



**X-LEGEND**  
ENTERTAINMENT

**X-LEGEND Entertainment Corp.**

2011.11.24



# AGENDA



## 1 About X-LEGEND

## 2 Industry Overview

## 3 Operating Overview

## 4 Future

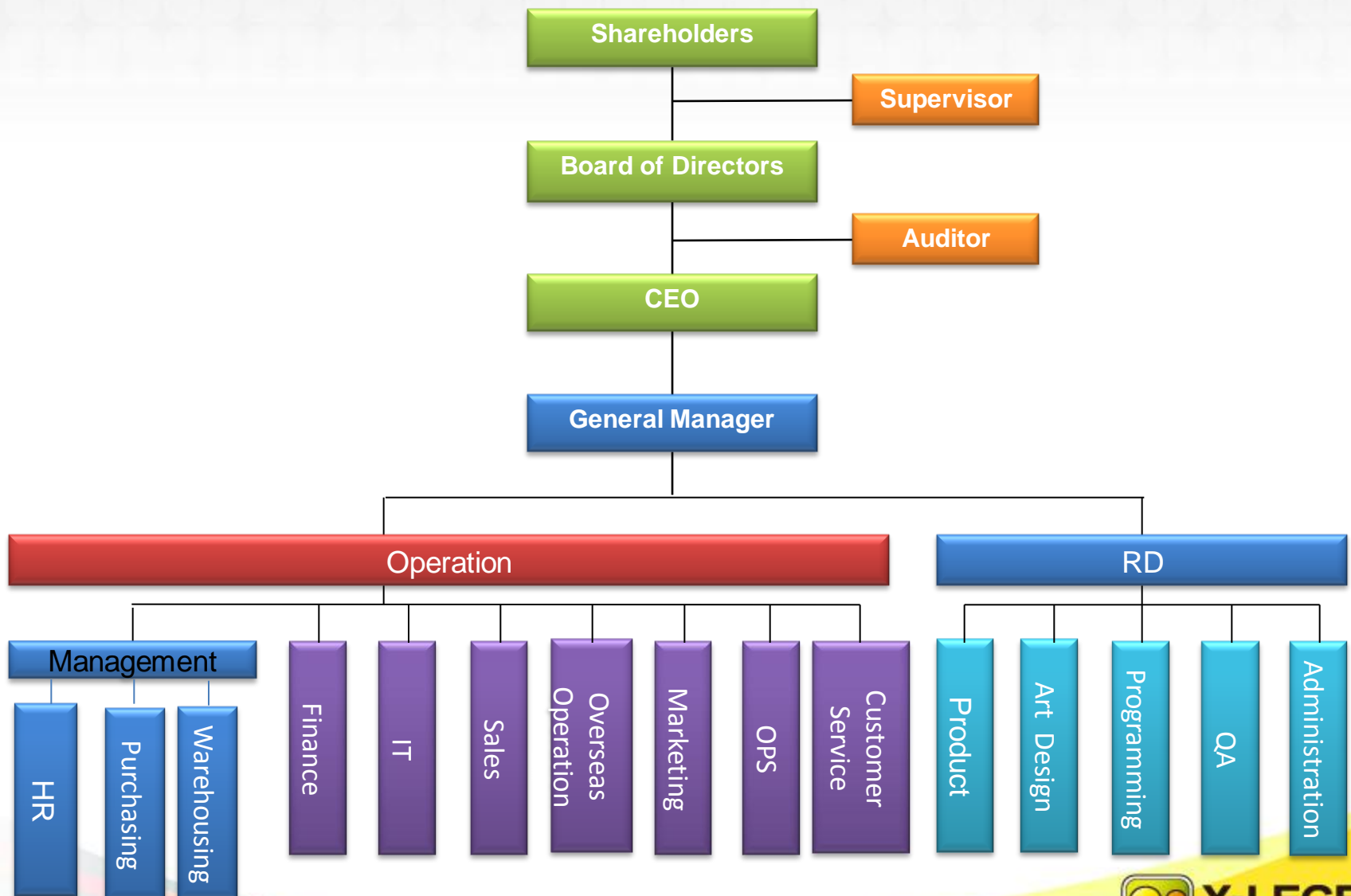
# Profile

- **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** 405 Employees (Until The End of October,2011)
- **Paid-in Capital** NTD 207,630,000
- **Company Address** 6F, No.45, Dongxing Rd., Xinyi Dist., Taipei City 110, Taiwan

# Development

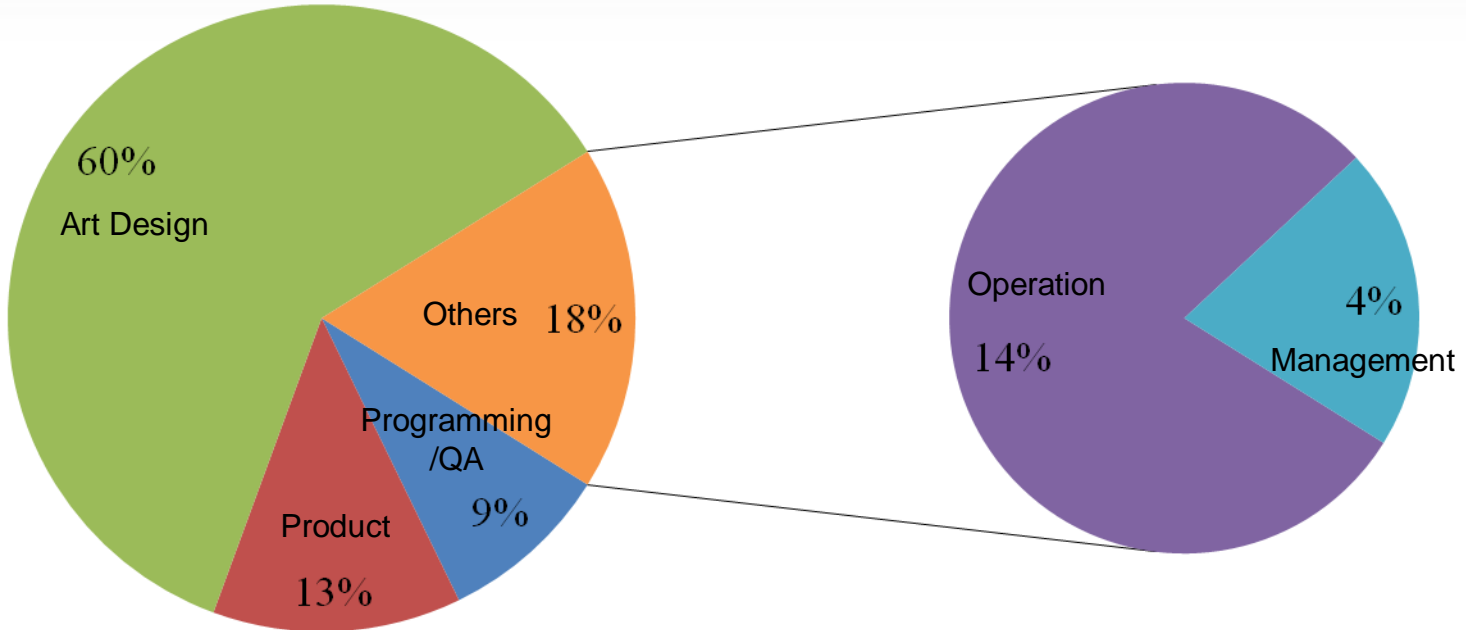
- 2002 X-Legend is founded on 1<sup>st</sup> of September and mainly publishing online games.
- 2003 Founded subsidiary “EASYFUN” (focus on MMORPG developing)
- 2006~2010
  - Self-developing Holy Beast Online officially released
  - Self-developing Grand Fantasia Online officially released
  - Grand Fantasia Online overseas licensing
  - Self-developing Jiang Hu Saga Online officially released
  - Jiang Hu Sage Online overseas licensing
- 2010
  - Merge with the subsidiary “EASYFUN”
  - Get the IPO permission from SFB (11/24)
  - Get the permission for listing in OTC from GTSM (12/24)
- 2011
  - Self-developing Finding Neverland Online officially released
  - Finding Neverland Online overseas licensing
  - Self-developing Glory Destiny Online officially released

# Organization





## 【Distribution】



Note :

- 1 .Operation includes: Overseas Operation, Sales, Marketing, OPS, Customer Service
- 2 . Management includes: Management, Finance ,IT, Auditor

# AGENDA



**1** About X-LEGEND

**2** Industry Overview

**3** Operating Overview

**4** Future

# Industry Overview 【MMORPG】

## Mature Market

- China
- Korea
- Taiwan

## Market Size

- China
- Korea
- US ,Japan

## Feature

- Developing Countries of East Asian
- Piracy Issue
- High Barriers for Developing





# Industry Overview 【Trend】



**Free-to-Play & Virtual Item Mall**

**Competitive Market +  
Short Lifespan of Game**

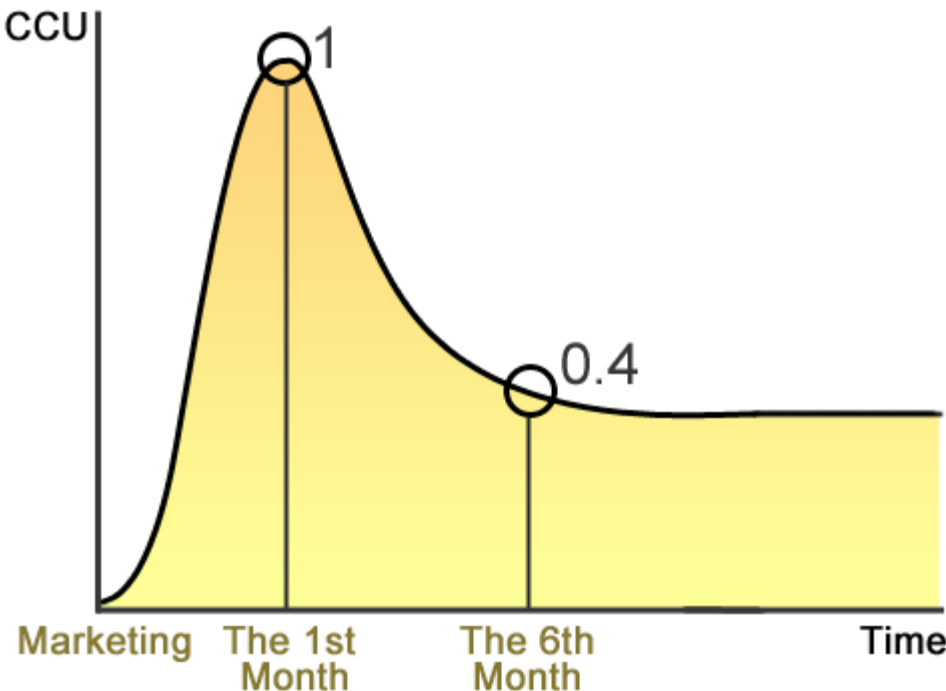
# Industry Overview 【Strategy Analyze】

## X-Legend Sales performance

After an online game enter to the Market, it will reach the PCCU and the peak of sales during the first three months . Over three months, players will start leaving because of being bored or attraction of new game.

Peak    A        1

B        0.4



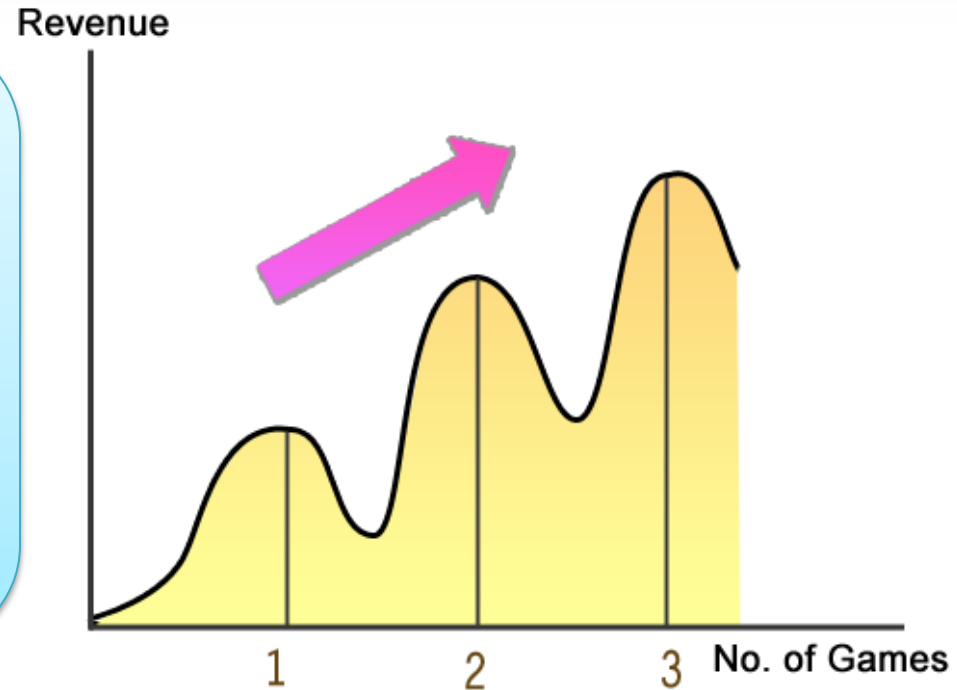
A game company which can make games by itself might keep up 40% of the players. But for Licensees, it will be lower than 40% or even fail in the very beginning.

# Industry Overview 【Strategy Analyze】

【Global Operation Stable Production】

## Revenue Boost

- Must keep releasing new games
- If not, revenue will stop growing or go down.



# Industry Overview 【Strategy Analyze】



**Releasing More Good Products**

**Extending Lifespan of the Game**

**Overseas Markets Operation**

# AGENDA



**1** About X-LEGEND

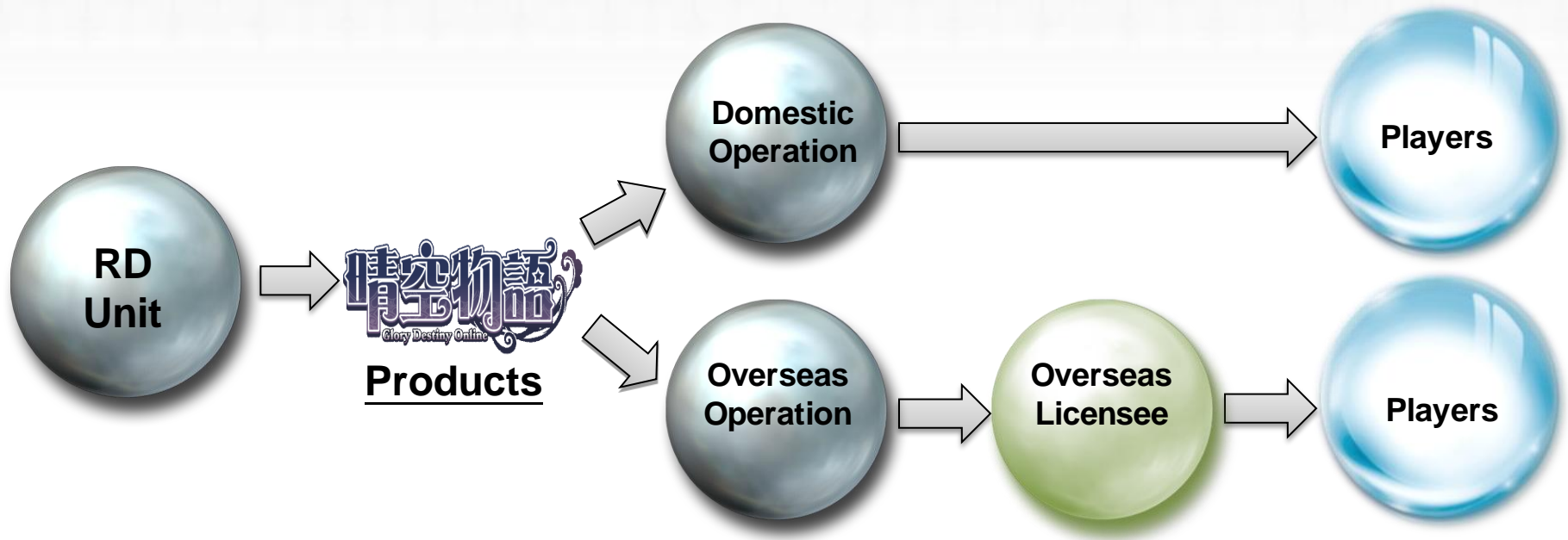
**2** Industry Overview

**3** Operating Overview

**4** Future



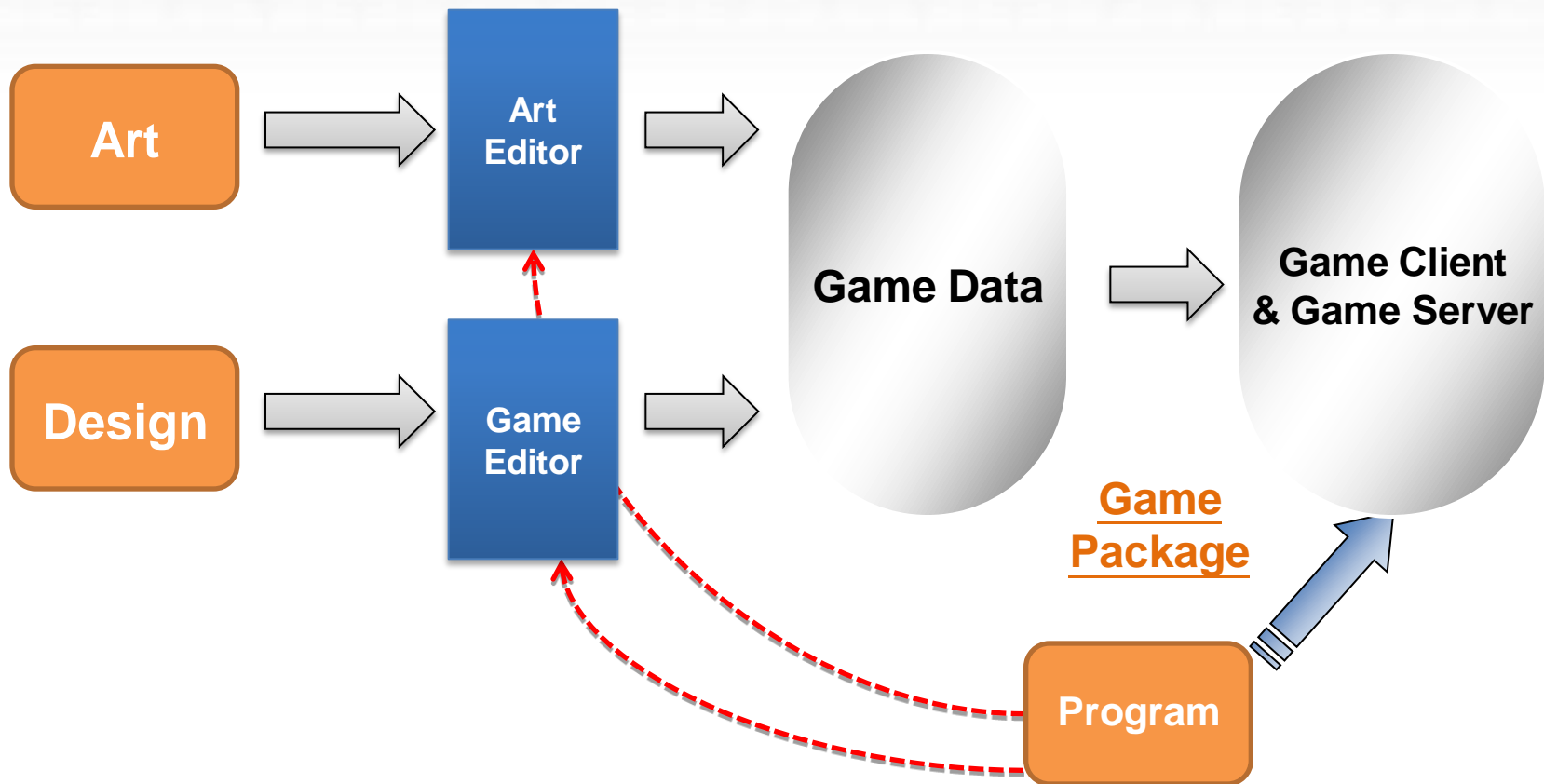
# Operating Overview 【Business Model】



## Sources of Revenue:

- Domestic : Points Cards & Players' Spending
- Overseas : License Fee & Monthly Royalty

# Operating Overview 【Developing】



# Operating Overview 【Developing】

## Quality

- Balanced in Overall Aspects
- More and More Competitive
- Keep Excitement & Lead the Trend

## Production

- Standardized Developing Procedure
- Multi-Projects



# Operating Overview 【Developing】

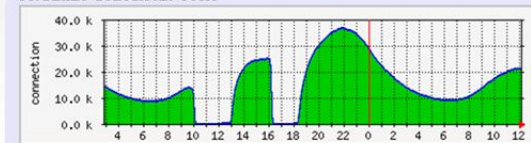
- Complete Operational Experience
- Great Reputation
- ✓ Service ✓ Fairness

IT

Customer Service

Marketing

FNOnline Concurrent Users



伺服器上線人數趨勢指標

2011/08/05 05:46:42

Now Sum:25192 5Mins :25087 1Days :0 7Days :28787

伺服器	目前	五分鐘前	一天前	七天前
SET 跳跳蘑菇-1	468	99.79% ▼	100% —	93.79% ▼
SET 跳跳蘑菇-2	276	101.85% ▲	100% —	79.54% ▼
SET 跳跳蘑菇-3	338	101.85% ▼	100% —	58.74% ▲
SET 跳跳蘑菇-4	498	99.79% ▲	100% —	87.50% ▲



傳奇電腦專用系統 v2.0

選擇遊戲 GD CSR NEWS MANAGEMENT MARKET ANALYSIS Check!! 打卡紀錄

通訊鎖號碼 02-66062000

來電紀錄表 Kmail統計表

帳號	日期	標題
5116	2011-08-05 03:47:00	2011/08/05交接事項-(mavishong)(mavishong2011/08/05 05:12:41)
5114	2011-08-05 08:35:00	2011/08/05交接事項-(jhksfong)
5113	2011-08-05 12:14:00	2011/08/05交接事項-(dec20520)(dec205202011/08/05 01:27:25)
5112	2011-08-04 03:40:00	2011/08/04交接事項-(mavishong)
5111	2011-08-04 08:32:00	2011/08/04交接事項-(jhksfong)
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2777	2011-08-04 08:35:00	2011/08/04交接事項-(jhksfong)



# Operating Overview 【Developing】

## Grand Fantasia

(Official Release Date : 2008/12)



### Taiwan Bahamut Online Game Award

- 2009 Silver Award for popular domestic games
- 2010 Bronze Award for popular domestic games
- 2011 Bronze Award for popular domestic games

(Only one win the prize for continually 3 years in a row)

## JiangHu Saga

(Official Release Date : 2010/01)



### Taiwan Gamebase Online Game Award

- 2010 Silver Award for Domestic self-developing Game

## Finding Neverland

(Official Release Date : 2010/12)



### Taiwan Bahamut Online Game Award

- 2011 Golden Award for popular domestic games
- 2011 Bronze Award for Best MMORPG

Remains top 1 on Domestic Game for 100 days!

Account record reached to 200,000 in a week after OB!

## Glory Destiny Online

(Official Release Date : 2011/07)



Remains both top 1 popular of All Games& Domestic Games

Account record reached to 300,000 in a week after OB!



# Operating Overview 【Overseas License】

15 Languages

Brand Effect



# Operating Overview 【Overseas License】

USA  
Europe



China



Japan

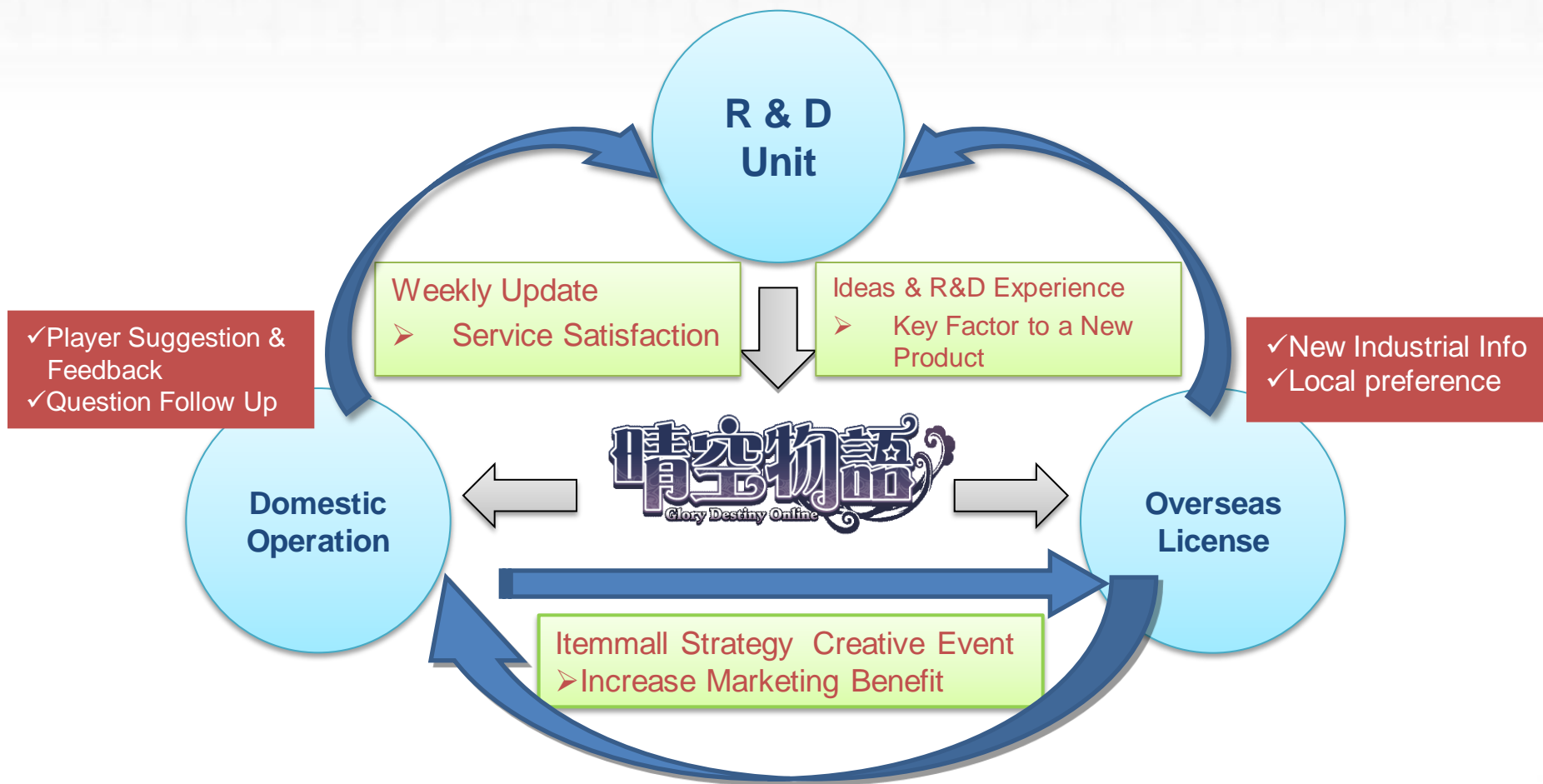


Korea



Title	GF		JS		FN		GD
Operating Country	HK KR SG TH FR DE PU	JP China MY IN US ES IT	HK US TH	JP MY	HK US MY	JP SG FR	HK JP

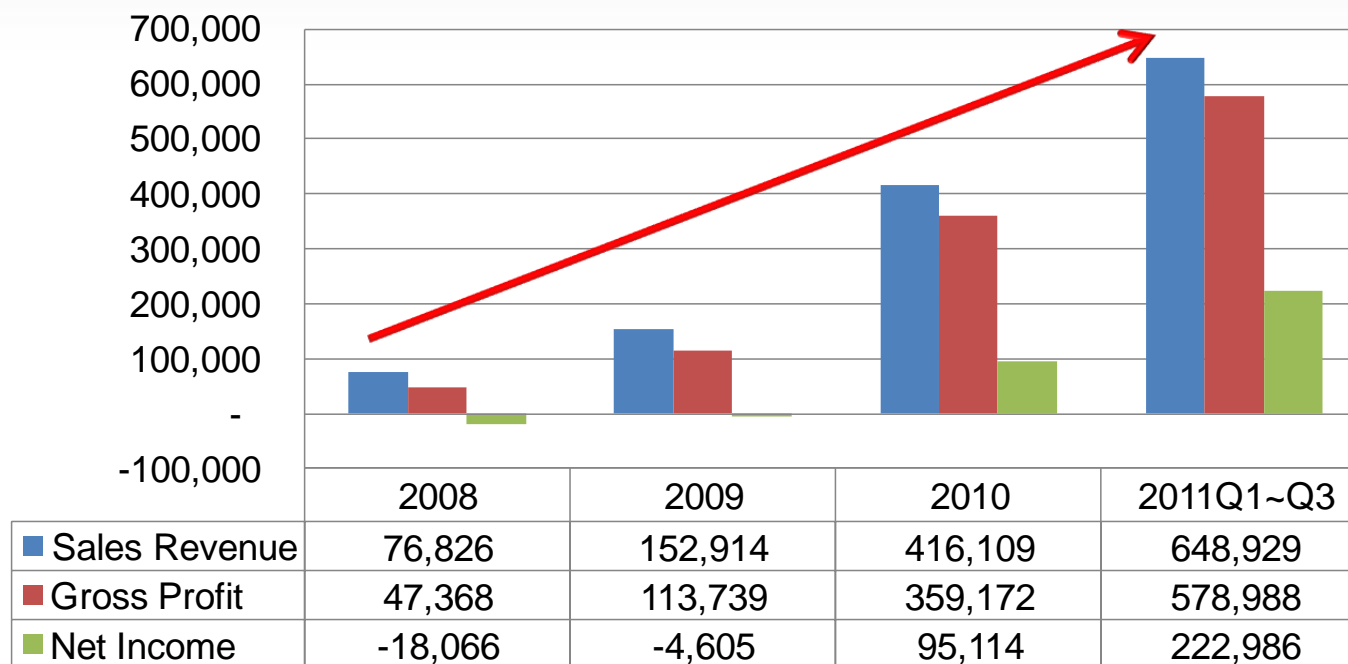
# Operating Overview 【Integration Advantages】



# Operating Overview 【Business Performance】

UNIT: NTD 1,000

## Sales Revenue, Gross Profit and Net Income

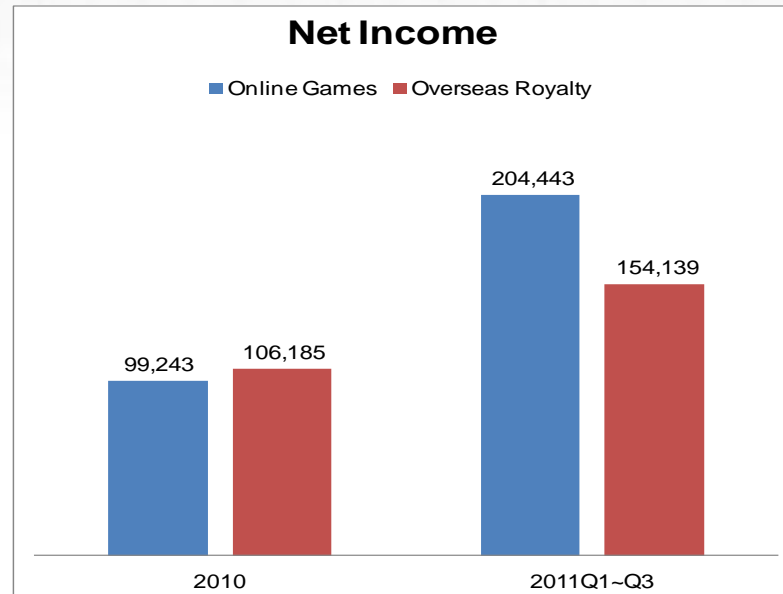
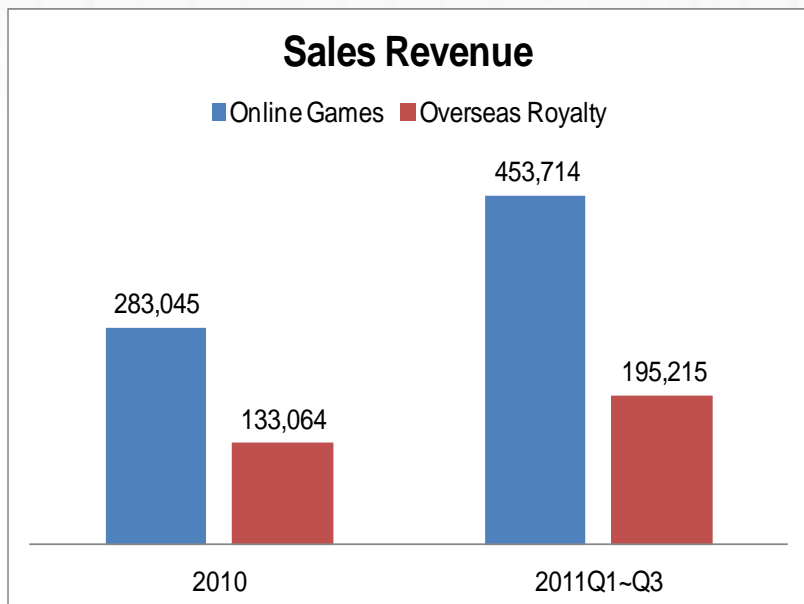


Note:

X-Legend Merged with EASYFUN in June 2010 so our company has been prepared the consolidated financial reports since 2009.

# Operating Overview 【Business Performance】

UNIT: NTD 1,000



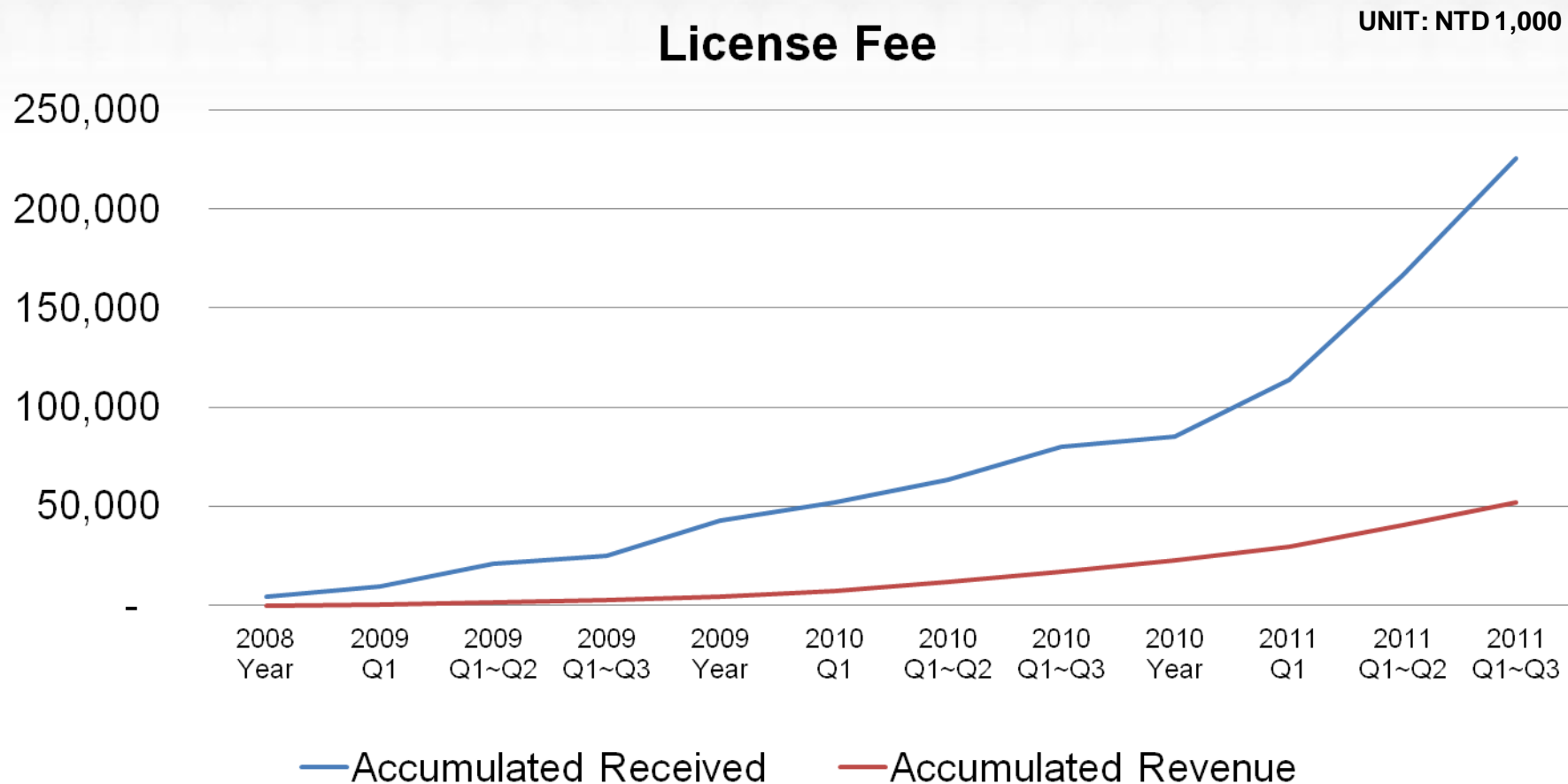
	Sales Revenue		Net Income	
Contribution	2010	2011 Q1~Q3	2010	2011 Q1~Q3
Online Games	68%	70%	48%	57%
Overseas Royalty	32%	30%	52%	43%

Note:

1. Net Income for 2010 is NTD110,314,000 and 2011Q1~Q3 Net Income is NTD135,596,000 without considering R&D expenses.
2. 2010 financial numbers are audited by accountants , and 2011Q1~Q3 financial numbers are reviewed by accountants.



# Operating Overview 【Business Performance】



Note: According to Accounting Research and Development Foundation (100) document 073: the reasonable income during the licensing period **2011Q1~Q3 Prepaid Overseas license Fee NTD 173,271,000**

# Operating Overview 【Business Performance】

Analysis Subject (2011 Q1~Q2)		X-Legend	Chinese Gamer	OMG
Income Resource	Import(%)	73	91	77
	Export(%)	27	9	23

Analysis Subject (2011 Q1~Q3)		X-Legend	Chinese Gamer	OMG
Profitability	Net Profit Margin(%)	34.36	22.62	34.70
	EPS (per NT dollar)	10.74	3.16	10.07
Growth	Sales(Revenue) Growth Rate(%)	114	-23	105
	EPS Growth(%)	152	-60	272

Source: Market Observation Post System

# Operating Overview 【Business Performance】

TOP6



TOP1



TOP16



Data Date:2011/11/17(From Bahamut)

巴哈姆特 www.gamer.com.tw

明天要祝我生日快樂哦！ 填問卷，相機平板等你拿唷 勇者看電影，請由此進→ 新版啦啦區OB體驗

2012 SF 世界 成為下一個台灣之光

首頁 | 哈哈區 | 線上遊戲 | 角色扮演 | f 分享 | 5 | 全站搜尋

不分類 角色扮演 動作 射擊 運動 競速 冒險 策略模擬 益智 其他

Google 自訂搜尋

申請主題討論板 勇者議事堂

最近閱讀看板

- 晴空物語 Online
- 精靈樂章 Online
- FF 最終幻想 系列 (太空戰士)
- 聖境傳說 Online
- WOW 魔獸世界
- 劍俠傳奇
- 天之痕 Online
- 劍俠情緣 3 Online
- 瑪奇 Mabinogi

新成立遊戲看板

- CastleVille
- 極道 Online
- Mickey's Trick or Treat
- Color Party
- Survivor World
- Q 將三國
- Distant Worlds: Legends
- Hegemony Rome: The Rise of Caesar
- Signal Ops
- Icebreaker Hockey

排名	遊戲名稱	板主	昨日人氣	昨日文章
1	新楓之谷	板主: a406010506	464991	1131
2	WOW 魔獸世界	板主: 10907	320213	465
3	劍俠情緣 3 Online	板主: linmeichi	307934	666
4	天堂Lineage	板主: EWGHJK656LO	212204	498
5	新仙境傳說 (Ragnarok Online)	板主: zgths21131	185457	215
6	晴空物語 Online	板主: sosia	87790	92
7	瑪奇 Mabinogi	板主: kaloru	87536	253
8	新神之領域 Asgard	板主: jacky5433	71139	102
9	GE Online 王者之劍 R	板主: yoolin	68784	138
10	AION 永恆紀元	板主: janyang	67822	109
11	聖境傳說 Online	板主: hy30829	44414	105
12	希望戀曲 Online	板主: peggy947053	36628	163
13	石器時代	板主: edfrmpc44ic	36050	60
14	九刀 online	板主:	31717	106
15	黑 Online (DEKARON)	板主: tommixiao	29357	100
16	精靈樂章 Online	板主: AASS1729	28850	158

# AGENDA



**1** About X-LEGEND

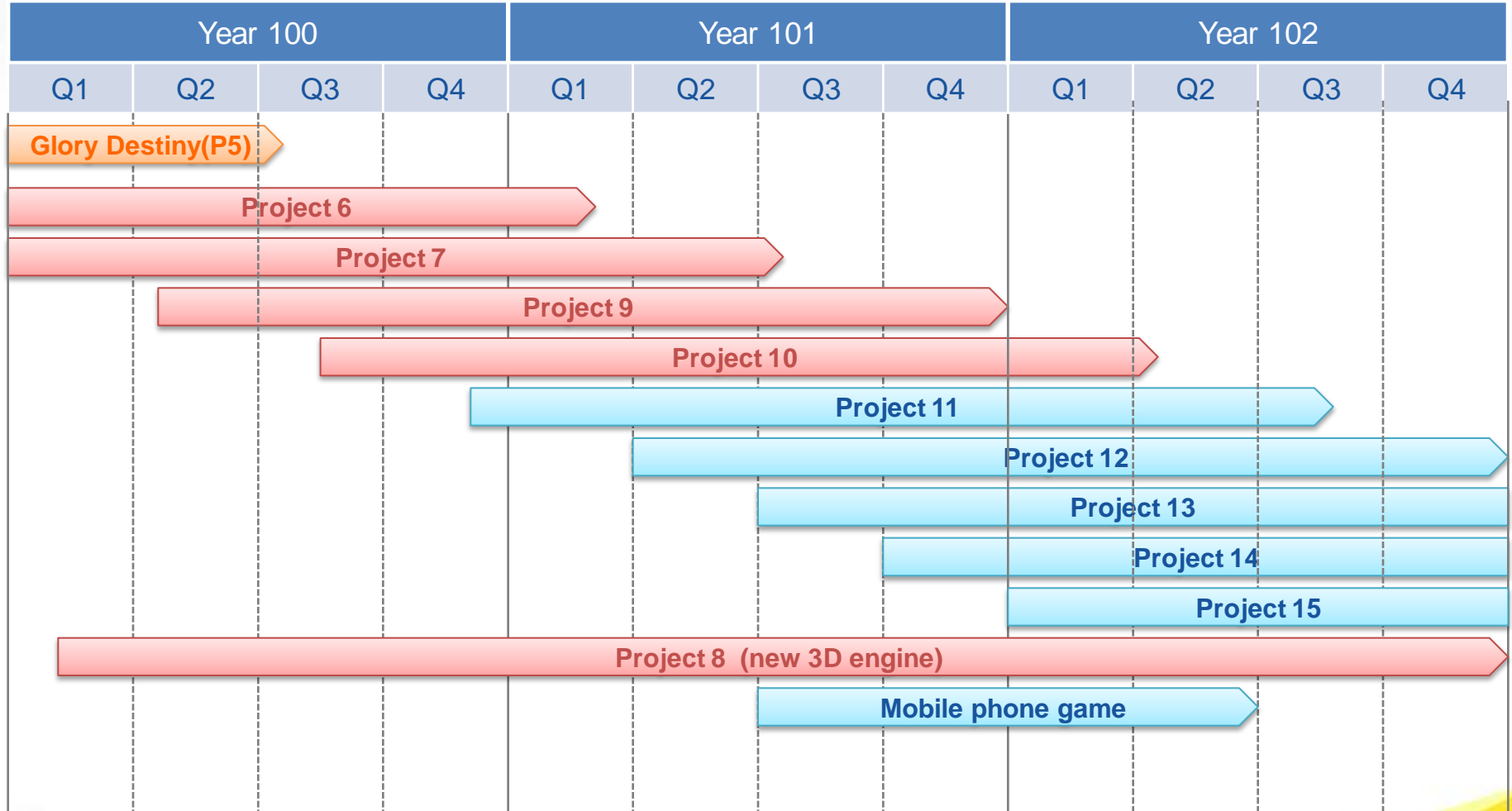
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# Future 【Project Plan】

The Project Plan for the Following Two Years





# Future 【License Plan】

Overseas Licensing Plan for Following Year

Year 100				Year 101			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	IN		IT	RU	TU		
MY		TH	IN				
HK	JP	US	FR	KR	TH	DE	SP
		MY		CH	PO		RU
					PU		TU
		HK		JP	TH		
				MY	KR		

Grand Fantasia (GF)

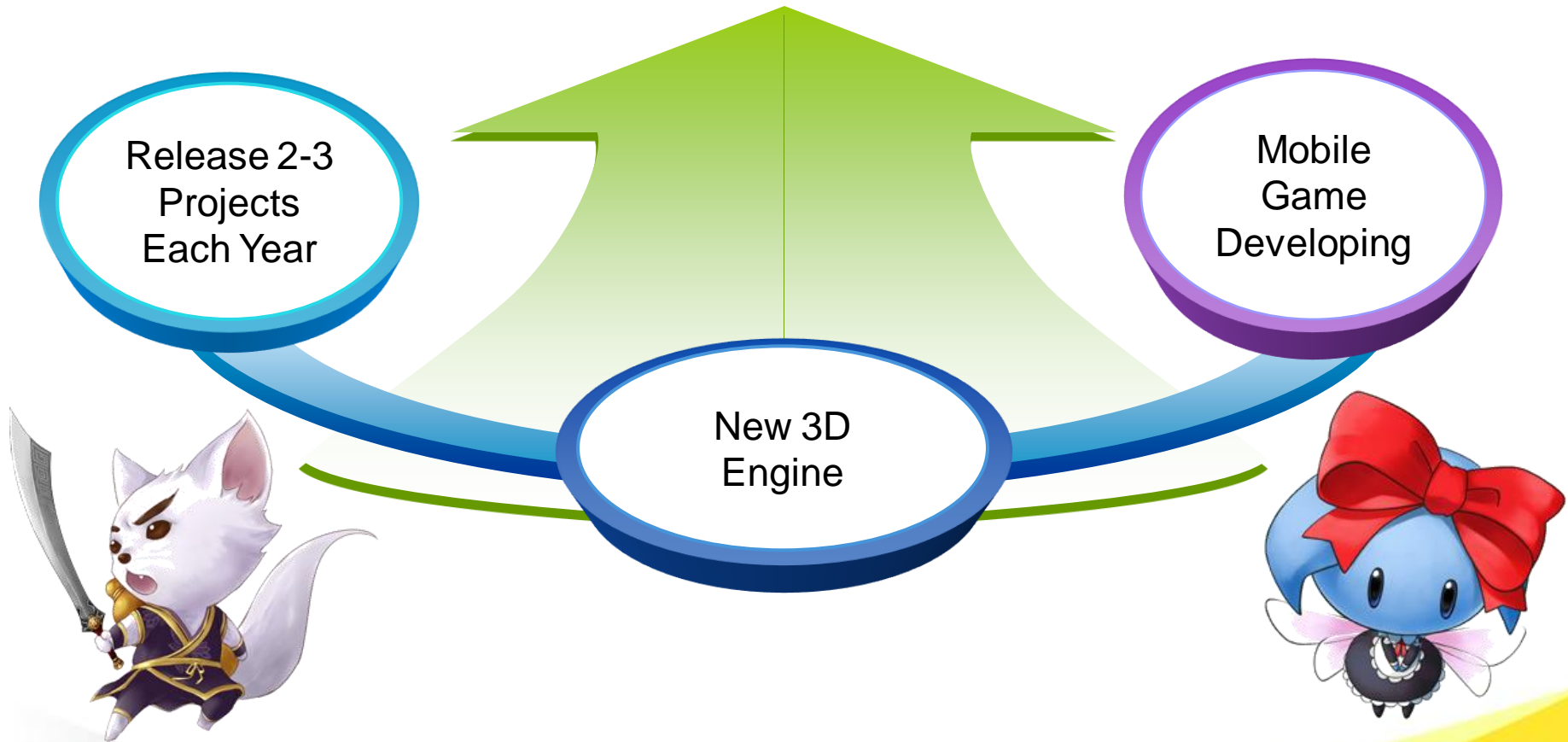
JiangHu Saga (JS)

Finding Neverland (FN)

Glory Destiny (GD)

# Future

**Developing Games for Global Players  
Establishing Leading Brand**





**Thanks For Your Time !**