

2018

Investor Conference



**USERJOY**



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**Statement of Comprehensive Income**

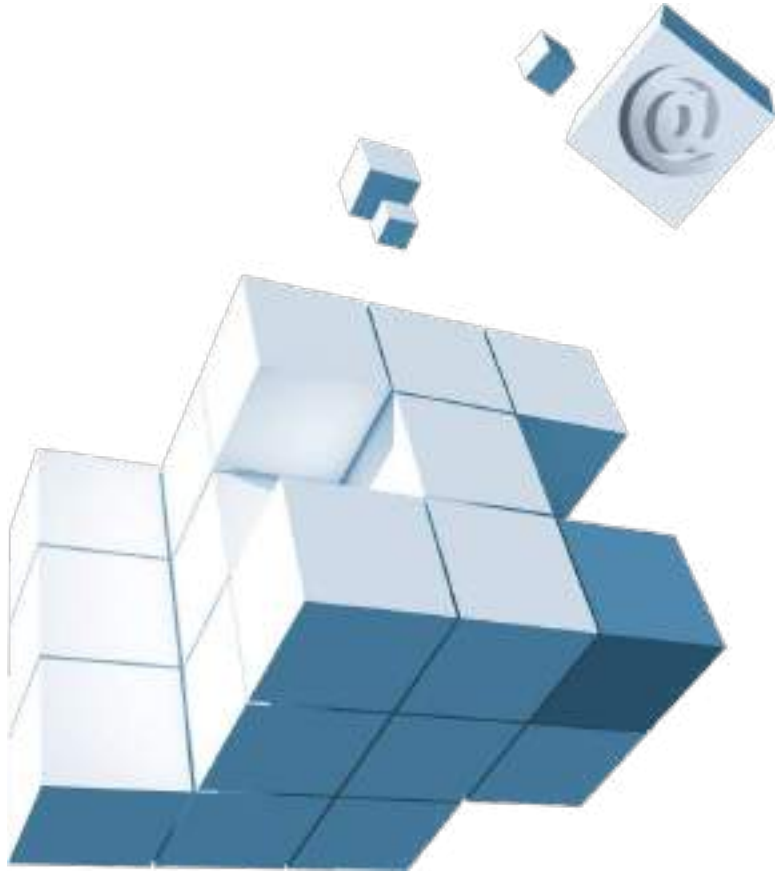
04

Future Prospects



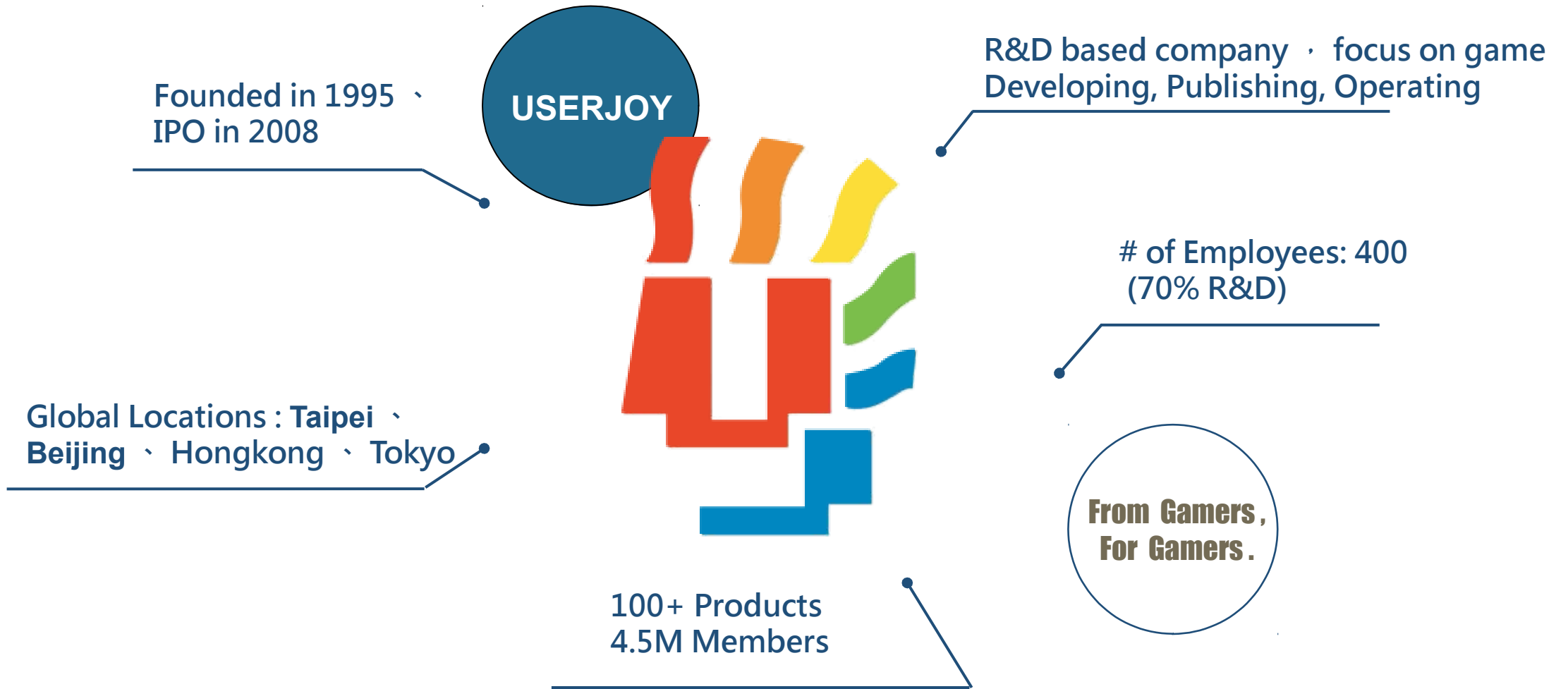
## Company Overview

- ◆ Company Profile
- ◆ Core Competency
- ◆ Famous IPs





# Company Overview /Company Profile





# Company Overview /Core Competency



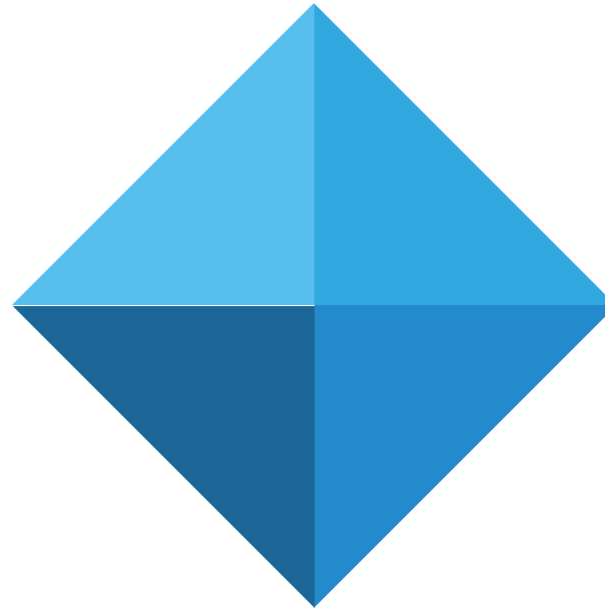
## Cross Platform

PC games 、 Web games 、 Mobile games 、 AR/VR games 、 Console games...



## Deversified Products

MMORPG 、 RPG 、 SLG 、 SRPG 、 Console 、 CASINO



## Excellent Full Function Capacities

Energetic operating team  
Innovating senior R&D team



## Famous IPs

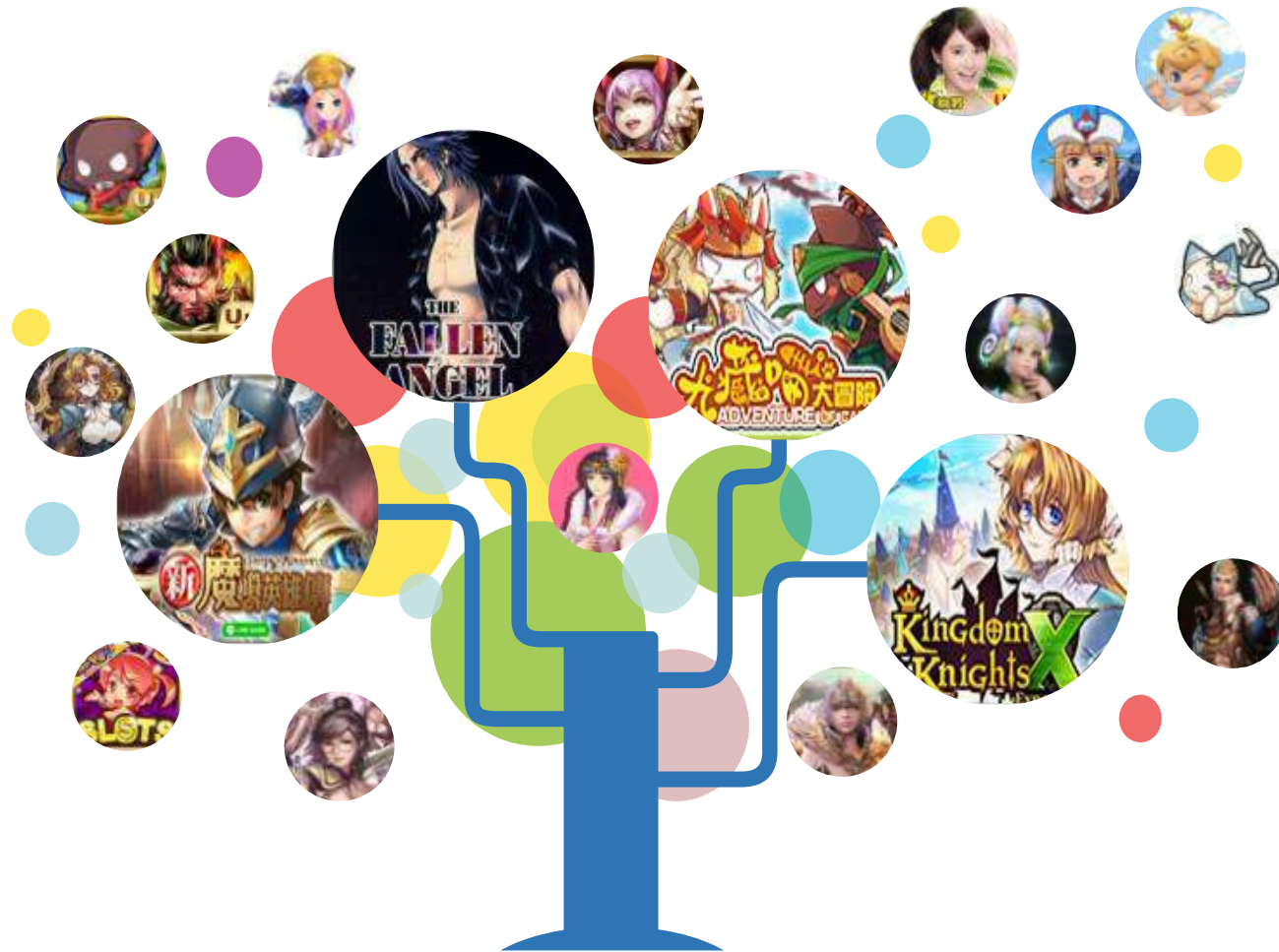
三國群英傳、幻想三國誌、幻世錄、超級英雄傳說、天使之戀、搓麻將、拉斯維加斯娛樂城...



# Company Overview /Famous IPs



20+ Years · 100+ Products



## 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
- 超時空英雄傳

## SLG

- 三國群英傳
- 幻世錄
- 幻想紀元
- 異域狂想曲
- 王國騎士團
- 決戰亞爾薩

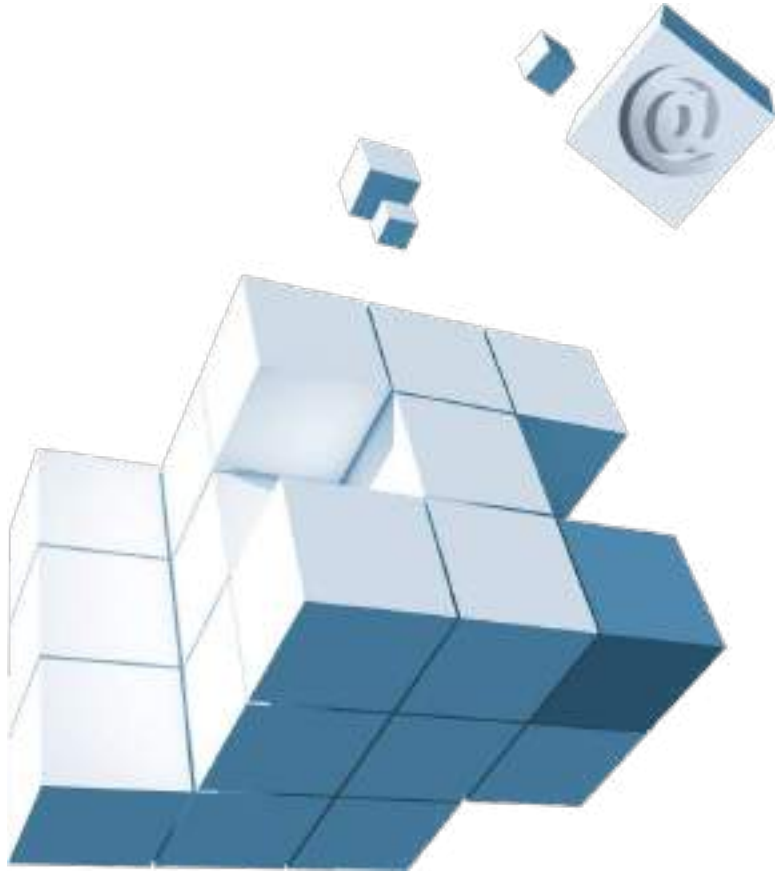
## SRPG & 戰棋類

Excellent games make excellent experiences



# Operational Performance

- ◆ Current Status
- ◆ Income Trend
- ◆ Important Performance







# Current Status



till Oct., 2018 · products in operating :

USERJOY	TW/HK/Macao	Overseas	IP liscencing
Mobile	7	3	3
Web	2	1	1
PC Online	7	4	--
PC	1	1	--
VR	1	1	--

UJHK	Operating in TW/HK/Macao, South-east Asia
Mobile game Operating	2

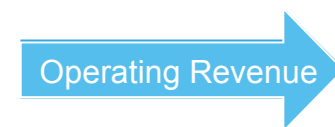
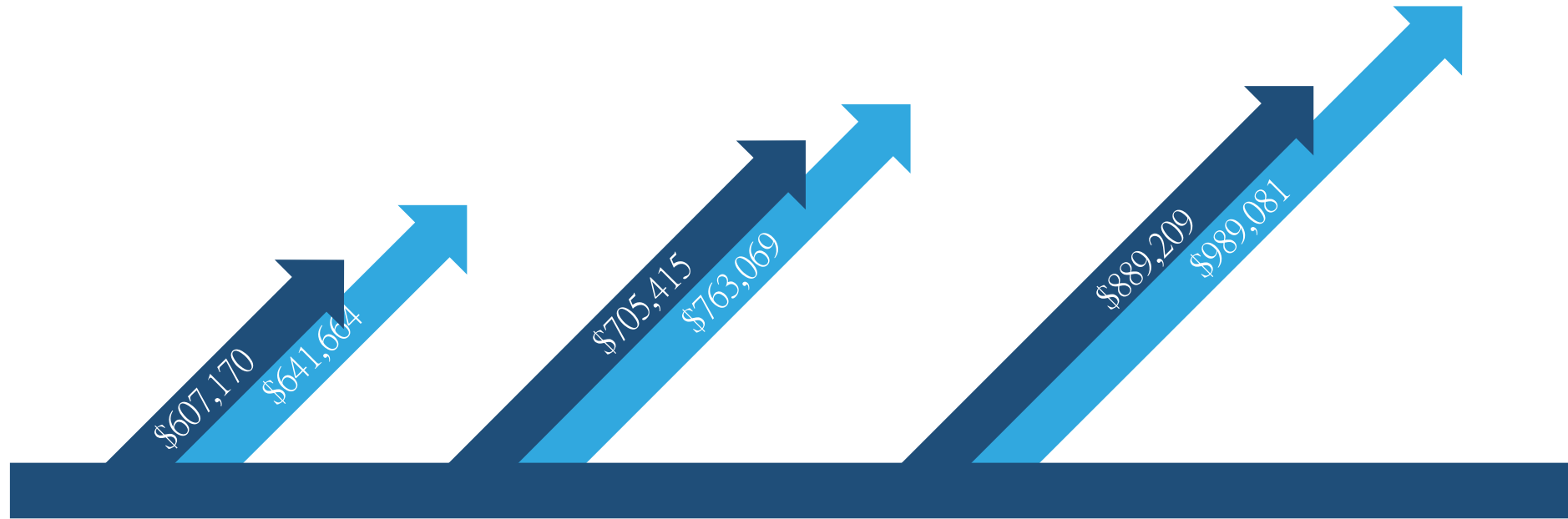
UJJ	Operating in JP
Authorized PC Online games Op.	2
Authorized Web games Op.	4

18 self-developing products in operating ◦

5 Authorized games operating in **TW/HK/Macao, South-east Asia, Japan** ◦



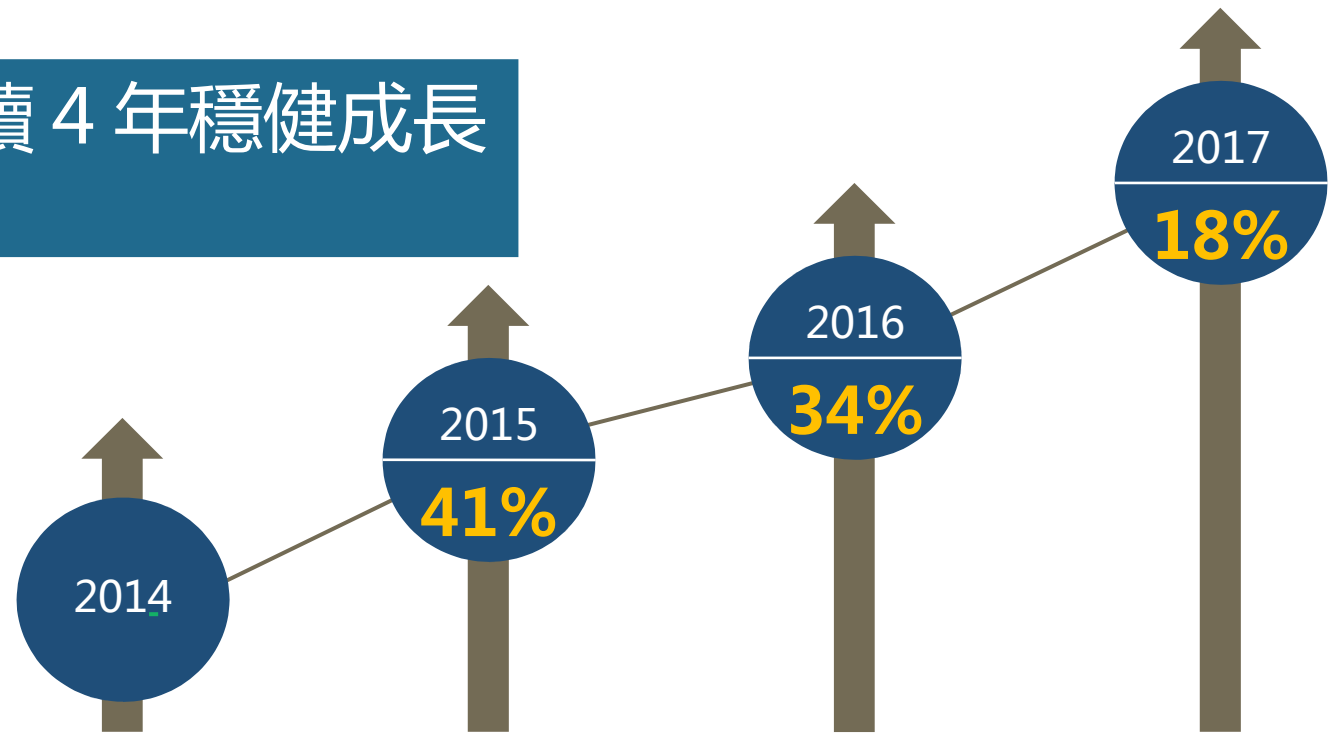
# Income Trend





穩定長線休閒遊戲

連續 4 年穩健成長





遊戲 IP 合作  
成功之作

榮獲  
iOS、Google 兩  
大平台推薦



睽違 15 年  
經典單機續作

2018 Q2 上市  
IP 影劇合作展開



## Income Structure & Statement of Comprehensive Income

- ◆ Income Structure
- ◆ Statement of Comprehensive Income



# Income Structure



47%

Operating of UJ products

24%

Licensing

19%

Authorized Operating

10%

Oversea operating



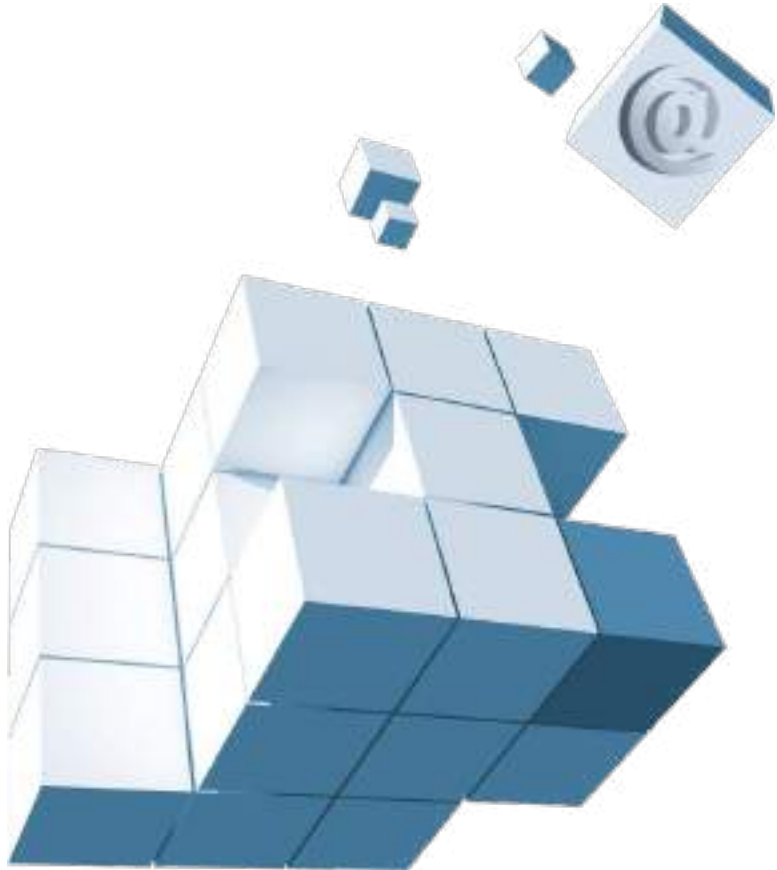
# Statement of Comprehensive Income



## 2018 Statement of Comprehensive Income

	Q1	%	Q2	%	Q3	%	Total	%
Net Operating Revenue	323,931	100	292,775	100	257,970	100	874,676	100
Operating Costs	<u>44,665</u>	14	<u>38,281</u>	13	<u>31,134</u>	12	114,080	13
Gross Profit	<u>279,266</u>	86	<u>254,494</u>	87	<u>226,836</u>	88	<u>760,596</u>	87
Operating Expenses	<u>196,300</u>	60	<u>179,255</u>	62	<u>197,803</u>	77	<u>573,358</u>	66
Operating Income	<u>82,966</u>	26	<u>75,239</u>	25	<u>29,033</u>	11	<u>187,238</u>	21
Non-operating Income & Expense	<u>7,083</u>	2	<u>8,736</u>	3	<u>6,103</u>	2	21,922	3
Net Profit Before Tax	90,049	28	83,975	28	35,136	13	209,160	24
Tax	17,851	<u>19</u>	<u>18,021</u>	6	<u>6,002</u>	2	41,874	5
Net Profit After Tax	<u>72,198</u>	<u>9</u>	<u>65,954</u>	22	<u>29,134</u>	11	<u>167,286</u>	19
EPS After Tax	<u>\$1.93</u>	—	<u>\$1.60</u>		<u>\$0.71</u>		<u>\$4.06</u>	





## Future Prospects

- ◆ Global Games Market Trends
- ◆ Challenges In Games Industry
- ◆ Observations and Reactions
- ◆ 2019 Prospects
- ◆ New Games



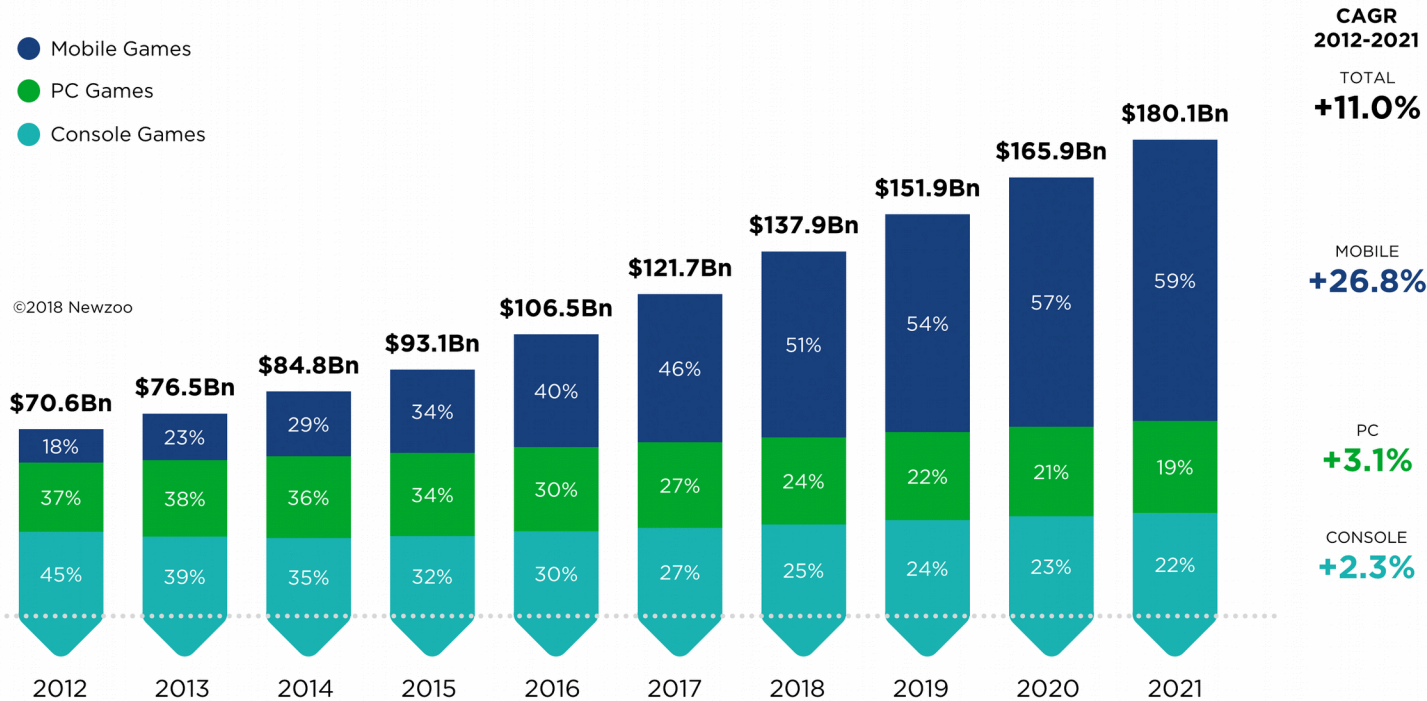
# 《 Trend I 》 Global Game Markets Growth



## 2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES

- Mobile Games
- PC Games
- Console Games



Total Market

**+11.0%**

CAGR 2016-2020

Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report  
[newzoo.com/globalgamesreport](http://newzoo.com/globalgamesreport)



資料來源 : Newzoo\_Global\_Games\_Market\_Report\_2018

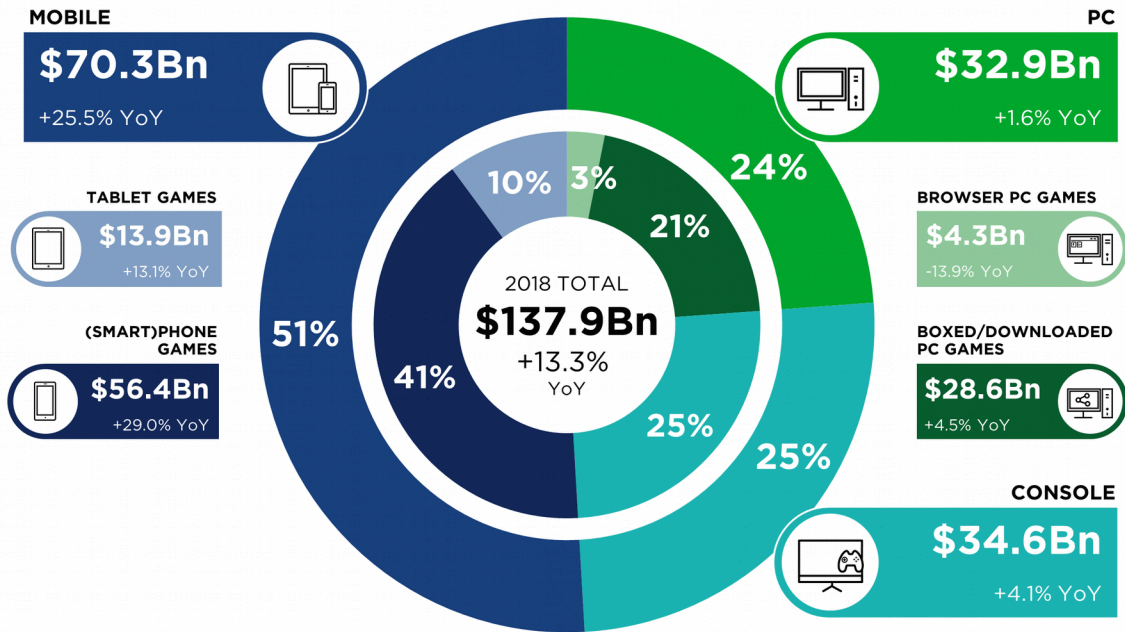
# 《 Trend II 》 Mobile Game is the Capital of the Game Market



## 2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

©2018 Newzoo



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report  
newzoo.com/globalgamesreport



In 2018, mobile games will generate

**\$70.3Bn**

or **51%** of the global market.

Mobile Game Market Share

**+51%**

YoY

**+25.5%**

Year 2018

**newzoo**

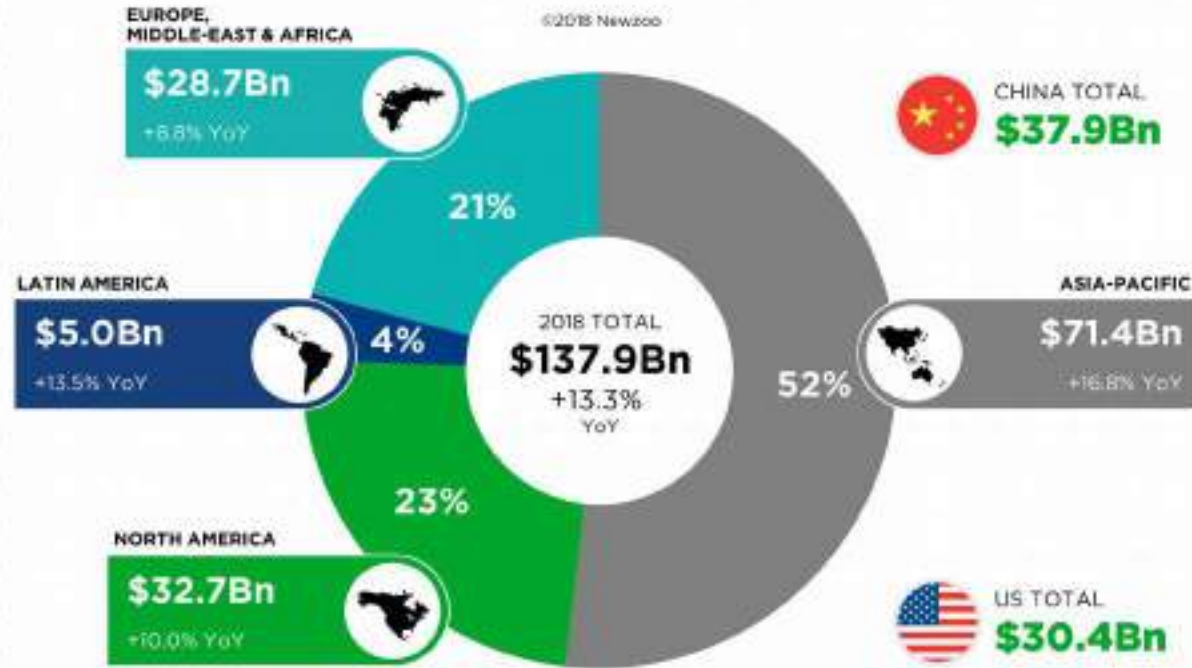
資料來源：Newzoo\_Global\_Games\_Market\_Report\_2018

# 《 Trend III 》 Asia-Pacific dominates global game market



## 2018 GLOBAL GAMES MARKET

PER REGION WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report  
newzoo.com/globalgamesreport



In 2018, almost  
**28%**  
of all consumer spend  
on games will come  
from China

newzoo

Asia-Pacific  
Market Share

**+52%**

YoY

**+16.8%**

資料來源：Newzoo\_Global\_Games\_Market\_Report\_2018



# 《 Trend IV 》 China Leads the World in Game Revenues

## Revenues

RANK	COUNTRY	POPULATION	ONLINE POPULATION	TOTAL REVENUES
1	CHINA	1,415M	850M	\$37,945M
2	UNITED STATES	327M	265M	\$30,411M
3	JAPAN	127M	121M	\$19,231M
4	SOUTH KOREA	51M	48M	\$5,647M
5	GERMANY	82M	76M	\$4,687M
6	UNITED KINGDOM	67M	64M	\$4,453M
7	FRANCE	65M	58M	\$3,131M
8	CANADA	37M	34M	\$2,303M
9	SPAIN	46M	39M	\$2,032M
10	ITALY	59M	40M	\$2,017M
11	RUSSIA	144M	113M	\$1,669M
12	MEXICO	131M	86M	\$1,606M
13	BRAZIL	211M	142M	\$1,484M
14	AUSTRALIA	25M	23M	\$1,269M
15	TAIWAN, CHINA	24M	20M	\$1,268M
16	INDIA	1,354M	481M	\$1,169M
17	INDONESIA	267M	82M	\$1,130M
18	TURKEY	82M	53M	\$878M
19	SAUDI ARABIA	34M	26M	\$761M
20	THAILAND	69M	38M	\$692M



- From Taiwan
- To Asia Pacific

By Game Revenues in 2018



# Challenges In Games Industry



## Policies

China government' s policies on games industry makes huge unpredictable influences

## Contents

Contents is King, big players make big money, players with strong R&D capacities survives

## Cross Entertainment Industries Spreading

Spread the values of IPs from games industry to other entertainment industries



# Observations & Reactions



**Advancing Aasia Pacific Market as momentum of future**



**Localized contents are important factors**



**CASINO products make stable long term income**



**Strong R&D capacities make strong competitive advantages**



**Cooperate with top oversea developers helps**



**Spread games' IP to other entertainment industries makes long term benefit**



**Business cooperation**



## R&D Road Map

### More Brilliant Games

- More brilliant  
SLG、SRPG、CASINO..  
games
- Applied new technologies : A  
R、VR...

## Licensing

### Focus on main AP markets

- Enhance promotion activities in  
China, Japan, Korea Market
- Spread game IPs to other  
entertainment industries

## Operating & Promoting

### New OP/Promoting Activities

- Diversified operating & promoting  
activities





# 《星之軌跡》 on Falcom's famous IP



知名日系 IP 手遊

原廠劇情監修認證

2018/11/13 繁中版於台港澳新馬泰等區上市

2019 上半年日文版於日本地區營運上市

## 星的羈絆 新的軌跡

Falcom 監製 正統軌跡新劇情



# 《寶島娛樂城》 New CASINO Game



自研休閒遊戲新作

創新機台 趣味玩法

2018年Q1 於台港澳及  
東南亞等地區上市

Excellent games make excellent experiences



# 《馭天下》 New Licensed Game



華人不敗三國經典

成熟團隊 全力研發

12月進行搶先測試  
2019年Q1正式營運

# 《伊蘇》 First Japanese classic ARPG mobile game



知名日系 IP 手遊

即時連線多人共鬥

12 月進行搶先測試  
2019 年上半年正式營運



# 《七大罪》 Mobile game on famous animation IP



華艷設定登上手遊

超魄力戰鬥展演

2019 年 Q2 於日本地區及  
台港澳上市  
(地區首發或同時上架未定)

©2017 ホビージャパン・Niθ /「sin七つの大罪」パートナーズ

# 《三國群英傳 VIII》 USERJOY' s classic PC game



## 三國群英傳 VIII

華人世界的遊戲經典

壯烈千人戰全新演繹

2019年Q3上市

Excellent games make excellent experiences



USER JOY

宇峻奥汀

Excellent games make excellent experiences

Thank You