

Code: 6180 TT

gamania

# gamania

## **Gamania Group 2019Q3 Investor Conference**

**August 14, 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\$11.2 B / US\$362 M (2019/8/9)
- **2018 Consolidated Revenue:** NT\$14.3B / US\$466M
- **Headcount:** 929 (as of 2019/3/31)
- **Business Model:** Eco-Internet Enterprise

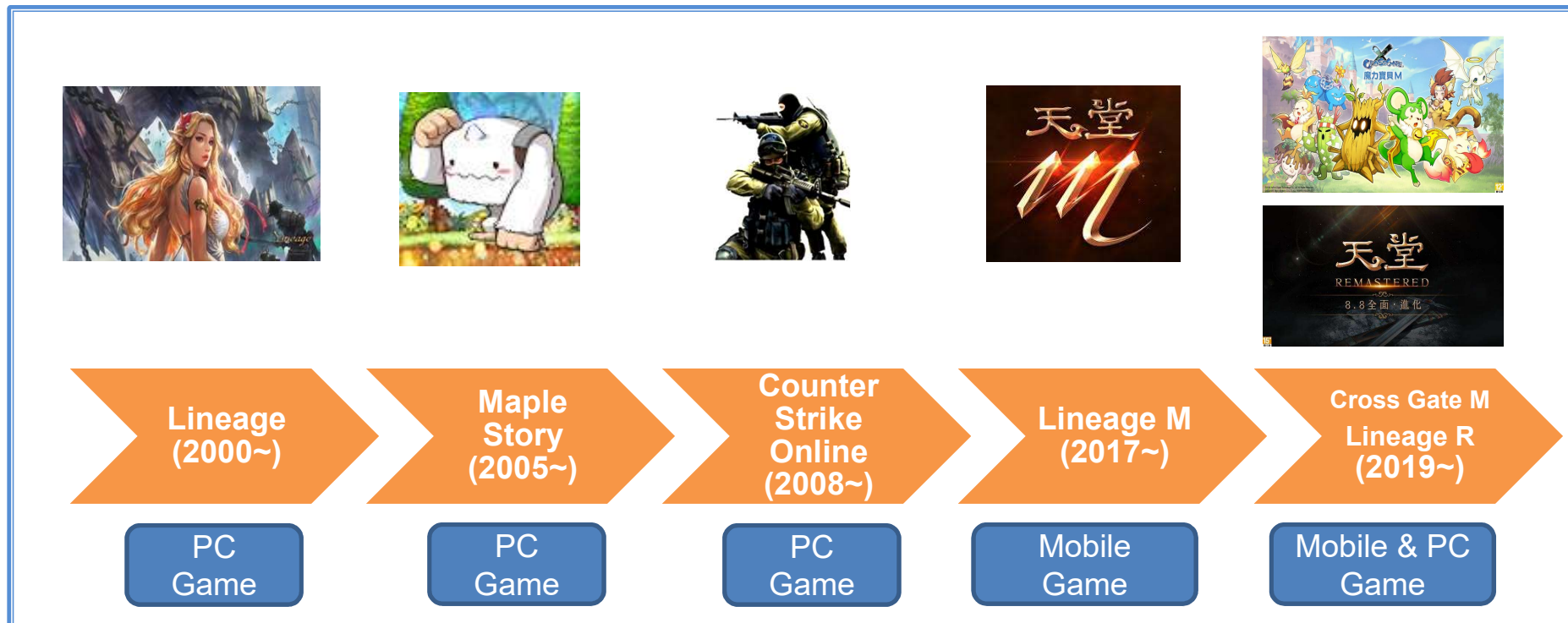


# Business Outlook



## 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.



# 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	 QQ Speed Tencent
3	 Tower of Saviors Mad Head
4	 Arena of Valor Tencent
5	 Be The King Chuang Cool
6	 Rise of Kingdoms Lilith
7	 The Continent of Wind Zilona
8	 Princess Connect! Re:Dive Cygames
9	 Lost Temple: Reloaded 37games
10	 0857online GalaxyOnline

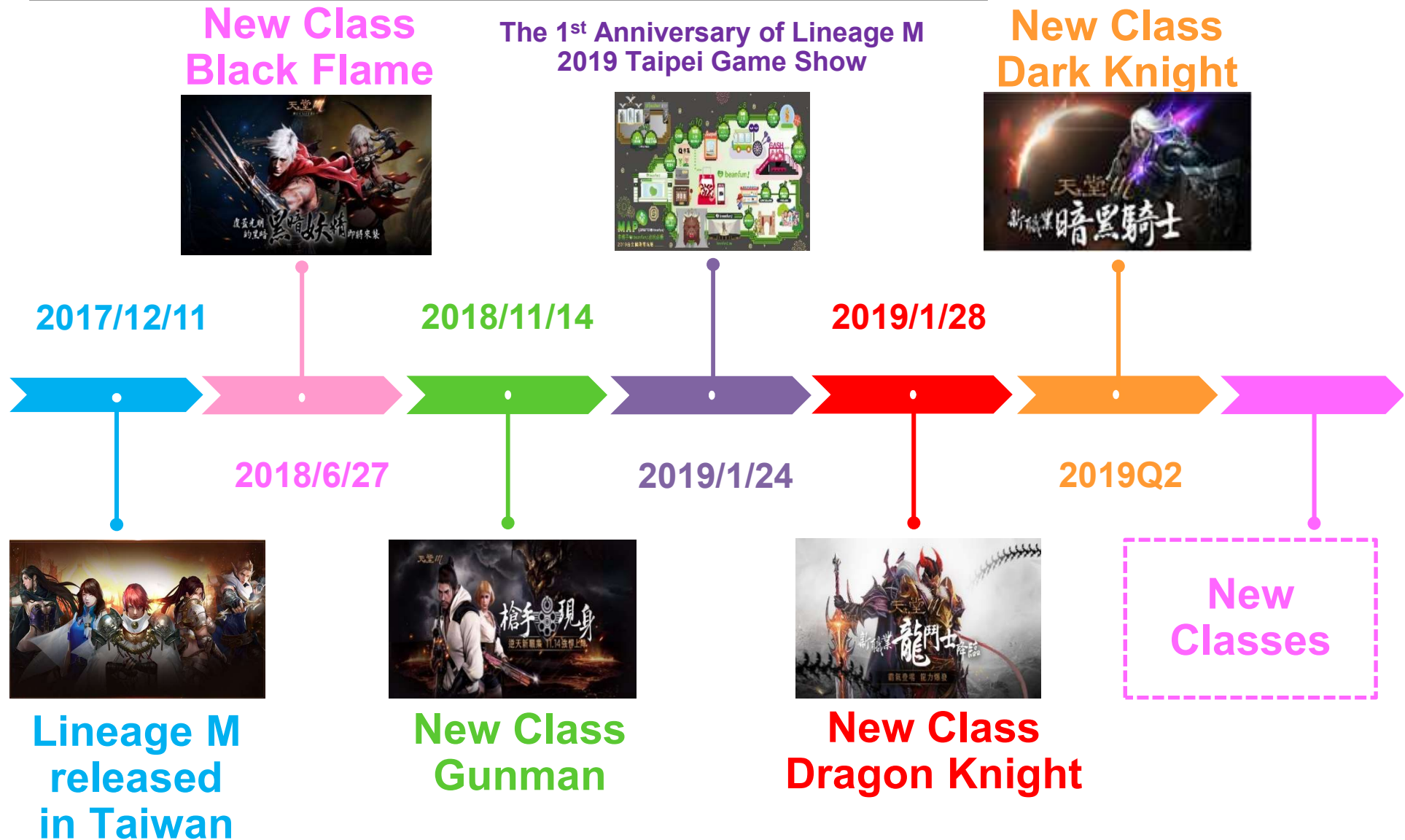
Source: App Annie (2019/01~2019/07)

## 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+



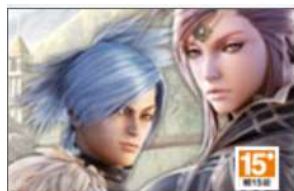
# Lineage M : Flagship IP Mobile Game



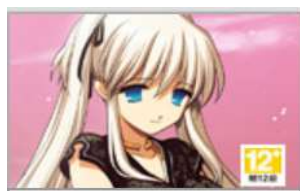


# Key Titles 手遊&端遊

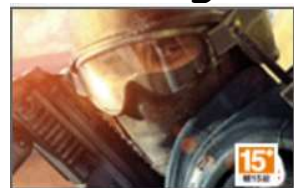
## 端遊 PC Games



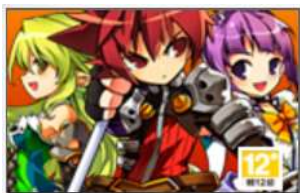
Lineage



Mabinogi



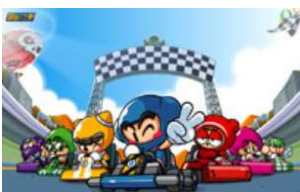
CSO



ELSWORD



MapleStory



Crazyracing  
Kartrider

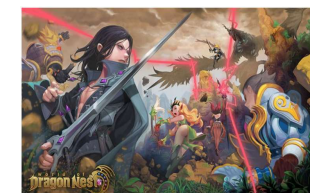


Lineage Remastered

## 手遊 Mobile Games



Lineage M



World of DragonNest



Cross Gate M



櫻桃小丸子手遊版



Summons Board



便利商店口袋版





## 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

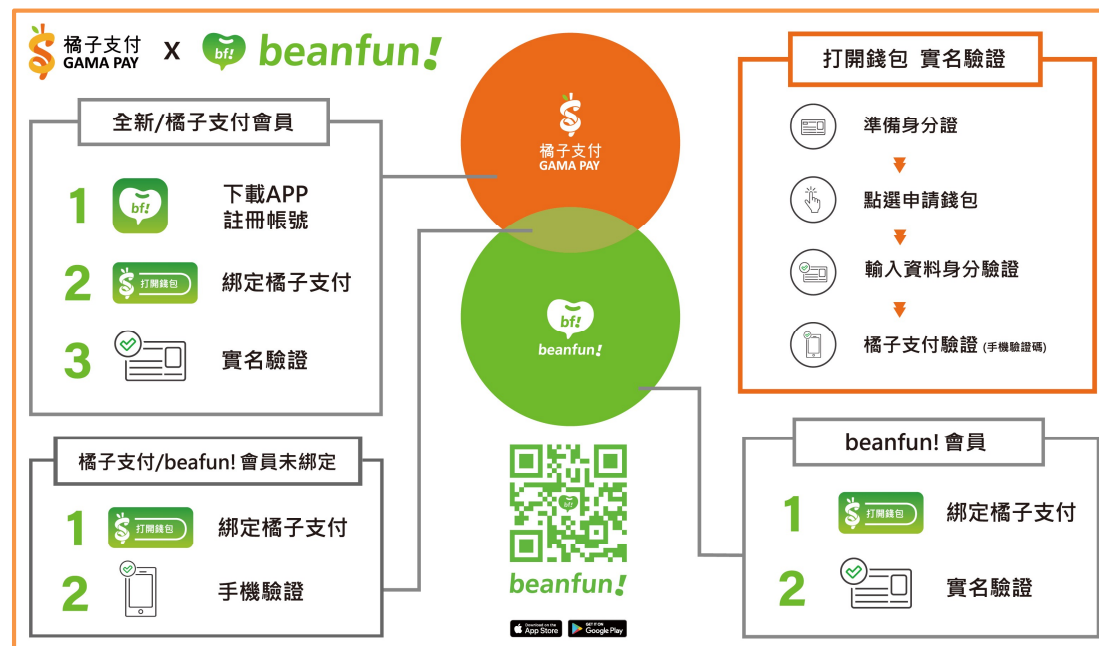
### beanfun! APP Functions



# beanfun! Marketing Campaigns

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

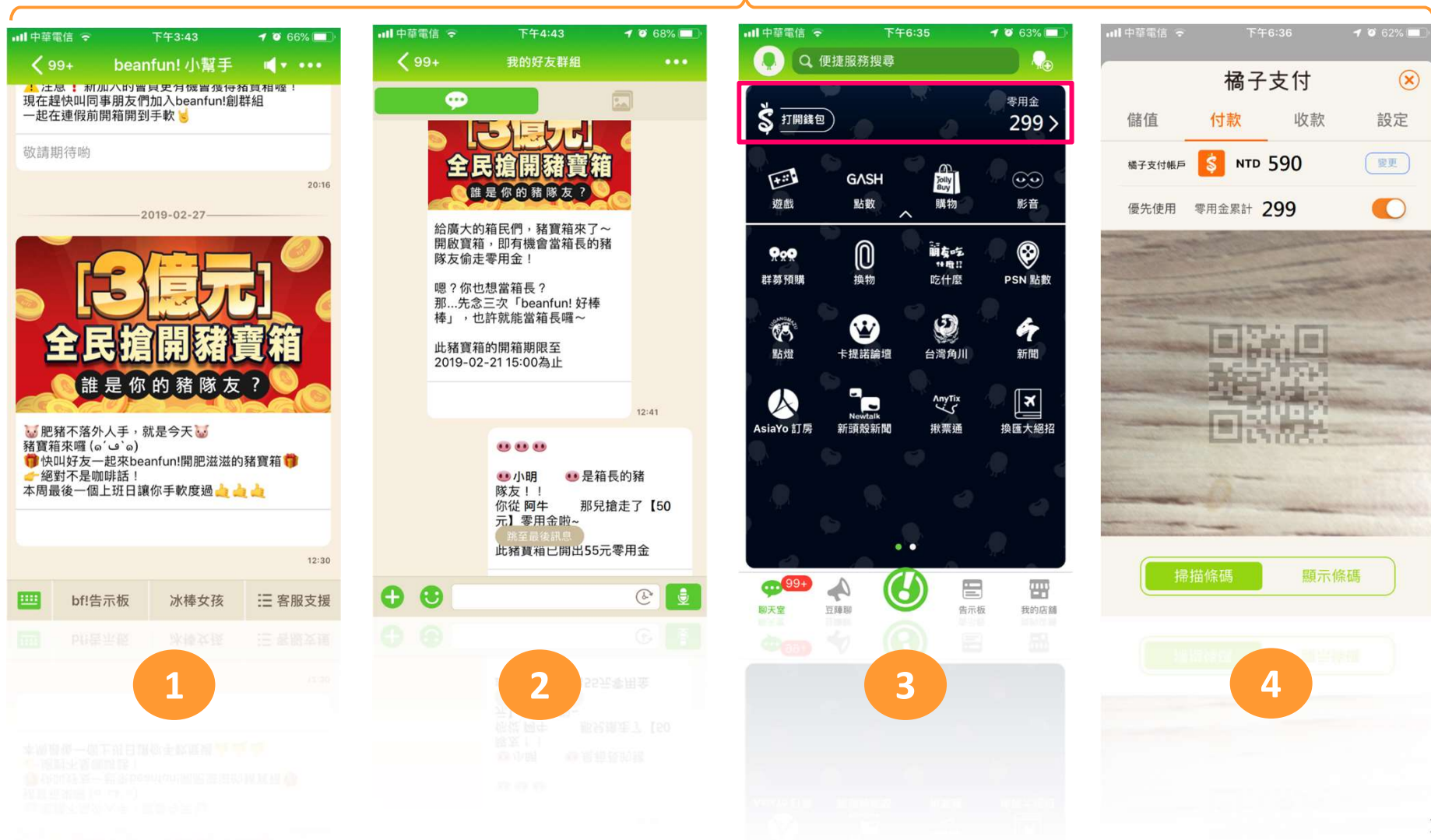
Gamania launched the whole new beanfun! services with group resources and focused on beanfun! at 2019 TGS to accelerate beanfun! user bases acquisition, attract potential users through various events and channels, and gain the market share of mobile life platform.





# beanfun! Marketing Campaigns

## beanfun! bonus points campaign: Piggy treasure boxes



# beanfun! Marketing Campaigns

## beanfun! bonus points campaign: Mazu Patrol and Pilgrimage



# Financial Highlights

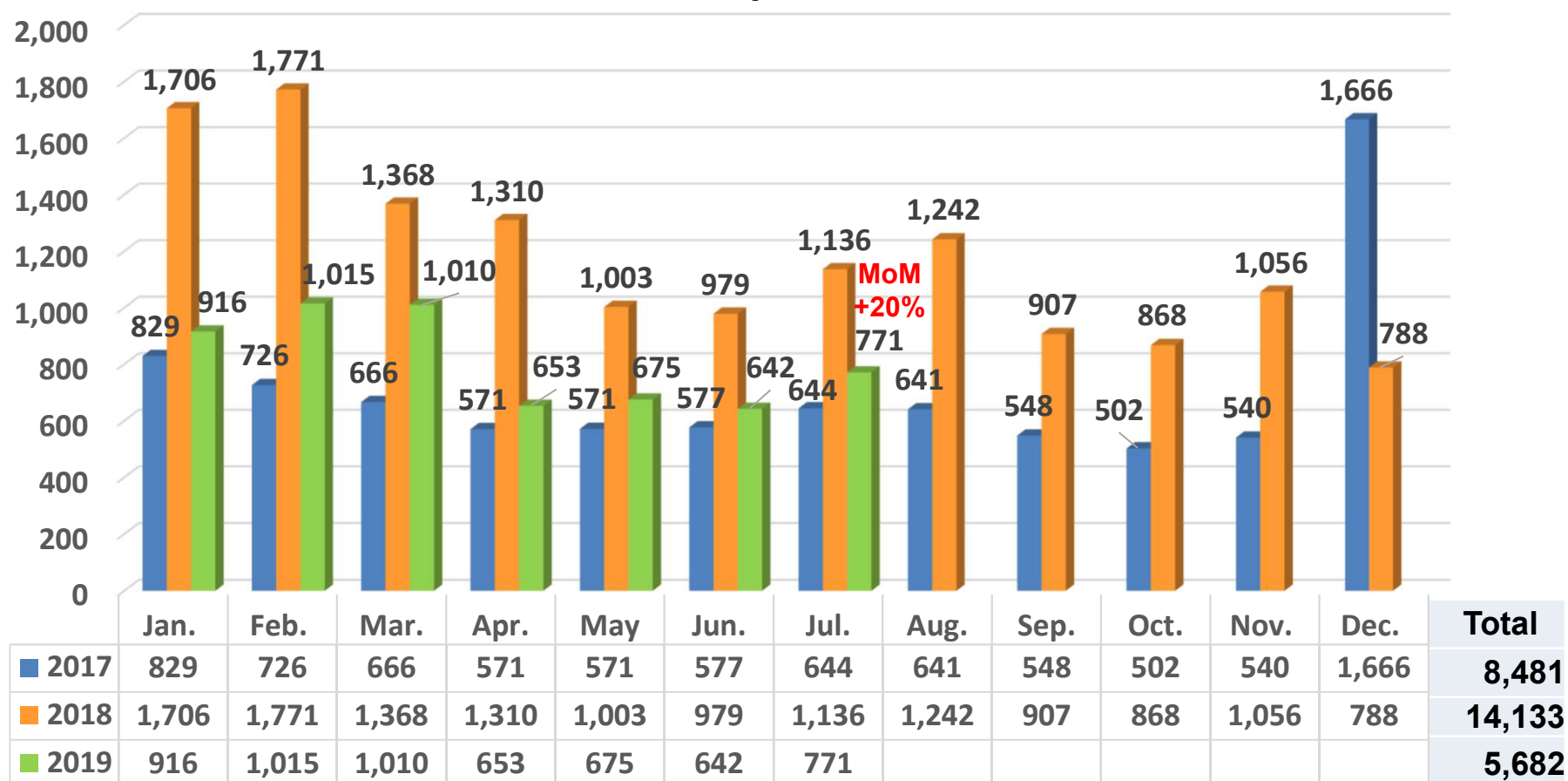


## 每月營收 (淨額法分析)

➤ As of 2019/7, total unaudited monthly sales is NT\$5.7bil

unit: NT\$ mil

### Monthly Sales

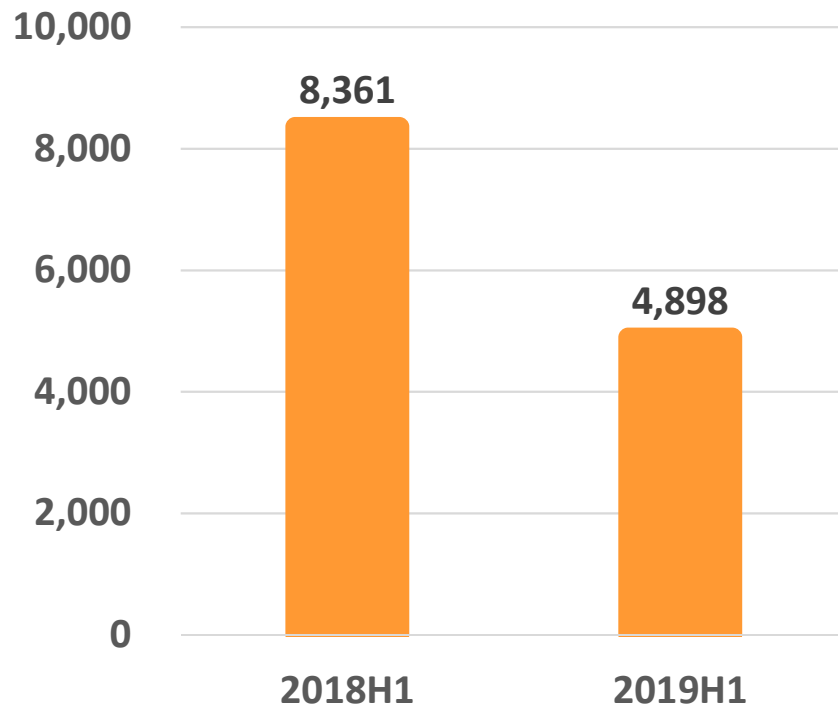


Note: Unaudited monthly sales; In compliance with IFRS No. 15, GASH revenue is on net basis since 2018 vs. GASH revenue is on gross basis in 2017

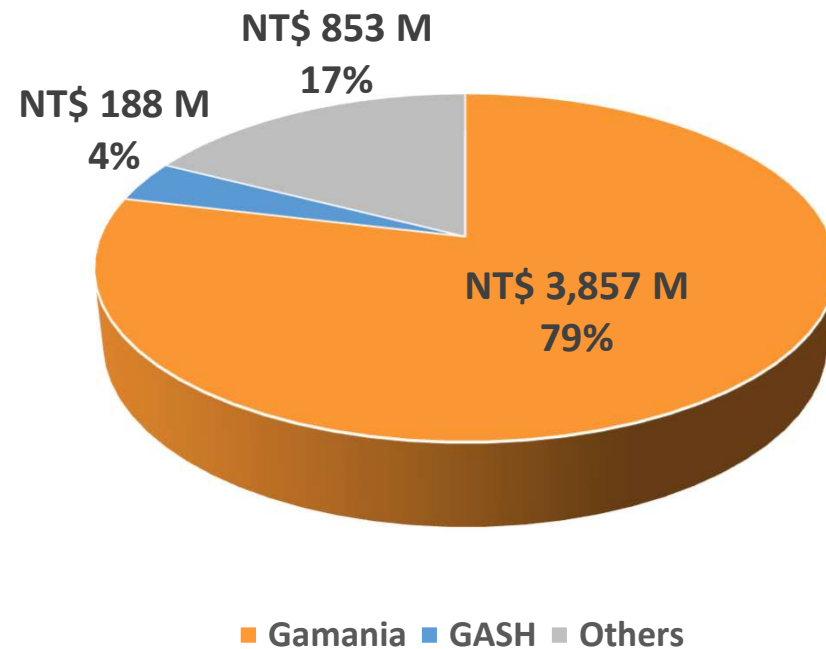
# 2019H1 Consolidated Revenue

➤ 2019H1 Consolidated Revenue reached NT\$4.9bn

unit: NT\$ mil

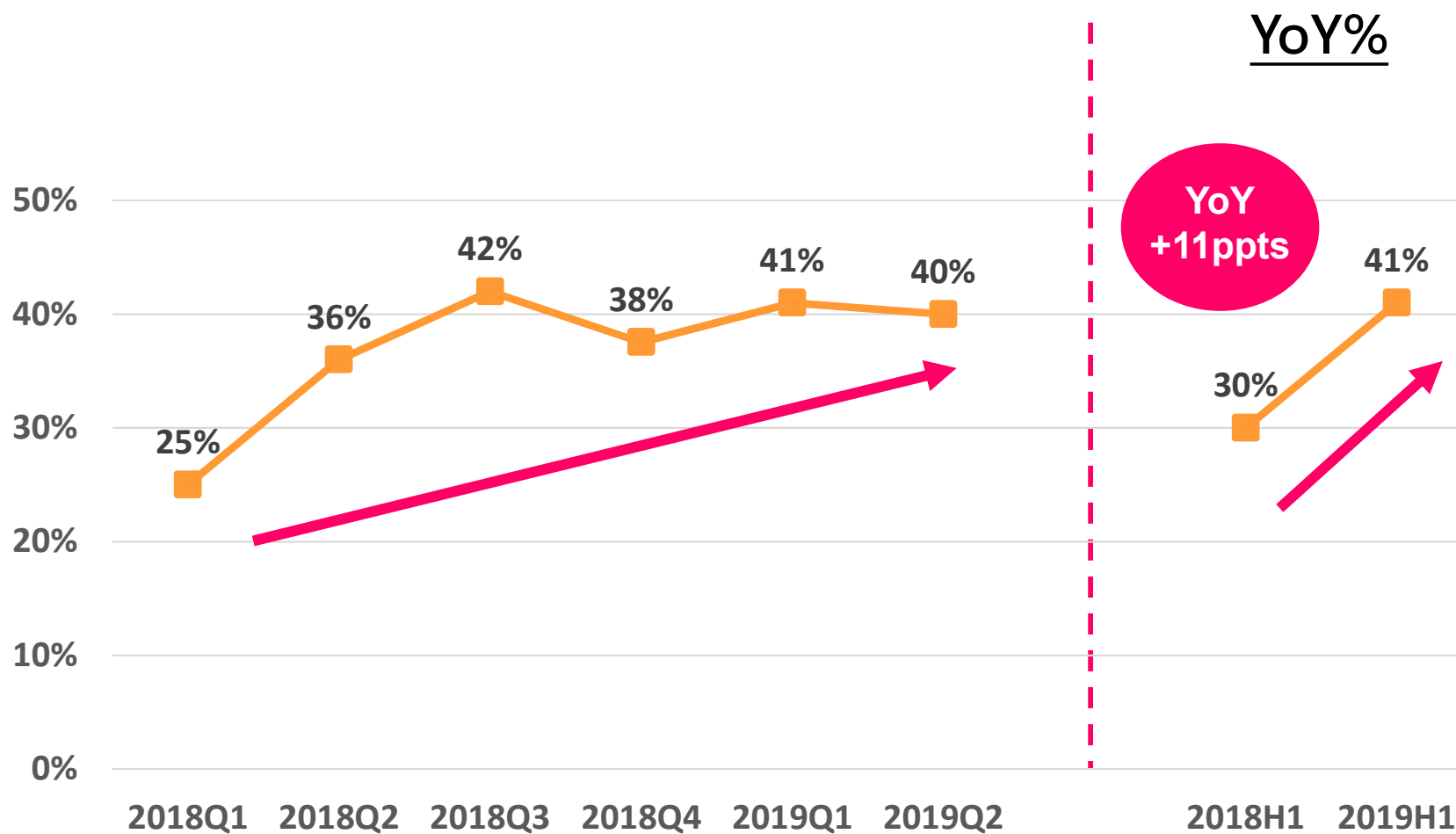


## 2019H1 Revenue Breakdown



# Profitability

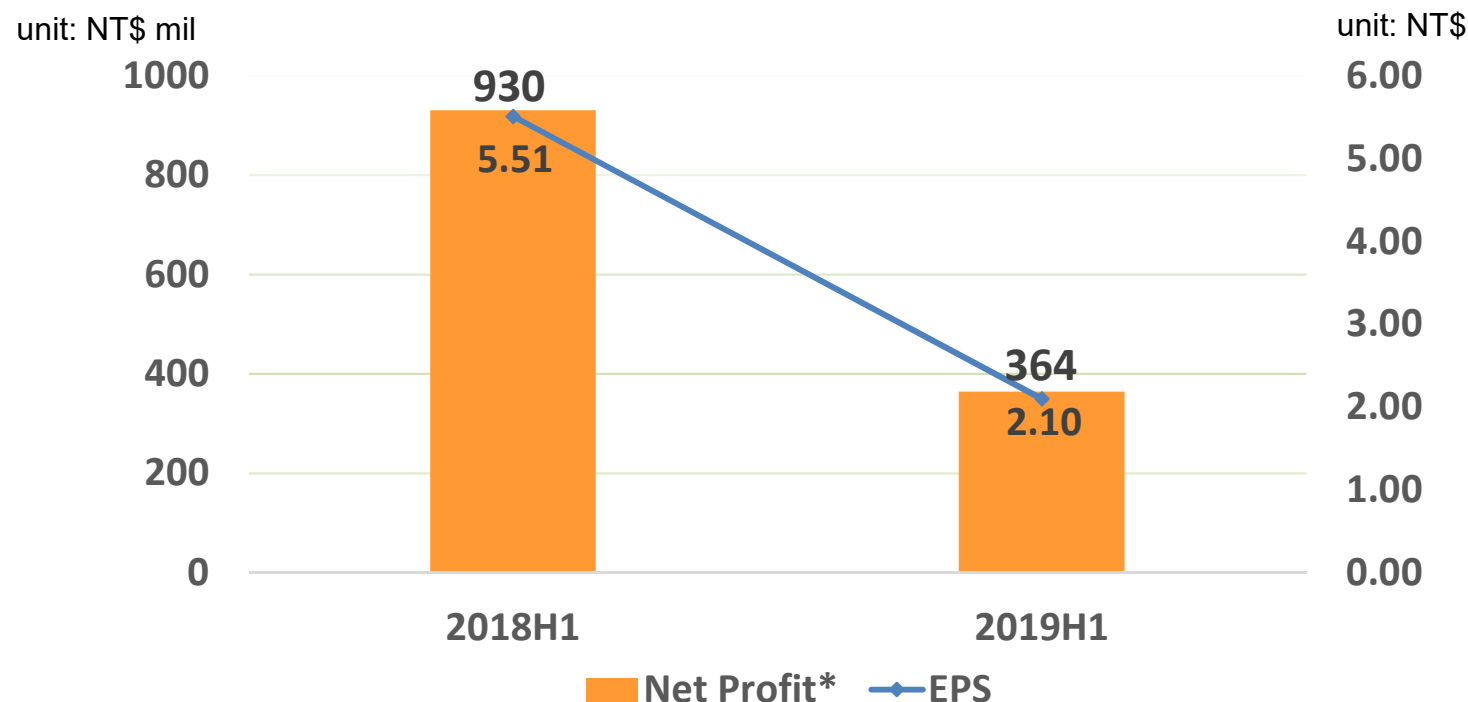
## Gross Margin %



# Profitability

## Net Profits vs. EPS

- Due to new game – “Cross Gate M” launched, new class – “Dark Knight” of Lineage M, and one-off expenses for treasury stock transferred to employees in 2019Q2, the operating expenses were increase year-over-year. The net profit to owners of the parents decreased year-over-year.



\* Note: Net Profits - the Profits attributable to owners of the parent.



# Corporate Outlook





# Eco-Internet Enterprise



beanfun! APP



IIO

(Initial Item Offering)

*Thank You*

**www.gamania.com**

*ir@gamania.com*