



宇峻奥汀

USERJOY

Technology Co., Ltd.

2017

Investor Conference

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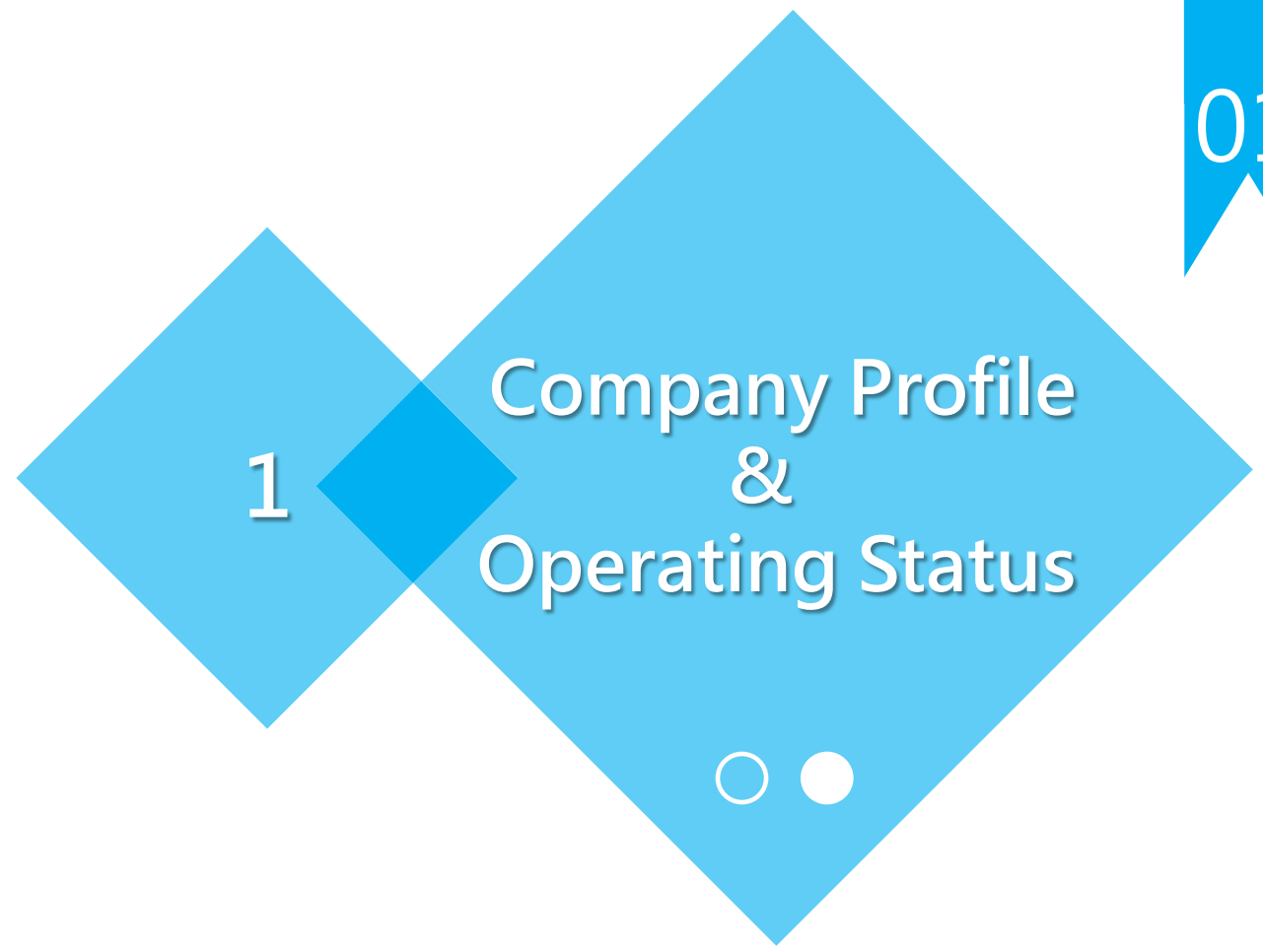
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# Company Profile



Client, browser and mobile game developing and publishing

Global Locations : TW (Taipei, Taichung)、Beijing、HK、JP

Founded Date : May 1995

IPO in Taiwan Stock Market on April 2008

Crew Size : nearly 400 (70% R&D)

# Our own Intellectual Property

## MMORPG

- 神州
- 天使之戀
- 火鳳三國
- 萌谷帝國
- 超魔導大戰
- 英雄紀元

## PRG

- 古文明霸王傳
- 墮落天使
- 幻想三國誌

## SLG

- 超時空英雄傳說
- 三國群英傳
- 幻世錄
- 幻想紀元

## SRPG & Console

- 異域狂想曲
- 王國騎士團
- 戰棋王

## CASINO

- 搓麻將
- 拉斯維加斯娛樂城



01

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05

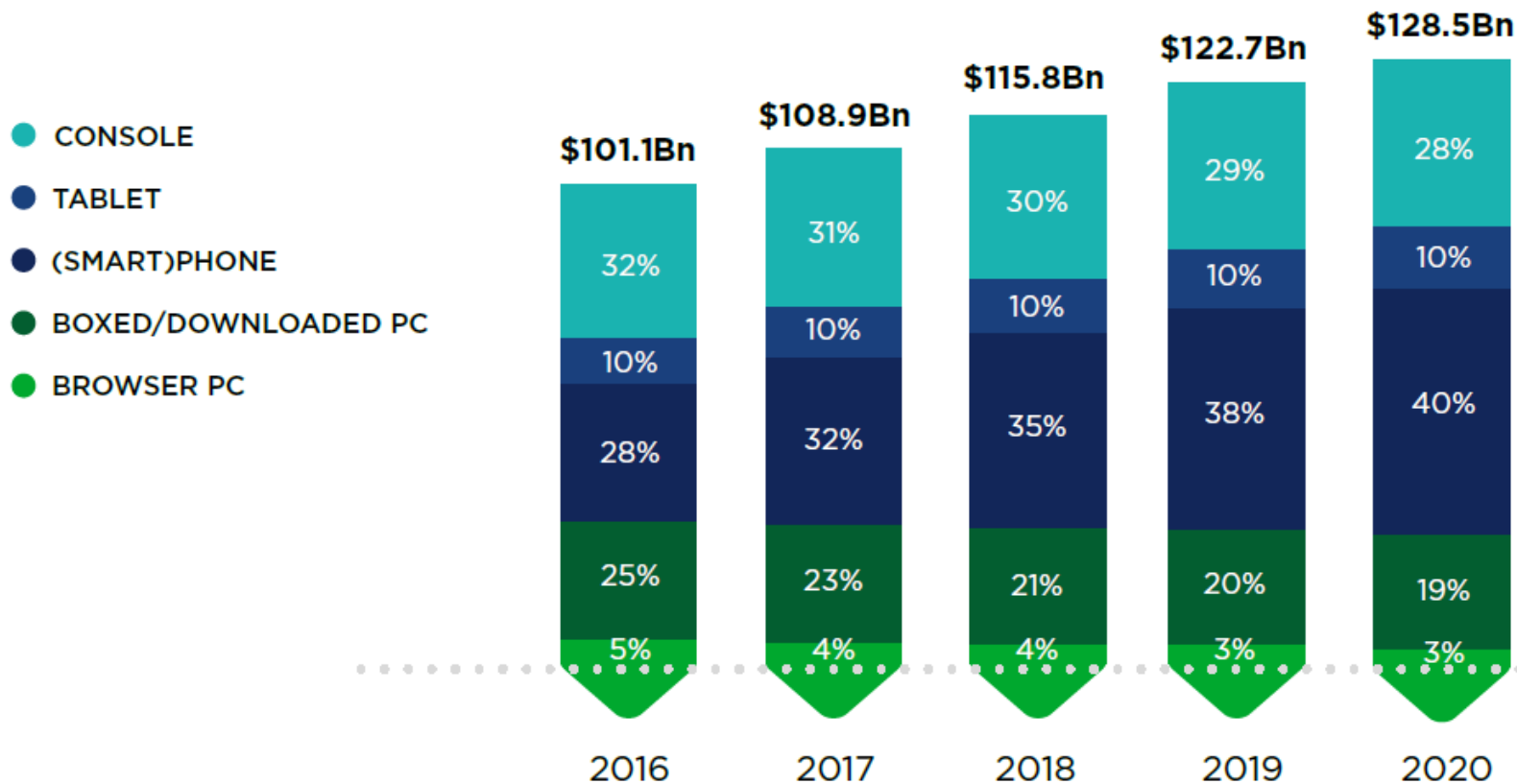
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# 《TREND 1》 Global Games Market Growth

## SEGMENT BREAKDOWN OF GLOBAL GAMES REVENUES

TOWARD 2020



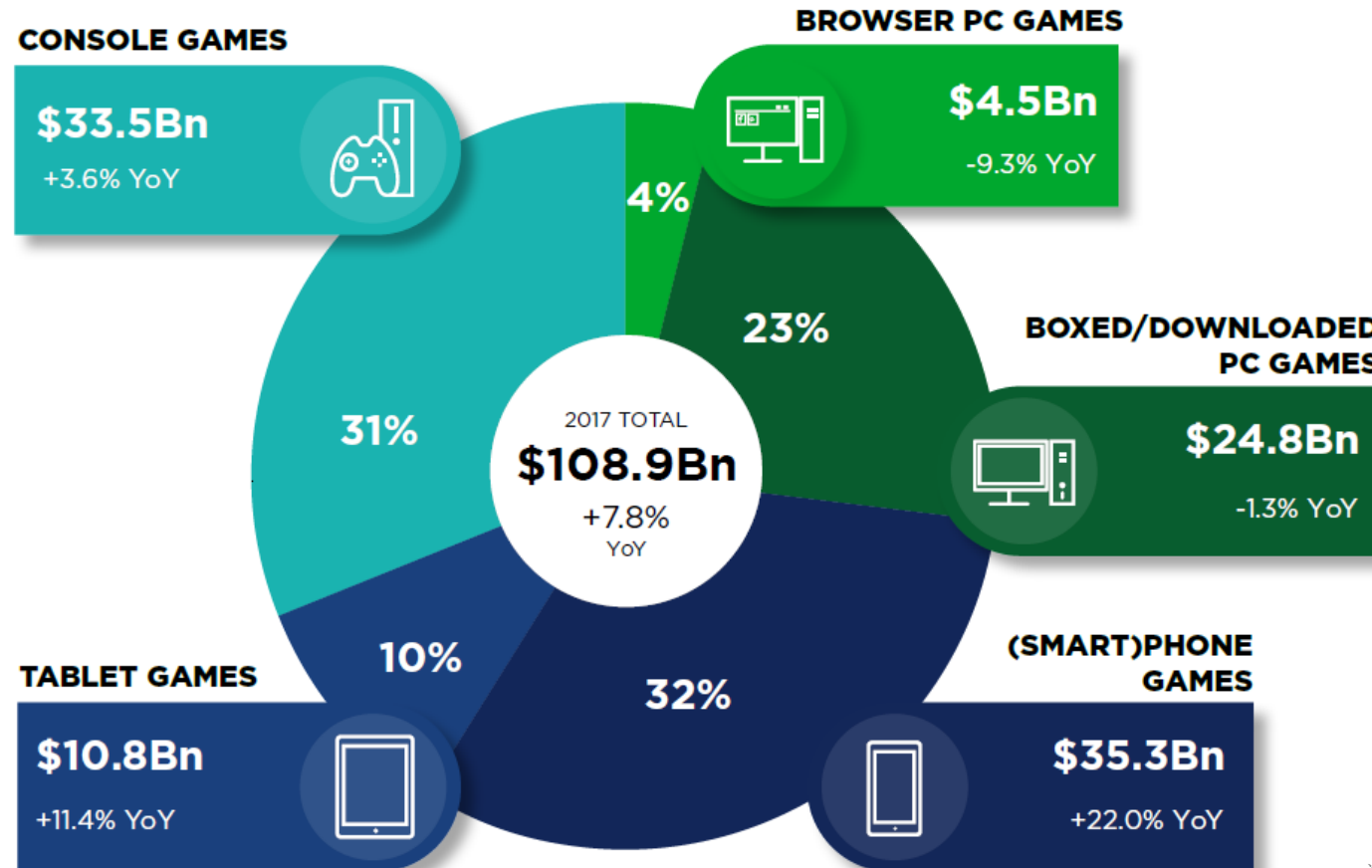
Total Market  
**+6.2%**  
CAGR 2016-2020

資料來源: Newzoo\_Global\_Games\_Market\_Report\_2017

# 《TREND 2》 Mobile Game is the Capital of the Game Market

## THE GLOBAL GAMES

MARKET PER SEGMENT



Mobile Game  
Market Share

**+42%**

YoY

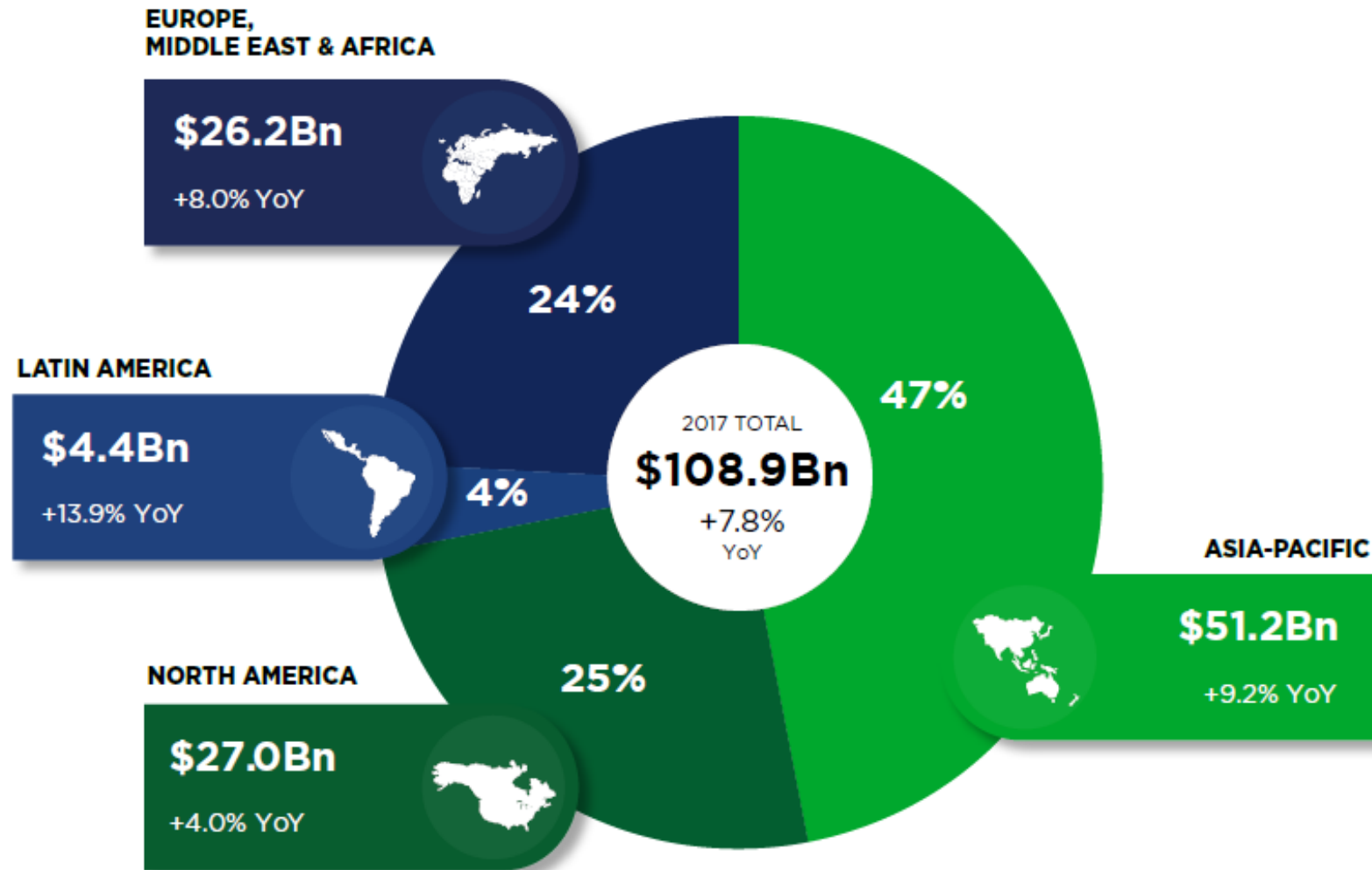
**+22%**

Year 2017

資料來源: Newzoo\_Global\_Games\_Market\_Report\_2017



# 《TREND 3》 Asia-Pacific dominates global game market



Asia-Pacific  
Market Share

**+47%**

YoY

**+9.2%**

資料來源: Newzoo\_Global\_Games\_Market\_Report\_2017

# 《TREND 4》 China Leads the World in Game Revenues

RANK	COUNTRY	POP. (M)	ONLINE POP. (M)	TOTAL REVENUES (\$M)
1	CHINA	1,388	802	\$27,547
2	UNITED STATES OF AMERICA	326	261	\$25,060
3	JAPAN	126	120	\$12,546
4	GERMANY	81	73	\$4,378
5	UNITED KINGDOM	66	62	\$4,218
6	REPUBLIC OF KOREA	51	47	\$4,188
7	FRANCE	65	57	\$2,967
8	CANADA	37	33	\$1,947
9	SPAIN	46	38	\$1,913
10	ITALY	60	43	\$1,875
11	RUSSIAN FEDERATION	143	113	\$1,485
12	MEXICO	130	84	\$1,428
13	BRAZIL	211	140	\$1,334
14	AUSTRALIA	25	22	\$1,234
15	TAIWAN	23	21	\$1,029
16	INDONESIA	264	72	\$880

By Game Revenues in 2017

# 《TREND 5》 Various Computer Game Genres

iOS热门 App 排行榜 关于该报告

设备: iPhone | 国家: 中国 | 类别: 游戏 | App内购买: 所有App

所有 | 免费排行 | 付费排行 | **畅销排行**

中国 - 游戏 2:00pm UTC+8 (2017年11月1日 2:00pm UTC+8)

#	App	畅销排名
1	王者荣耀 Tencent	1 =
2	梦幻西游-2017城市争... NetEase	2 =
3	阴阳师-周年庆典 NetEase	3 ▲ 1
4	大天使之剑H5-奇迹MU... 37qames	4 ▲ 1
5	倩女幽魂-全民合体秒变... NetEase	5 ▼ 2
6	大话西游-千人激燃对战... NetEase	6 =
7	天龙八部手游 Tencent	7 =
8	仙剑奇侠传五-大字正版... Jayou	8 ▲ 1
9	乱世王者 Tencent	9 ▲ 1
10	新剑侠情缘 Tencent	10 ▲ 2



## Game Genres Diversification



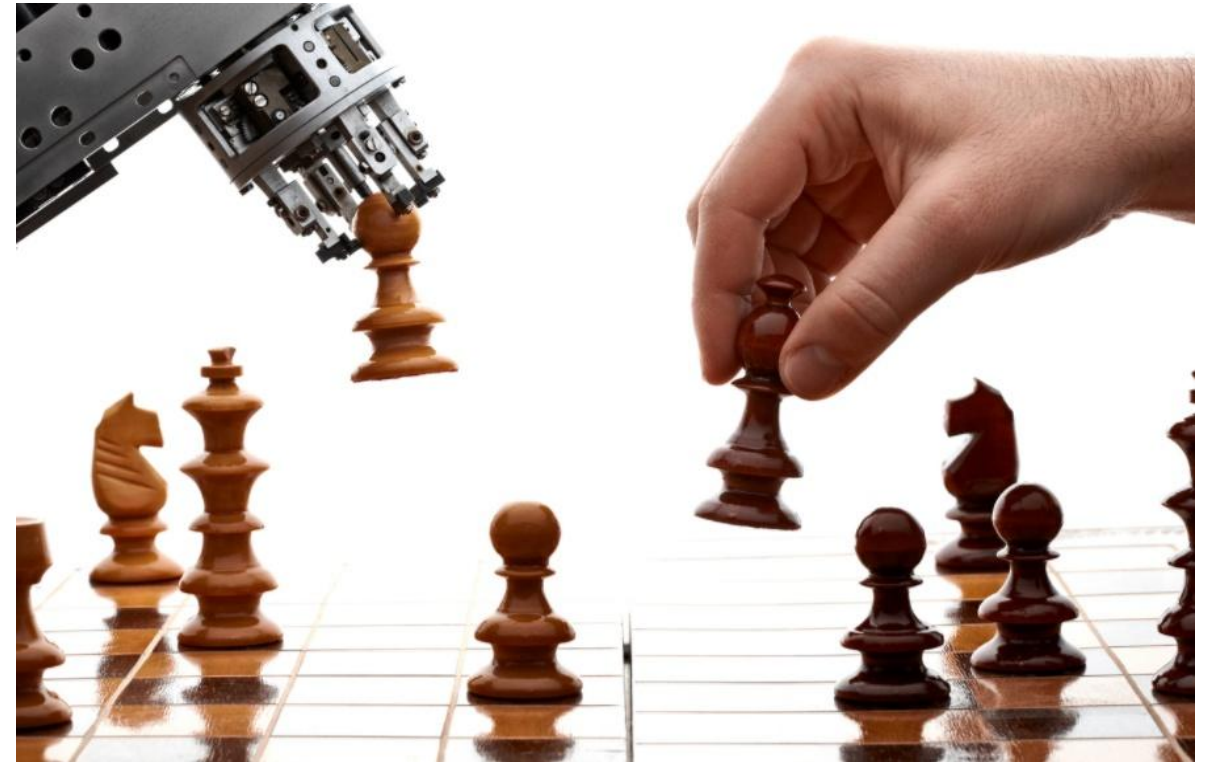
◎ influence IP

◎ Cross- industry cooperation

◎ ACG

◎ Console

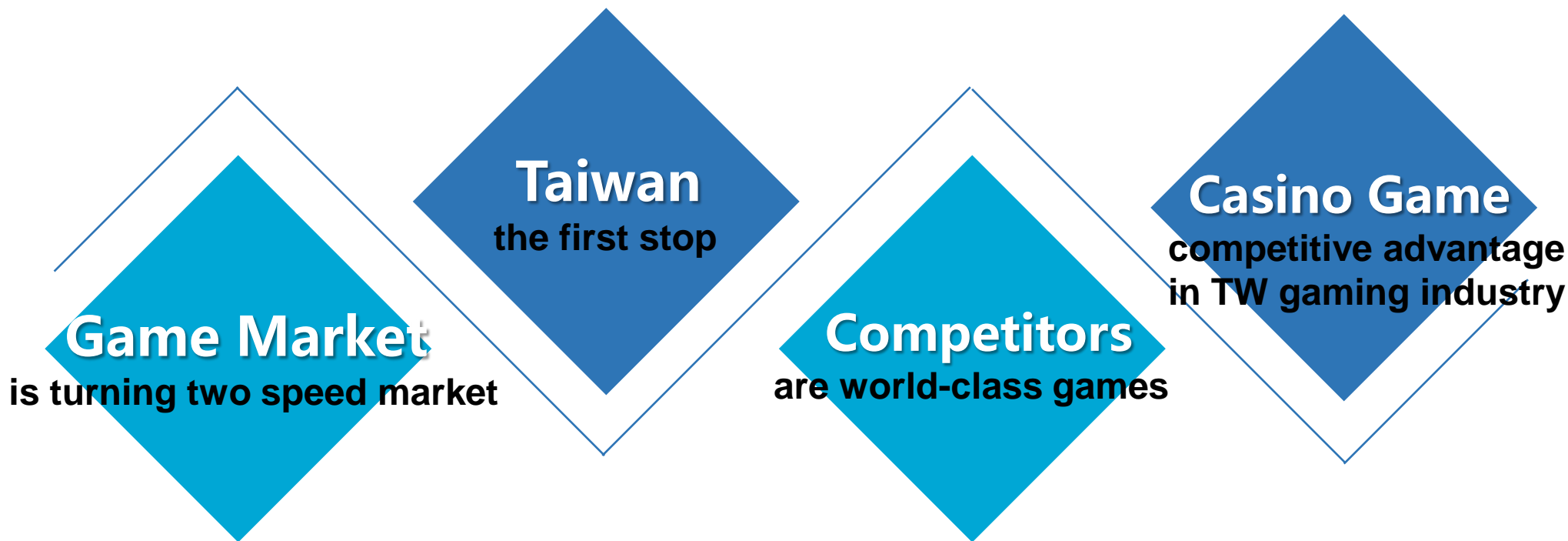
# 《TREND 6》VR、AR、AI



# Taiwan Game Market Overview

大陸大廠遊戲出海，幾乎以此路線推進：  
台港澳→東南亞→韓國→日本、歐美二選一。

部分的暢銷遊戲是台灣遊戲公司研發的，  
而這些遊戲很巧的都是歸類在博奕類。



整體遊戲市場增長，但唯有龐大的大型企業及具有敏銳眼光、反應快速的公司，才能夠創造價值。

臺灣玩家對於中國、日本、韓國與美國影響很深、接收度也很高。

# Summary

Global games market continues strong growth

Asia market cover 47% of the global games market

Works on its capability of R&D to be more competitive in global games market

Game companies are becoming global entertainment companies

Game localization is the key to success

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# Competitive Advantages

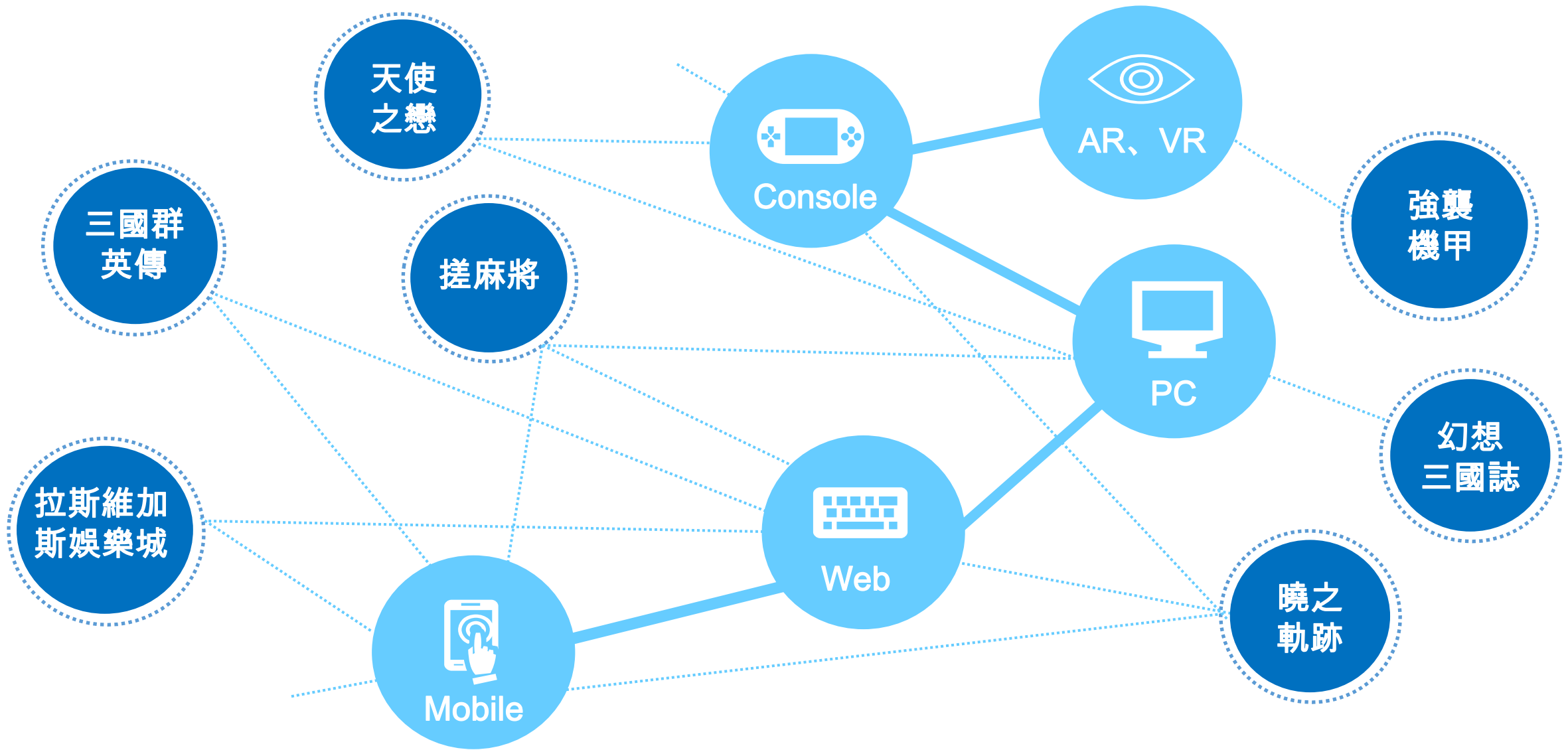


# Company Advantages

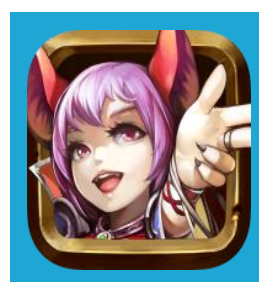
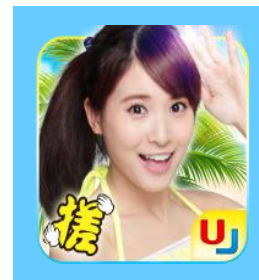




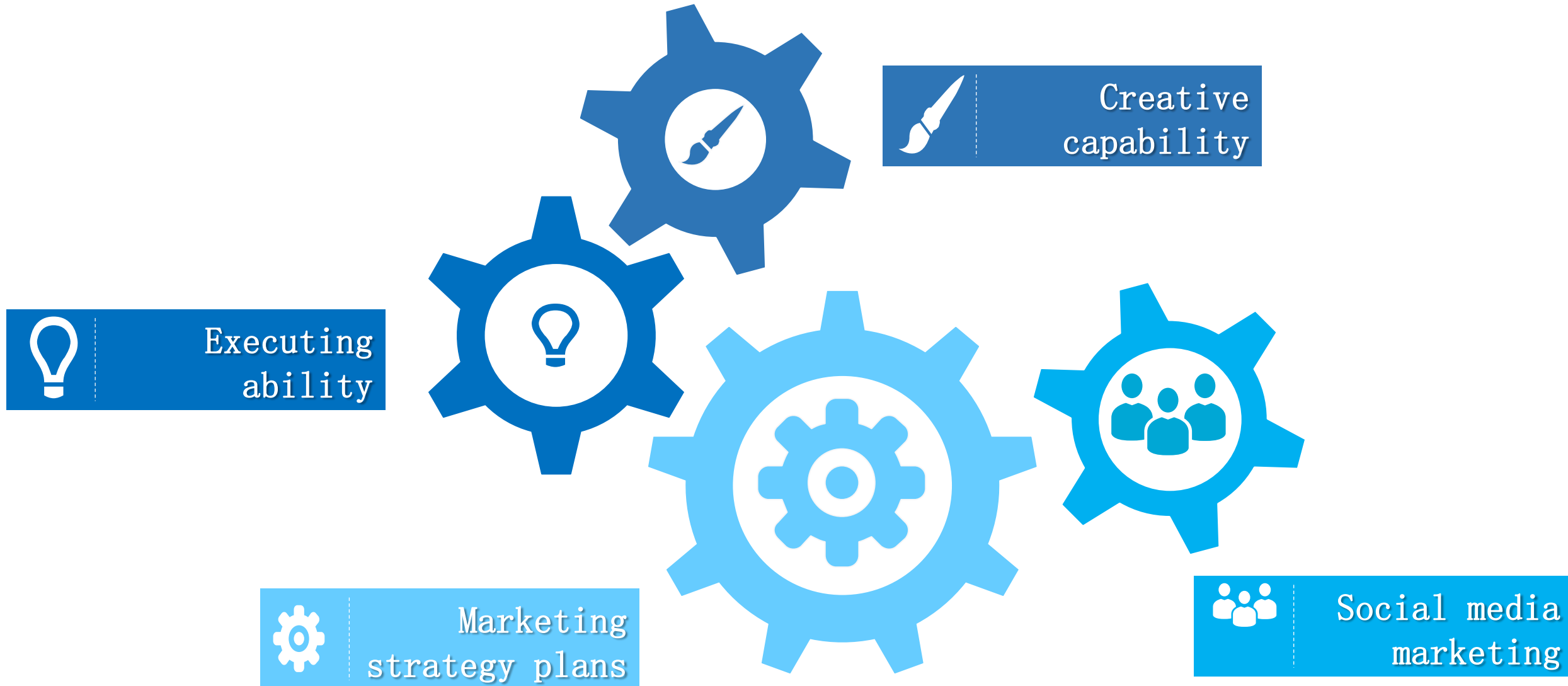
# Powerful R&D Ability



# Various Computer Game Genres



# Successful Marketing Ability & Skill



01 02 03

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# Powerful Intellectual Property - 《三國群英傳》

◎ Most popular gaming brand in Asia



**20** 自1997年第一代至今已20年

**7** 單機發行橫跨七代

**12** 2005年發行三國群英傳online營運至今

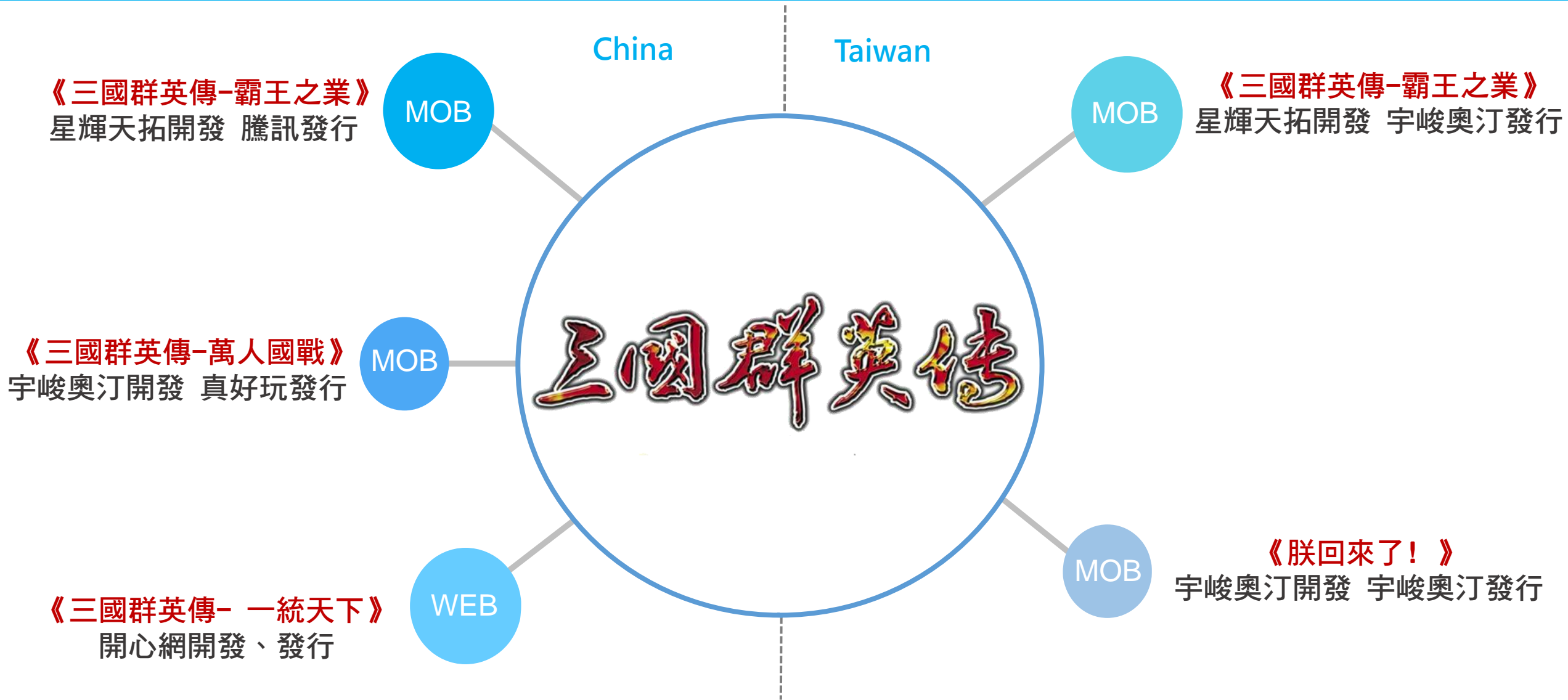
**8** 授權發行地區：中、日、韓、泰、  
、印尼、越南、北美、俄羅斯

**300** 正版銷售超過300萬套

**1億** 影響華人玩家人數超過一億人



# 《三國群英傳》 Program Schedule



# Powerful Intellectual Property - 《幻想三國誌》

Published : Taiwan 、 China 、 Japan 、 Malaysia...ect.

I



幻想三國誌

II



幻想三國誌 II

III



幻想三國誌 3

IV



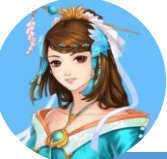



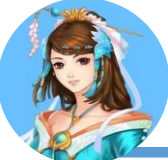
幻想三國誌 4

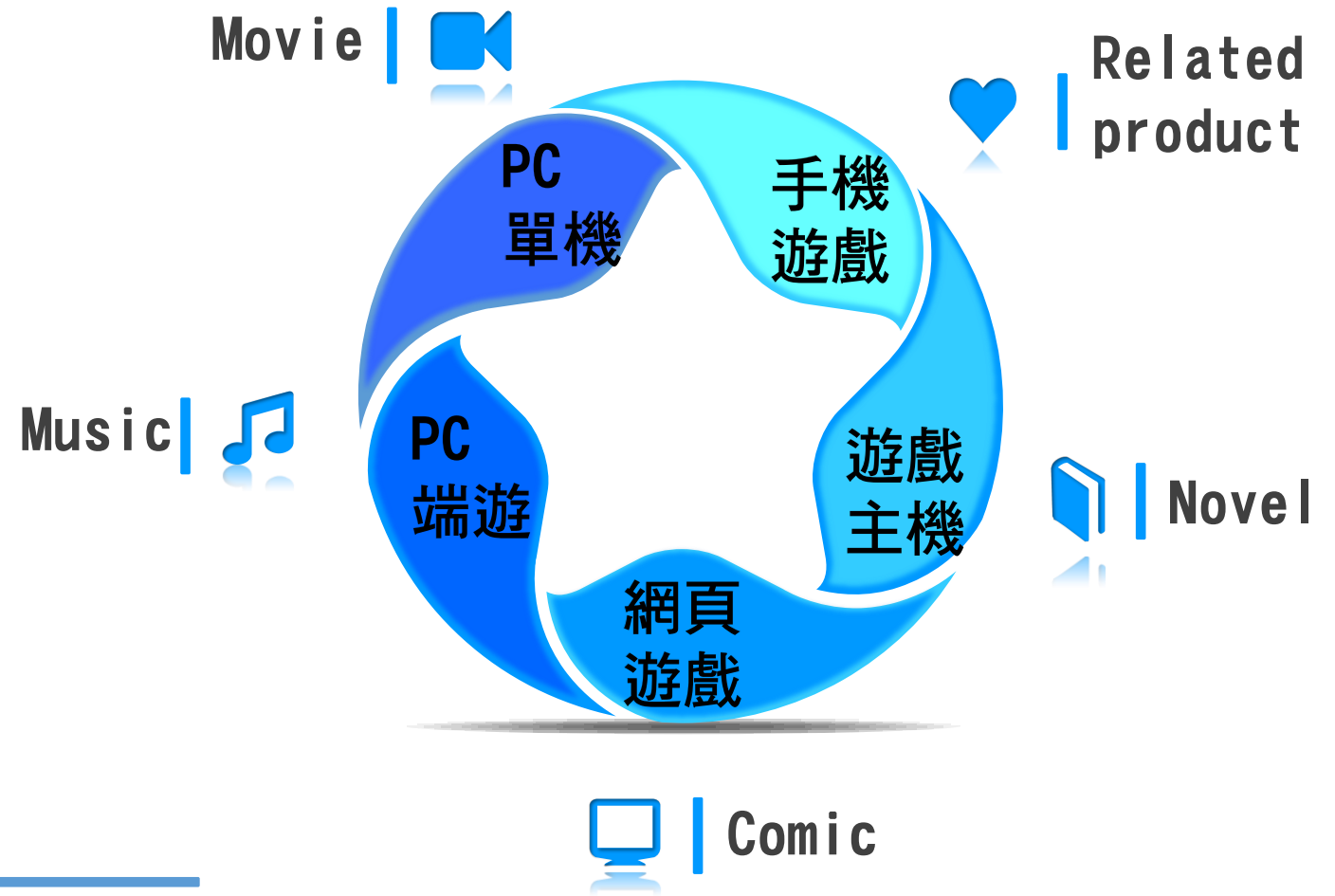
V



幻想三國誌 5

# 《幻想三國誌》 Program Schedule

-  Novel
-  PC Game
-  Mobile Game
-  TV Series
-  Internet Movie





# ACG Program Schedule

China

Taiwan

曉之軌跡(頁遊)



曉之軌跡(手遊)



軌跡手遊

伊蘇(手遊)

ACG

# 《朕回來了!》(三國群英傳國戰手遊)



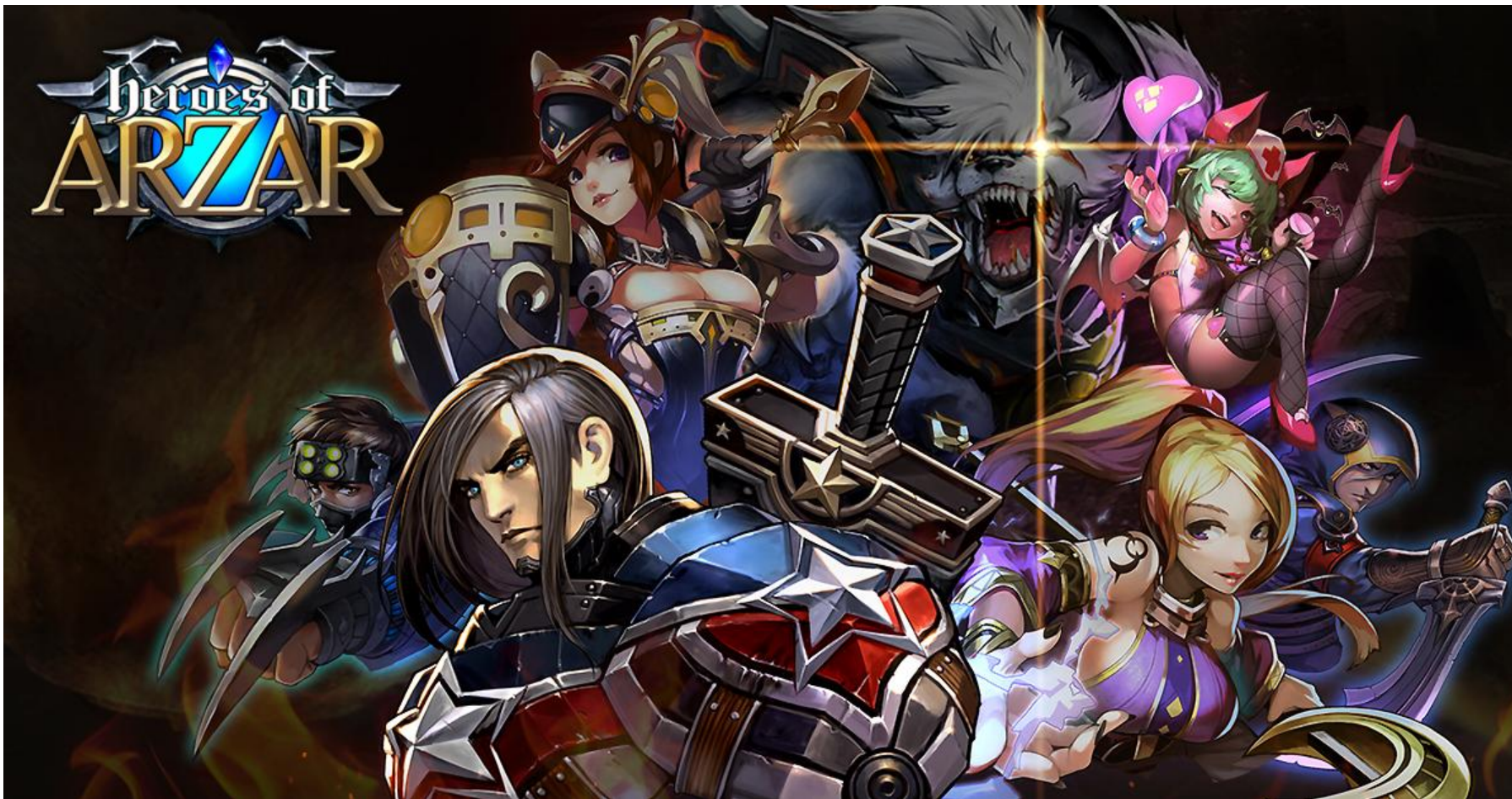
high-quality 3D MMORPG

Play game in 360° vision

Realistic style design



# 《戰棋王》



Battleship-Chess  
combine classic  
battleship SLG

New Mob game  
style

Made with unity  
3D



# 《七大罪》



Hobby Japan Co., famous IP

Best comic of 2017

Original voice actresses



# 2017 Q3 Financial Results

## Aggregate Income Statement of 2017

	Q1	%	Q2	%	Q3	%	Total	%
Net Operating Revenue	253,519	100	198,800	100	179,676	100	631,995	100
Operating Costs	<u>22,382</u>	9	<u>16,195</u>	8	<u>14,046</u>	8	52,623	8
Gross Profit	<u>231,137</u>	91	<u>182,605</u>	92	<u>165,630</u>	92	<u>579,372</u>	92
Operating Expenses	<u>186,990</u>	74	<u>136,030</u>	68	<u>135,547</u>	75	<u>458,567</u>	73
Operating Income	<u>44,147</u>	17	<u>46,575</u>	24	<u>30,083</u>	17	<u>120,805</u>	19
Non-operating Income and Expense	<u>(13,157)</u>	(5)	<u>4,610</u>	2	<u>4,787</u>	3	<u>(3,760)</u>	(1)
Net Profit Before Tax	30,990	12	51,185	26	34,870	20	117,045	18
Net Profit After Tax	<u>24,479</u>	9	<u>43,774</u>	22	<u>29,955</u>	17	<u>98,208</u>	15
EPS After Tax	<u>\$0.73</u>		<u>\$1.19</u>		<u>\$0.81</u>		<u>\$2.66</u>	

Thanks for Your Time !