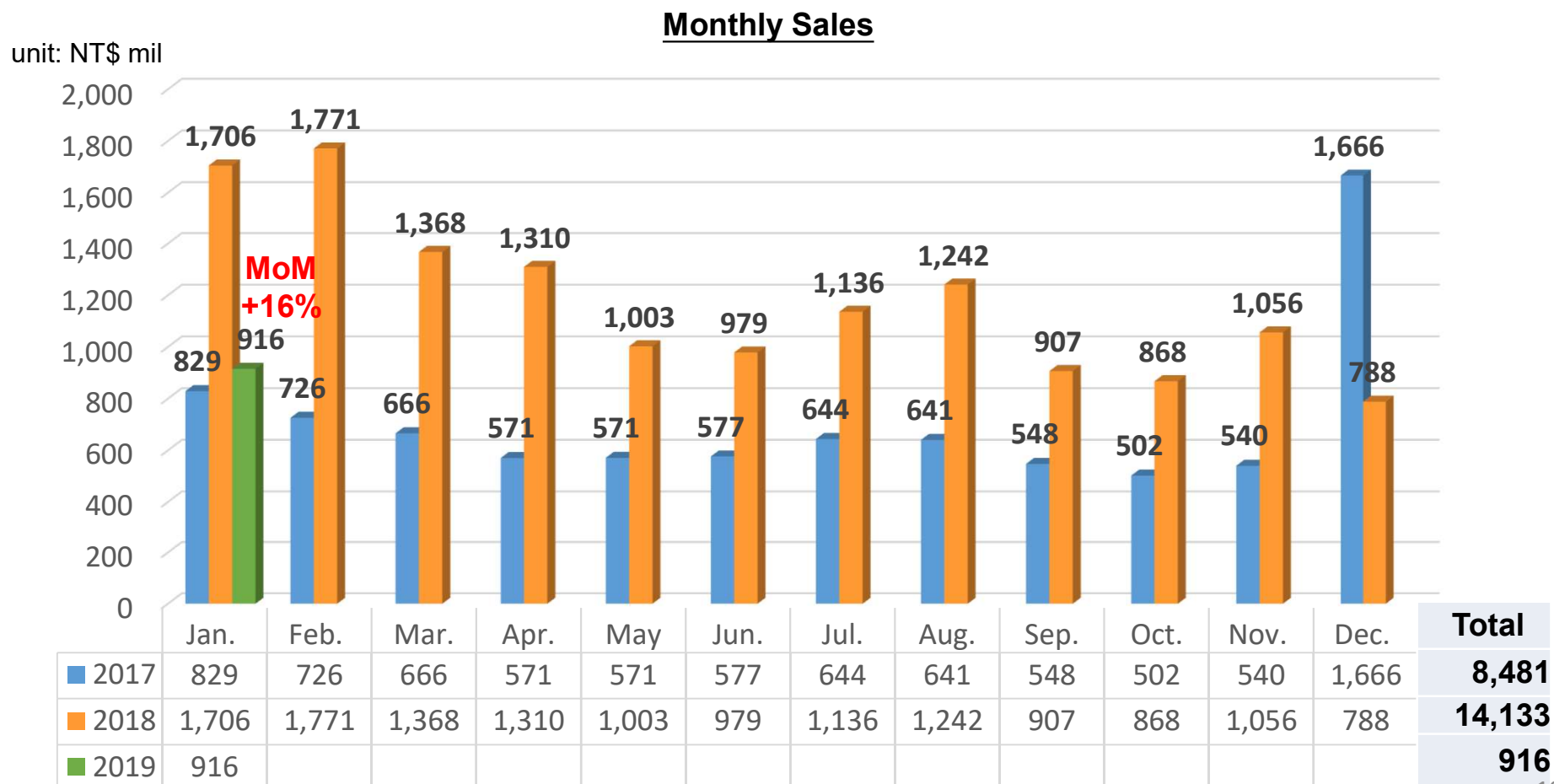


Financial Highlights



Consolidated Monthly Sales

➤ 2019/01 unaudited monthly sales is NT\$916mil, MoM+16%

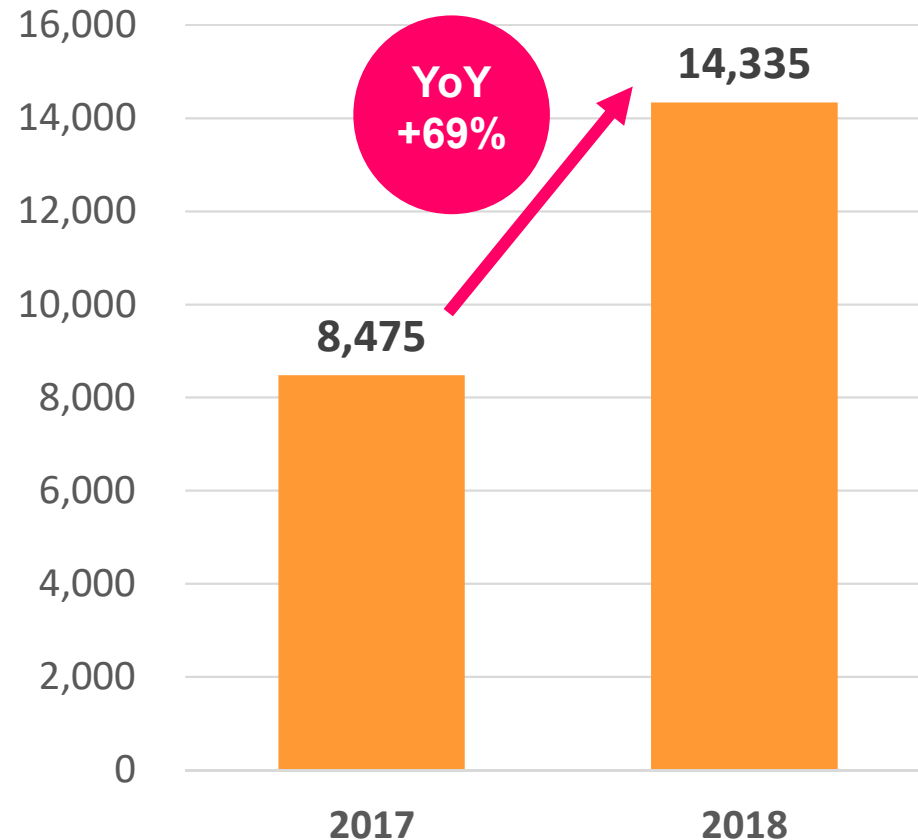


Note: Unaudited monthly sales; In compliance with IFRS No. 15, GASH revenue is on net basis since 2018 vs. GASH revenue is on gross basis in 2017 ¹⁹

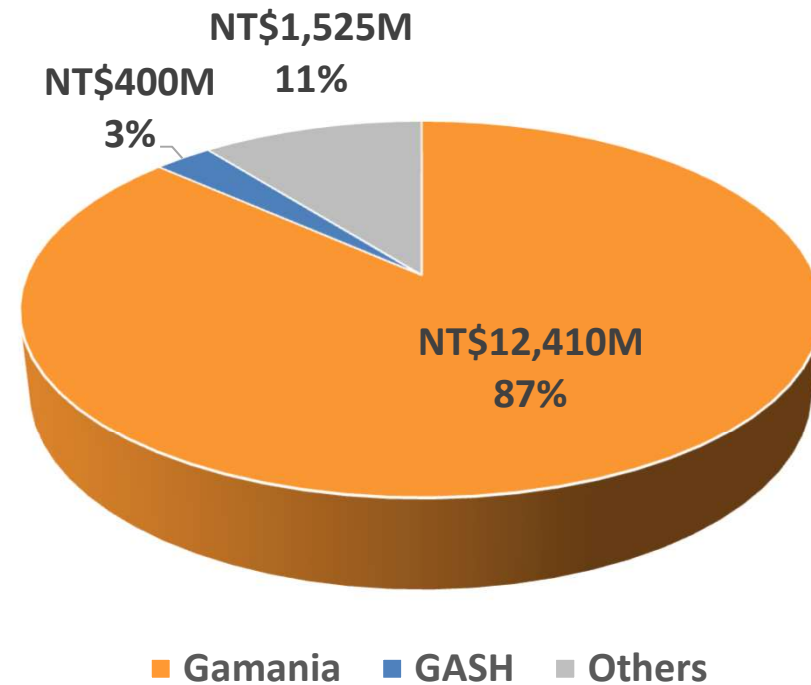
2018 Consolidated Revenue

➤ 2018 Consolidated Revenue reached NT\$14.3bn, YoY+69%

unit: NT\$ mil

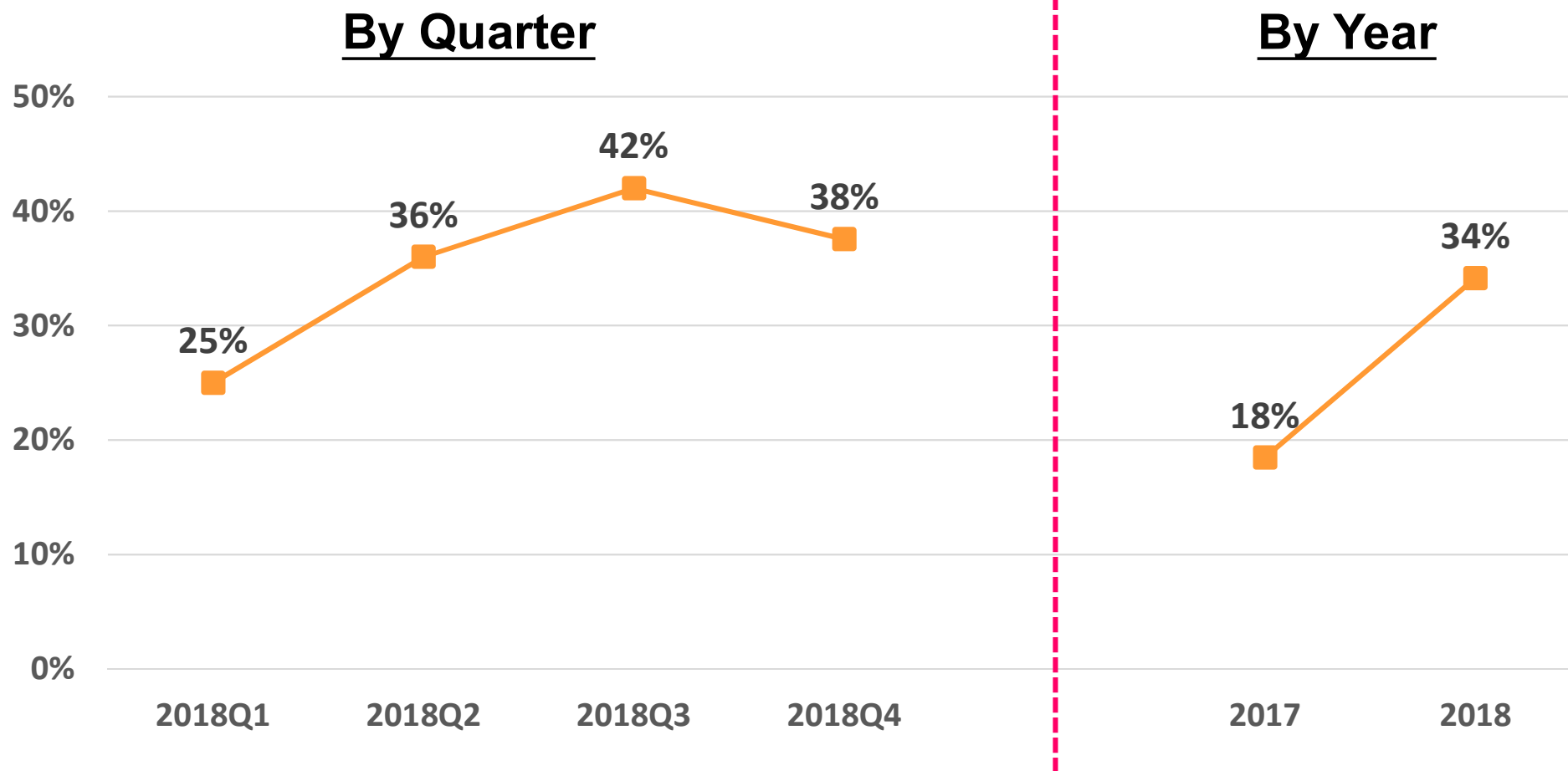


2018 Revenue Breakdown



Profitability

Gross Margin %



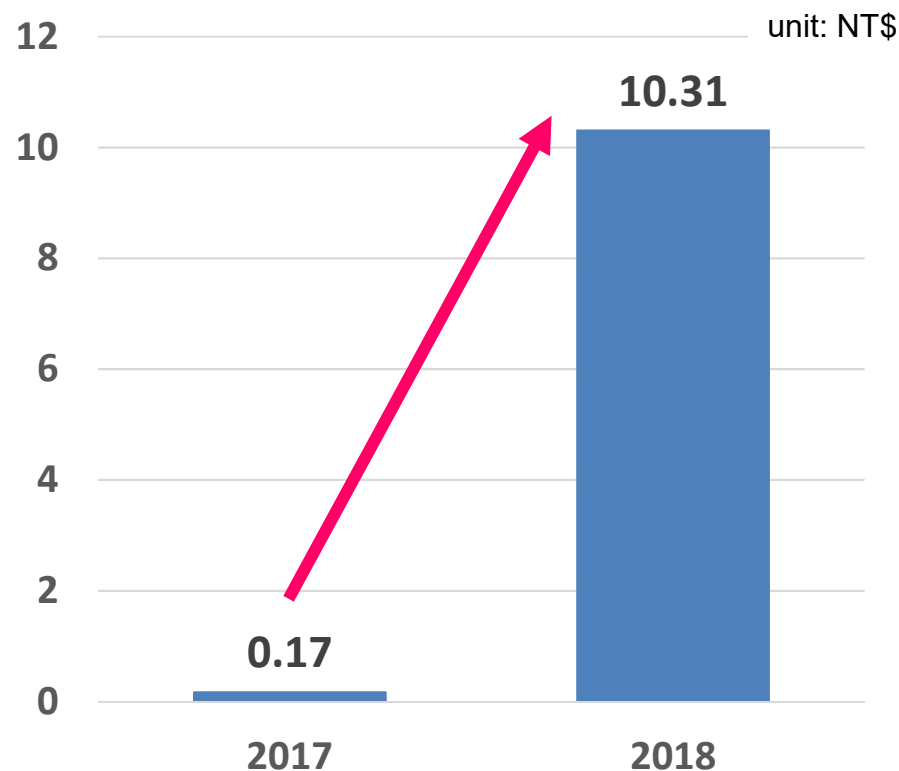
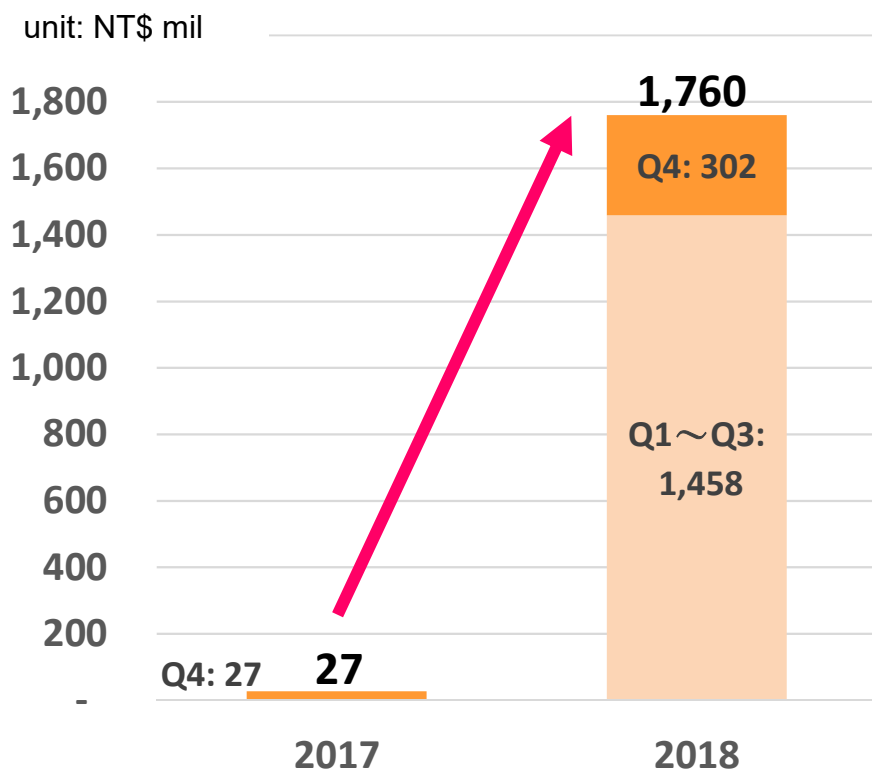
Profitability

Net Profits vs EPS

* Net Profits means the Profit attributable to owners of the parent.

Net Profits

EPS



Corporate Outlook



Eco-Internet Enterprise



beanfun! APP



IIO
(Initial Item Offering)

Thank You

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