



X-LEGEND
ENTERTAINMENT

Company Profile

Stock symbol : 4994



AGENDA



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X-Legend 【 Profile 】

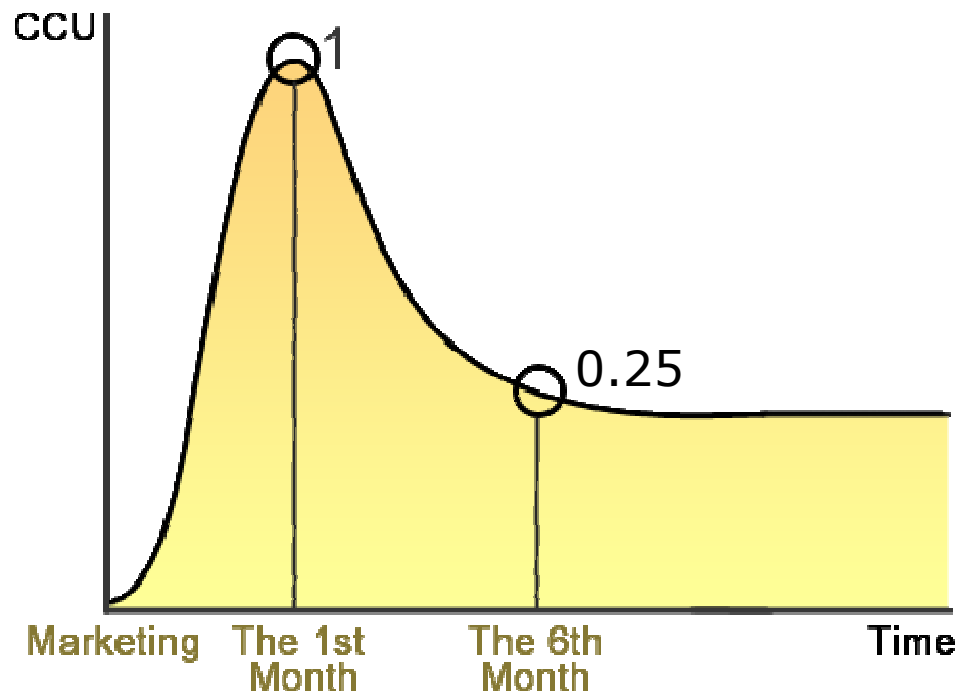
- **Name** X-legend Entertainment Co., Ltd(4994)
- **CEO** Nelson Chang
- **General Manager** Chun Juin-Nan
- **Date of Establishment** 2002.01.09
- **Business Operation** MMORPG Developing & Publishing / Overseas Licensing
- **Company Size** 781Employees (Until The End of August, 2014)
- **Paid-in Capital** NTD 883,700,000
- **Address** 6F, No.45, Dongxing Rd., Xinyi Dist., Taipei City 110, Taiwan

X-Legend 【 Development 】

- ✓ 2002 X-Legend was founded(September 1st) and focus on publishing online games.
- ✓ 2003 Founded its subsidiary “EASYFUN”.
- ✓ Start from 2006 Focus on publishing self-developing online games and overseas licensing business.
- ✓ 2008 Self-developing title “Grand Fantasia Online” officially released.
- ✓ 2010 Merge with the subsidiary “EASYFUN”.
Initial public offering (IPO) (11/24).
Trading at GTSM (12/24).
Self-developing title “Finding Neverland Online” officially released.
- ✓ 2011 Self-developing title “Glory Destiny Online” officially released.
- ✓ 2012 Established its subsidiary company in Japan.
Stock listed and traded at GTSM (12/13).
Self-developing title “Legendary Heroes Online” officially released.
- ✓ 2013 Self-developing title “Fantasy Frontier Online” officially released.
Stock listed and traded at the TWSE
- ✓ 2014 Established its subsidiary company in Korea.
Self-developing title “Dragon Slayer Online” officially released.

Industry Overview 【 Strategy Analyze 】

X-Legend Sales performance



After an online game enter to the Market, it will reach the PCCU and the peak of sales in the first 3 months. After the first 3 months, players will start leaving because of being bored or the attraction from other new titles.

Peak A 1

B 0.25

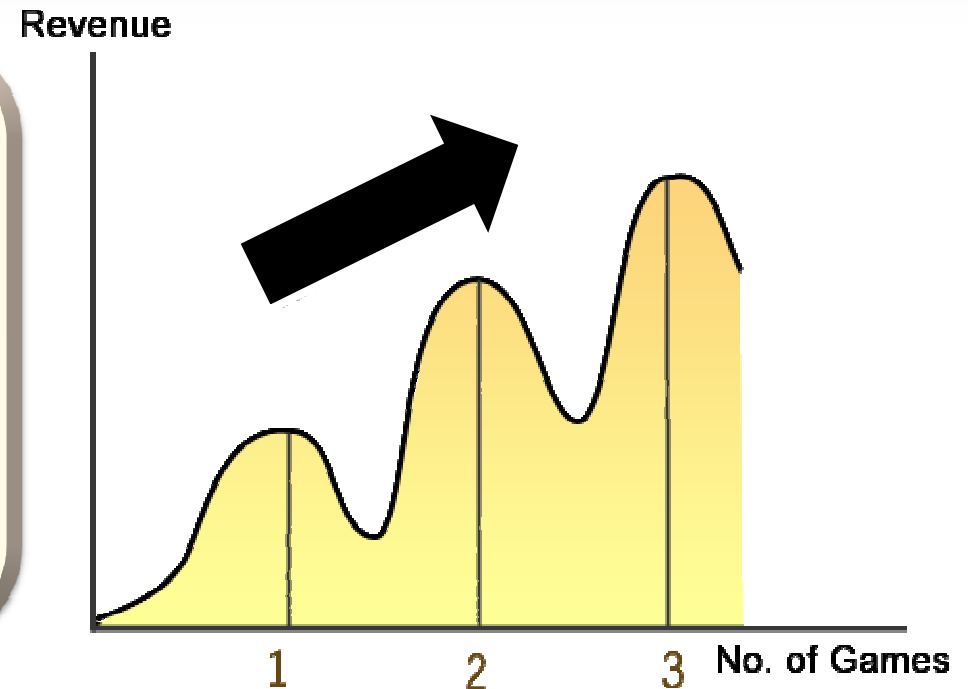
A game company which produces self-developing titles might be able to retain up to 75% of their users. But for Licensees, it will be lower than 25% or even fail in the very beginning.

Industry Overview 【 Strategy Analyze 】

【Global Operation Output Stabilized】

Revenue Boost

- Keep developing titles for global market.
- Build leading and professional brand.



Industry Overview 【 Strategy Analyze 】

Growing up mobile market

- ✓ Online game market is slowing down.
- ✓ Decrease R & D resource of online games and turn into mobile games.

Only 1 or 2 online game can get popular in one season

Industry Overview

Product without strong competitiveness will be defeated.

Large manufactures are easier to survive

- ✓ Authorization cost of superior games is huge.
- ✓ Operating directly.

Industry Overview 【 Strategy Analyze 】

Competition
Reduced



Facing
Competition
From
International
Superior
Games

- 1 、 Keep researching and developing high quality products.
- 2 、 Increase quality of service operation.
- 3 、 Strengthen overseas performance.
- 4 、 Enter R & D of mobile games.

Operation Overview 【 License 】

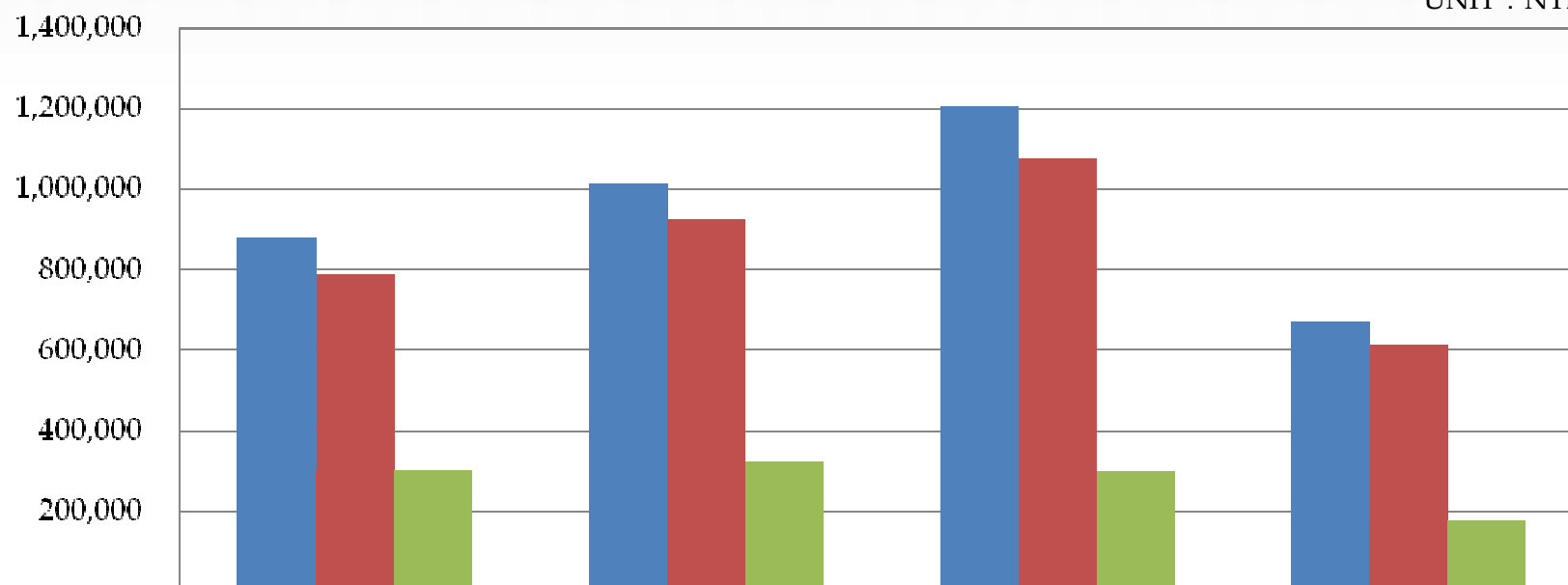
Title	Grand Fantasia (15 Countries)				Kitsu Saga (6 Countries)		Finding Neverland (13 Countries)			Glory Destiny (8 Countries)		Legendary Hero (6 Countries)		Fantasy Frontier (7 Country))		Dragon Slayer (1 Country)
已上市 國別	HK TH DE SP	JP MY IN PT	KR SP US RU	CH FR IT	HK US TH JP MY IN	HK MY KR CH IN	JP SP TH SP	US FR DE PT	HK SP US CH	JP MY TH IN	HK MY SP JP TH IN	HK JP US TH	CN FR DE	HK		



Note : Territories marked in red means launched in 2014

Operation Overview 【 Business Performance 】

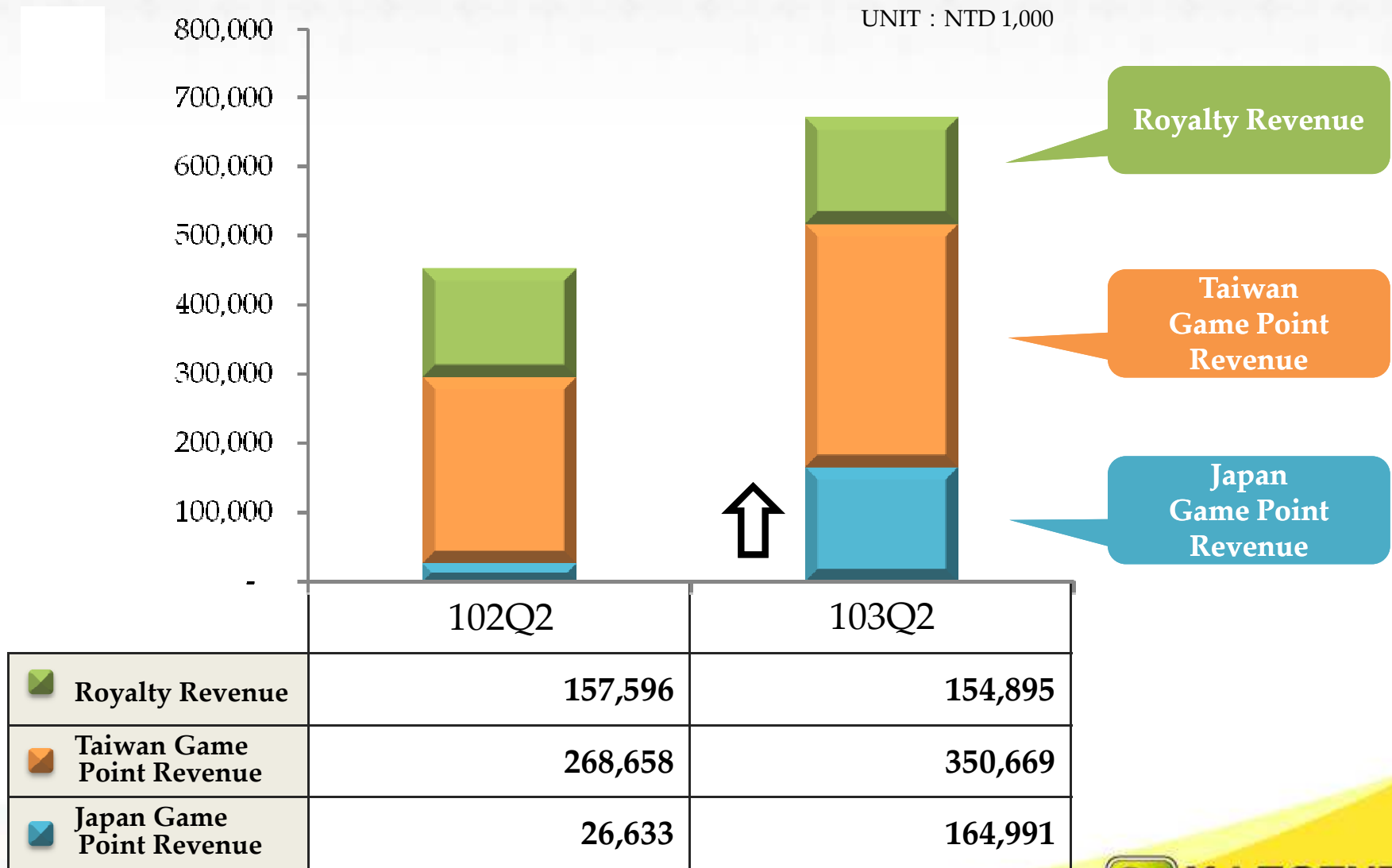
UNIT : NTD 1,000



	2011Y	2012Y	2013Y	2014Q2
■ Sales Revenue	879,706	1,012,518	1,202,961	670,555
■ Gross Profit	787,308	924,991	1,076,141	611,450
■ Net Income	301,725	324,502	300,334	176,562

Note : Starting from 2013, we take IFRS(International Financial Reporting Standards) as principles; others we took GAAP(Generally Accepted Accounting Principles).

Operation Overview 【 Business Performance 】



Vision 【 Future 】

Constantly Developing Games for Global Market
Establishing Leading Online Gaming Position

Release
Multi-Projects
Each Year

Mobile Game
Developing

New 3D
Engine





Thanks For Your Time !