

# gamania

## **Gamania Group 2020Q1 Investor Conference**

**March 18, 2020**

## 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**
- **Industry & 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\$10.3 B / US\$341 M (2020/3/6)
- **Headcount:** 929 (as of 2019/3/31)
- **Business Model:** Eco-Internet Enterprise

# Industry & Business Outlook



# Games Dominate Apps Ranking by Revenue

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

Source: App Annie

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

Source: App Annie

# Lineage M Ranks Top 1 since Launching in Taiwan

## 2018 Taiwan Top Mobile Apps











暢銷排行

- 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

## 2019 Taiwan Top Mobile Apps

暢銷排行

- 1  Lineage M  
NCSOFT
- 2  QQ Speed  
Tencent
- 3  Tower of Saviors  
Mad Head
- 4  Arena of Valor  
Tencent
- 5  Rise of Kingdoms  
Lilith
- 6  AFK Arena  
Lilith
- 7  Be The King  
Chuang Cool
- 8  The Continent of Wind  
Zilong
- 9  Princess Connect! Re:Dive  
Cygames
- 10  0857online  
GalaxyOnline

Source: App Annie



# Key Successful Factors as The Gaming Leader

**Popular  
Classical IP**

X

**Sustainable  
Operations**

X

**Strong  
Social  
Network**

Gamania group operates games with popular classical IP successfully with over 20 years and have massive member numbers



Lineage  
(2000~)

Maple  
Story  
(2005~)

Counter  
Strike  
Online  
(2008~)

Lineage M  
(2017~)

Crossgate  
M  
(2019~)

Lineage  
Remastered  
(2019~)

PC  
Game

PC  
Game

PC  
Game

Mobile  
Game

Mobile  
Game

PC  
Game

# Lineage M : Flagship IP Mobile Game

Lineage M launched in Taiwan/HK/Macao on 2017/12/11

**Dominates #1**  
on the iOS & Google Play Apps  
since launching in Taiwan

X

**5 Million+**  
Accumulated Registered Users  
from Lineage M

## Lineage M strengthens quality of the group

- Growing operation performance
- Gained massive member numbers
- Improved cash flow
- Increased opportunities to operate more popular classical IP Games



# Lineage M : Flagship IP Mobile Game

New Class  
Black Flame



New Class  
Dragon Knight



New Class  
Saint Paladin



2017/12/11

2018/11/14

2019/6/12

2018/6/27

2019/1/28

2020/1/15



Lineage M  
released in  
Taiwan



New Class  
Gunman



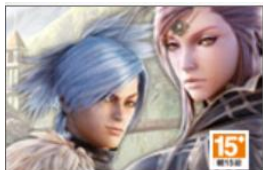
New Class  
Dark Knight



New Class

# Key Titles PC & Mobile Games

## PC Games



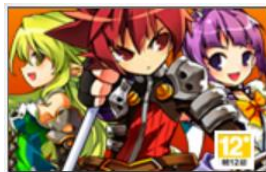
Lineage



Mabinogi



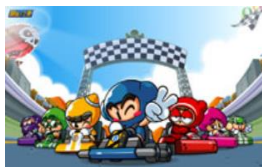
CSO



ELSWORD



MapleStory



Crazyracing Kartrider



Lineage Remastered



DragonNest

## Mobile Games



Lineage M



World of DragonNest



Cross Gate M



便利商店口袋版



Summons Board



Komori Life



櫻桃小丸子手遊版

# Eco-Internet Enterprise

Gamania's strategic perspective after Lineage M:

## Eco-Internet Enterprise

accumulated registered members



**10million+**

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

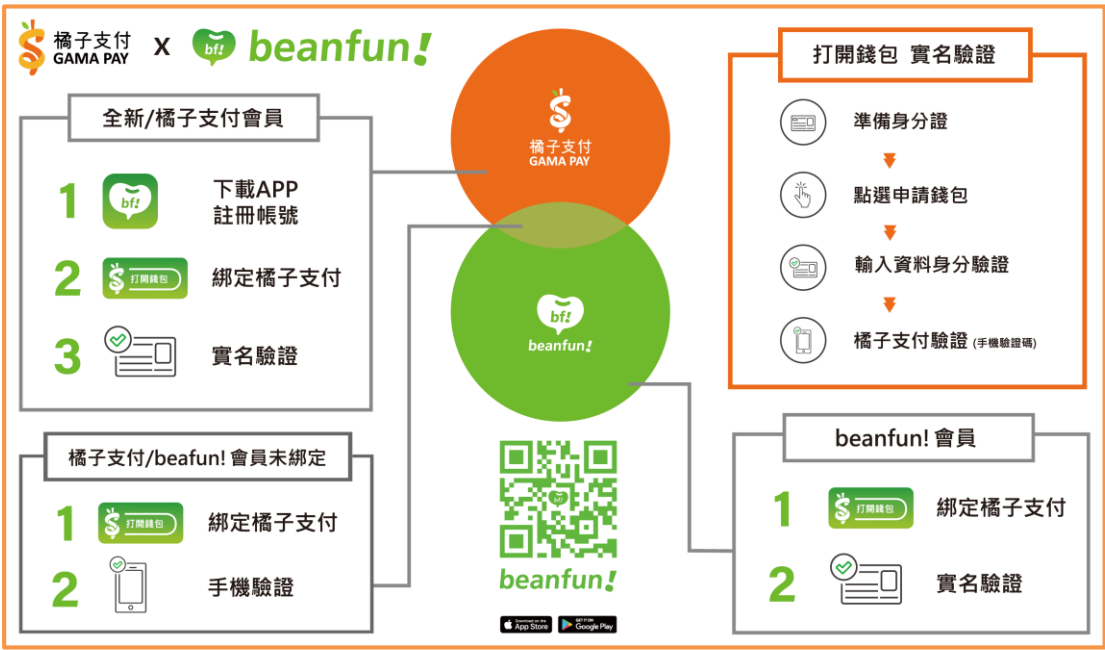
## beanfun! APP Functions



# beanfun! Marketing Campaigns

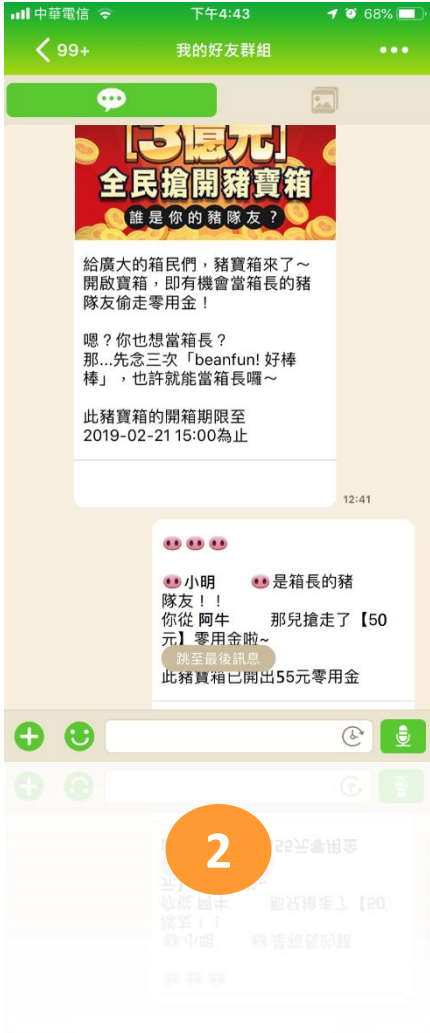
➤ beanfun! started the 1<sup>st</sup> promotional campaign on 2019/1/25:

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

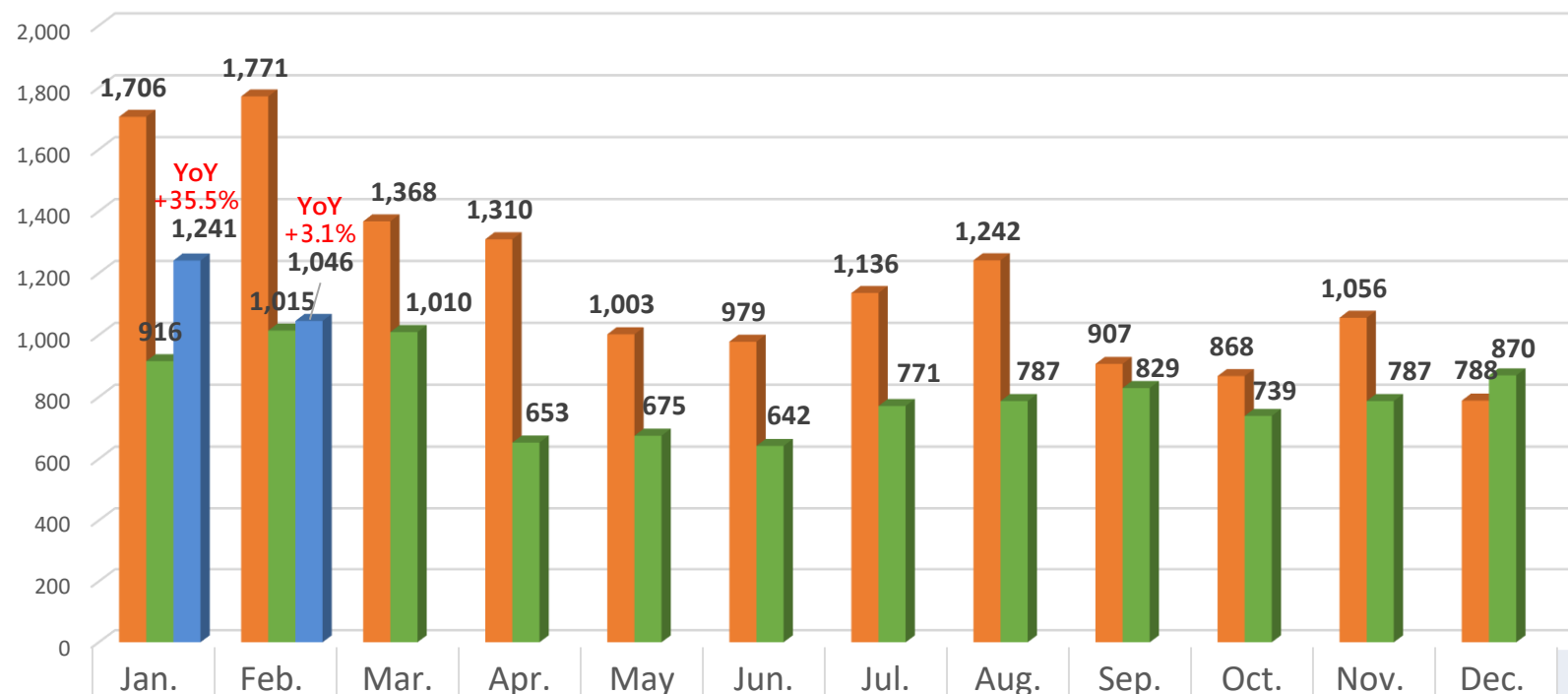


# Consolidated Monthly Sales

- As of 2020/02, total unaudited monthly sales is NT\$ 2.3 billion, YoY+18.5%

## Monthly Sales

unit: NT\$ mil



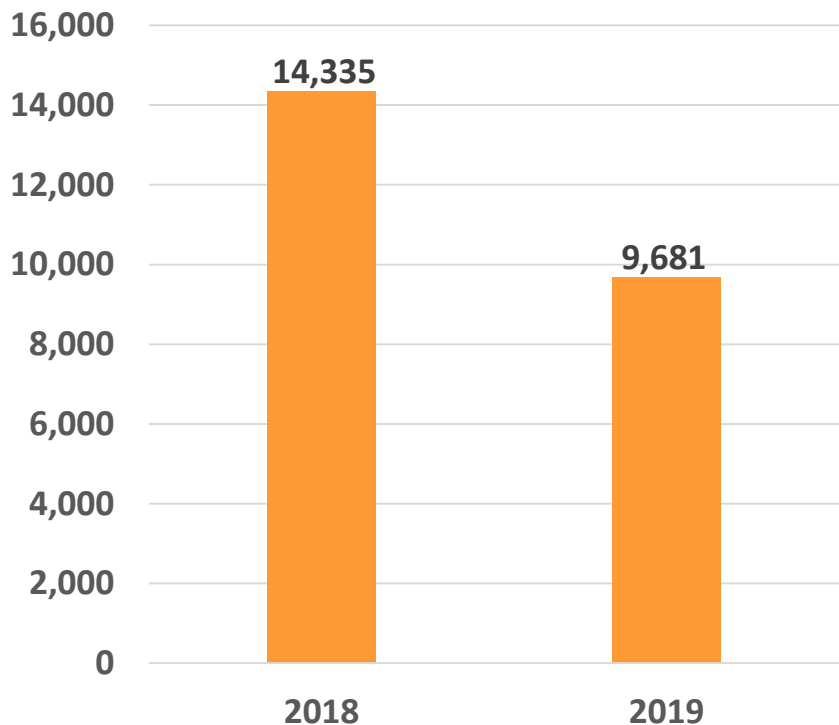
|      |       |       |       |       |       |     |       |       |     |     |       |     |        |
|------|-------|-------|-------|-------|-------|-----|-------|-------|-----|-----|-------|-----|--------|
| 2018 | 1,706 | 1,771 | 1,368 | 1,310 | 1,003 | 979 | 1,136 | 1,242 | 907 | 868 | 1,056 | 788 | 14,133 |
| 2019 | 916   | 1,015 | 1,010 | 653   | 675   | 642 | 771   | 787   | 829 | 739 | 787   | 870 | 9,693  |
| 2020 | 1,241 | 1,046 |       |       |       |     |       |       |     |     |       |     | 2,287  |

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

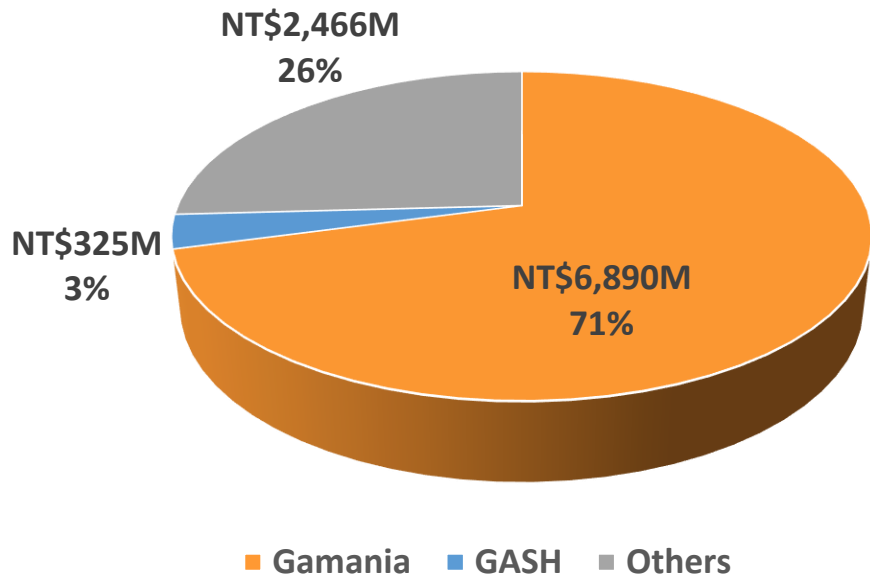
# 2019 Consolidated Revenue

➤ 2019 Consolidated Revenue was NT\$9.7bn

unit: NT\$ mil



## 2019 Consolidated Revenue Breakdown

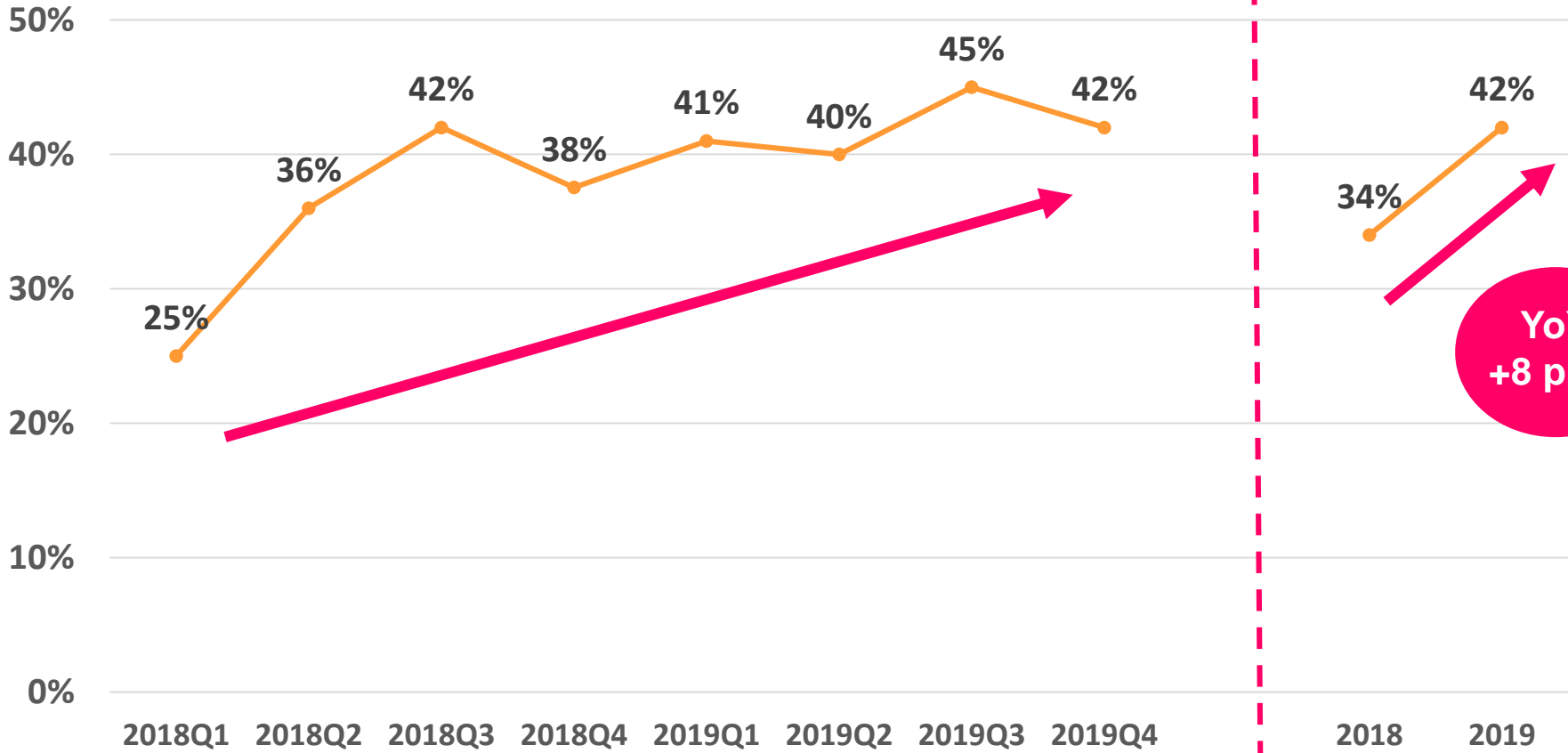


# Profitability

## Gross Margin %

### Quarterly

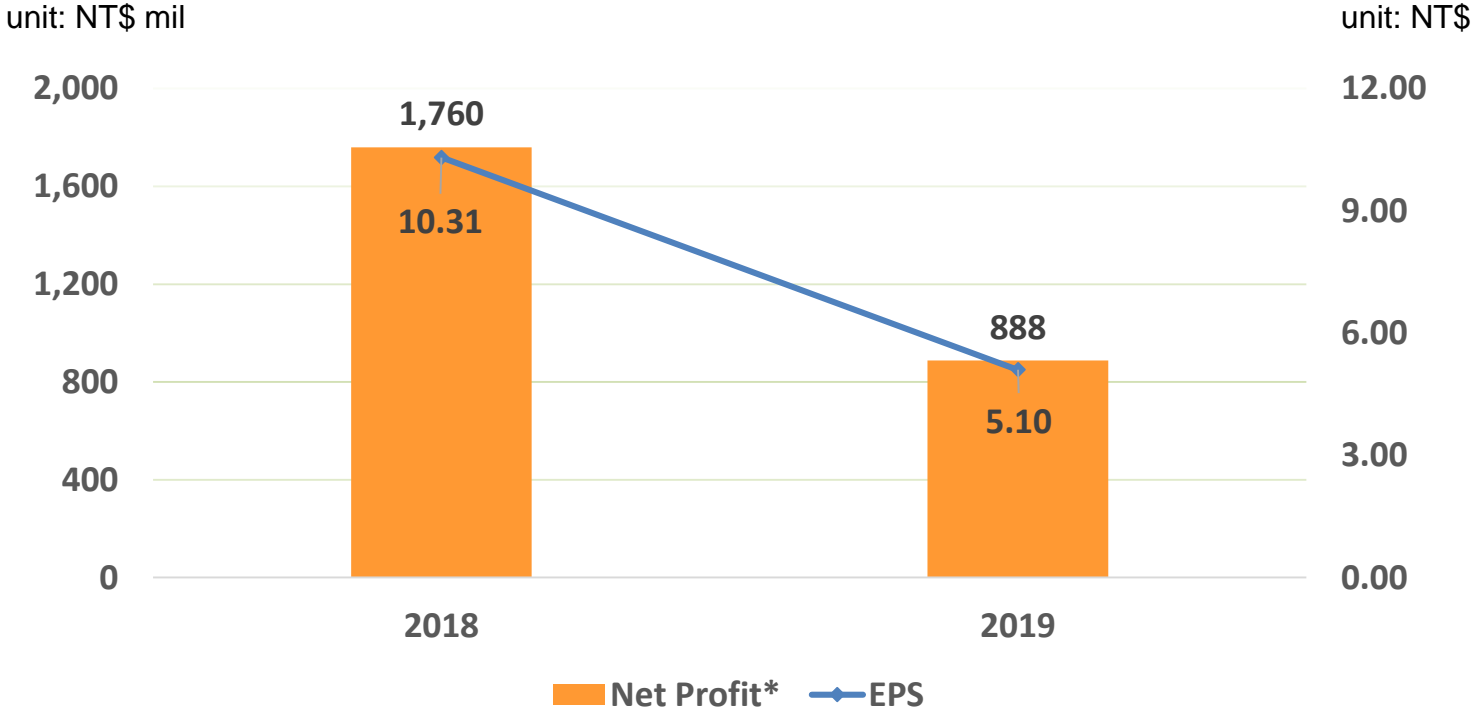
### YTD



# Profitability

## Net Profits vs. EPS

➤ 2019 The net income to owners of the parents was NT\$888 million and EPS was 5.10.



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

# Corporate Outlook



# Eco-Internet Enterprise



beanfun! APP



IIO  
(Initial Item Offering)



***Thank You***

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