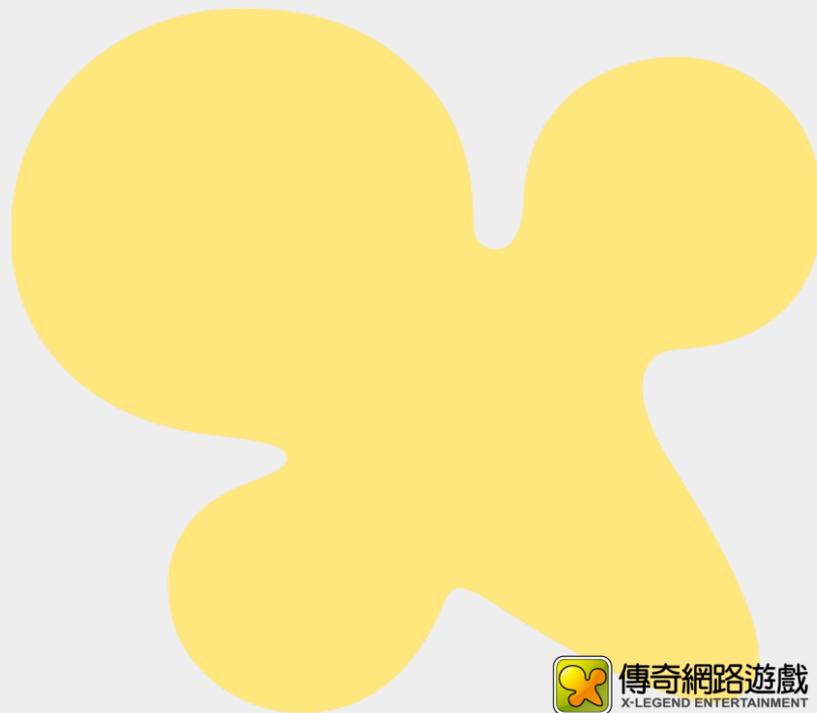


**X-Legend Entertainment Co., Ltd (4994)**

**Investor Conference,  
First Half of 2024**

**Spokesperson : Chou Chiu-Mei  
2024/5/31**



# Legal Disclaimer

**The information contained in this presentation, including all forward-looking information, is subject to change without notice, whether as a result of new information, further events or otherwise, and X-LEGEND (the “Company”) undertakes no obligation to publicly update or revise the information contained in this presentation.**

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# / AGENDA

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Company Overview

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Operating Results

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04

Prospects



01

# Company Overview

## Code 4994

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Founded - 2002/01/09

Date of OTC - 2011/12/13

Date of Listing - 2013/12/25

## Capital

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NT\$ 663,834 (in thousands)

## Business Operation

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Online/Mobile Games Developing

IP Licensing/Joint development

Game Agency/Global Distribution

## Chairman & President

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Chang Feng-Chi

# Game



**02**

# **Operating Results**

Kingdom of The Wind  
(5.5th Anniversary)

Ash Tale-Kingdom of The Wind  
(5th Anniversary)

## 2024 First Half SANRIO IP Collaboration

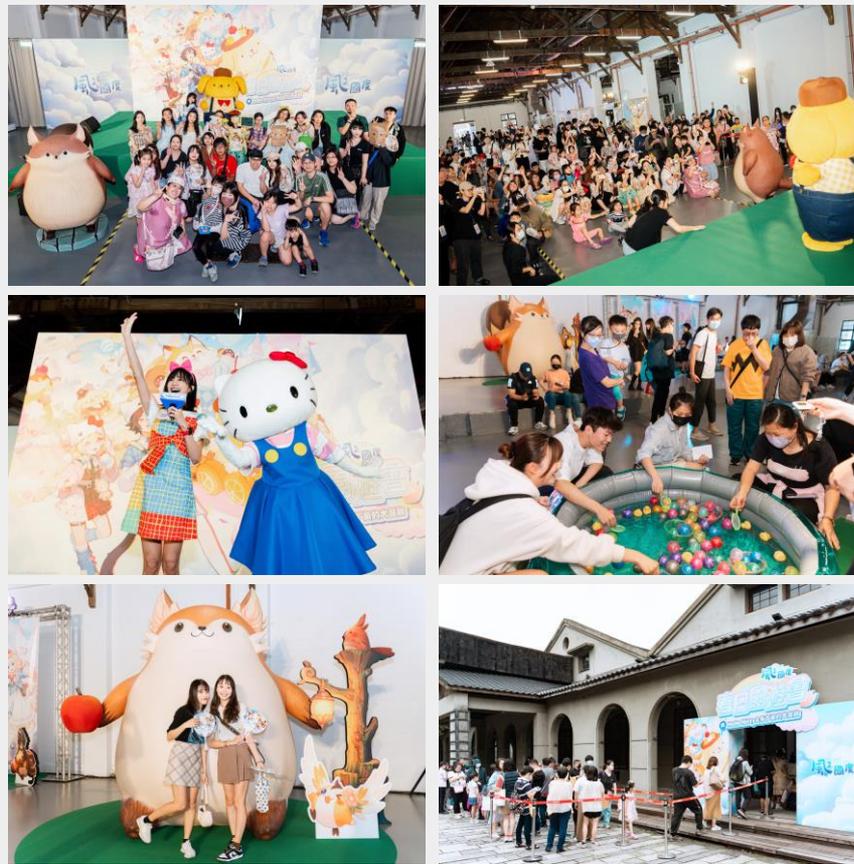


# 2024

## Kingdom of The Wind x SANRIO IP Offline Collaboration Event



Songshan Cultural and Creative Park  
2024/4/13-4/14



Collaborate with popular IPs to conduct offline events, increase player engagement, enhance brand awareness, and expand the user base.

# 2024

## Ash Tale-Kingdom of The Wind- 5th Anniversary x SANRIO IP Offline Collaboration Event



**Inari Bridge Square, Shibuya, Japan**  
2024/4/19-4/20



Collaborate with popular IPs to conduct offline events in celebration of the game's 5th anniversary, increase player engagement, enhance brand awareness, and expand the user base.

Moblie

# Fluffy Planet Saga

もふもふランド

JP version : 2024/04/16



PC Online



## ASTRAL TALE Online

Release Date : 2024/01/10



In 2015, “ASTRAL TALE” was released.



## Eden Eternal Online

Release Date : 2023/05/04

PC Online



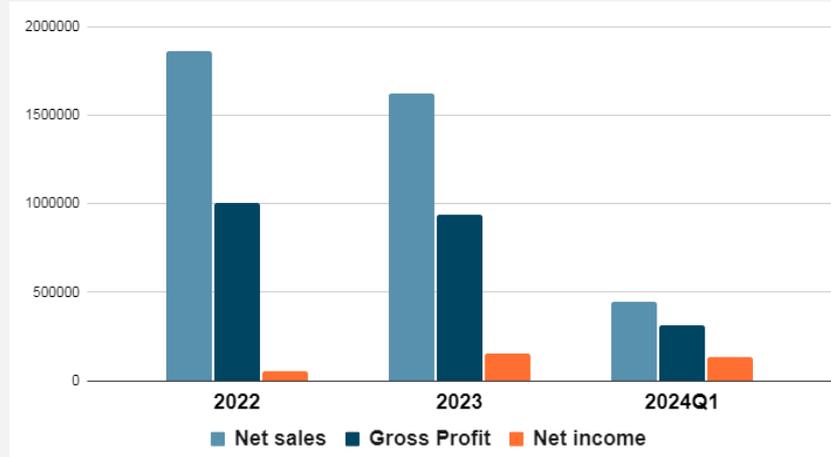
In 2011, "Finding Neverland Online" was released.

03

# Financial Condition

# Financial Conditions in the last 3 years

NT\$(in thousands)

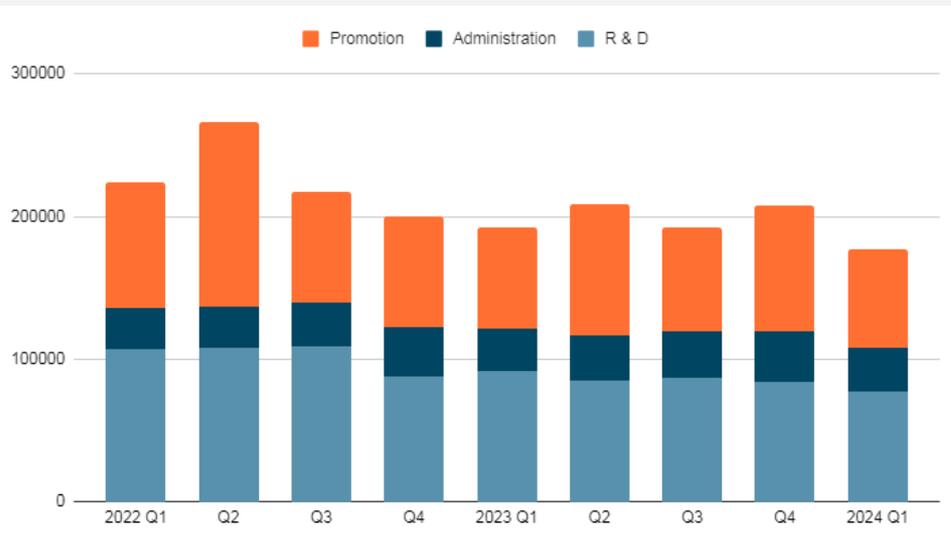


	2022	2023	2024Q1
<b>Net sales</b>	<b>1,859,889</b>	<b>1,623,649</b>	<b>447,241</b>
<b>Gross Profit</b>	<b>1,005,759</b>	<b>939,752</b>	<b>312,718</b>
<b>Net income</b>	<b>52,821</b>	<b>156,081</b>	<b>136,195</b>
<b>Gross margin</b>	<b>54%</b>	<b>58%</b>	<b>70%</b>
<b>Net profit margin</b>	<b>2.84%</b>	<b>9.61%</b>	<b>30.45%</b>

# Quarterly Operating Expense

## For Continuous R&D, Reduce administration, Increase publicity

NT\$(in thousands)



	2022 Q1	Q2	Q3	Q4	2023 Q1	Q2	Q3	Q4	2024Q1
Promotion	87,730	129,726	77,315	78,259	71,262	91,765	72,920	88,360	69,010
Administration	29,104	28,862	30,093	34,535	29,095	31,179	32,187	35,795	30,737
R & D	106,644	107,746	109,358	87,562	92,111	85,392	87,422	83,701	77,486

**04**

# Prospects

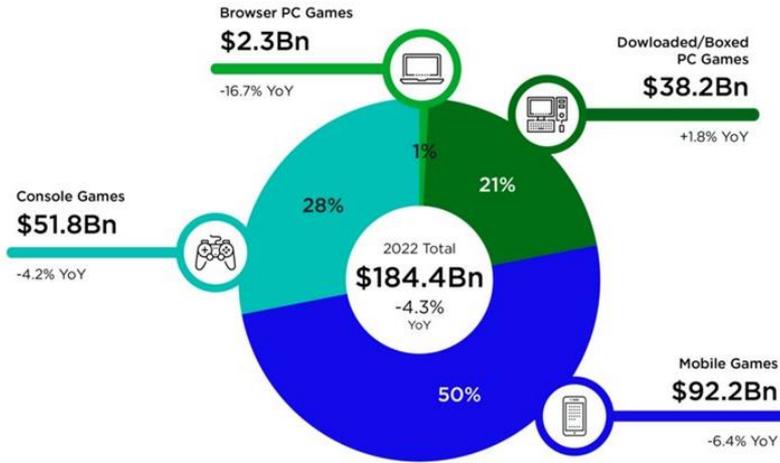
# The combined total of consoles and PC gaming has regained a market share equivalent to that of mobile games.

This year, mobile games still hold the largest share of game revenue, albeit with a slight decrease of 1.6%, accounting for 49% of the overall market. Game consoles and PC games account for 29% and 21% respectively. Meanwhile, browser games continue to decline steadily. In 2023, console games are predicted to reach \$53.2 billion with a year-on-year growth of 1.9%, while PC games emerge as the highlight with a forecast of \$40.4 billion and a year-on-year growth of 3.9%.



## 2022 Global Games Market

Per Segment With Year-on-Year Growth Rates

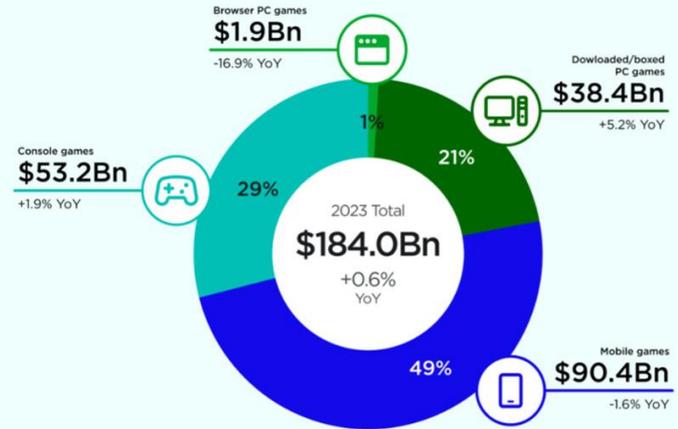


Source: ©Newzoo | Global Games Market Report | November 2022  
newzoo.com/globalgamesreport



## The global games market in 2023

Per segment



Source: ©Newzoo | Global Games Market Report | October 2023 update

# Classic PC game global version

PC Online

- **Low cost, low risk** : minimal R&D investment, low marketing costs
- **High gross profit** : mature global digital payment services
- **Mobile game operation experience** : diverse operational methods and global operational capabilities
- **AI applications** : reduce translation costs and improve customer service efficiency

**Developing IP**      **Gross margin**      **Lifecycle**

**10 Y+**

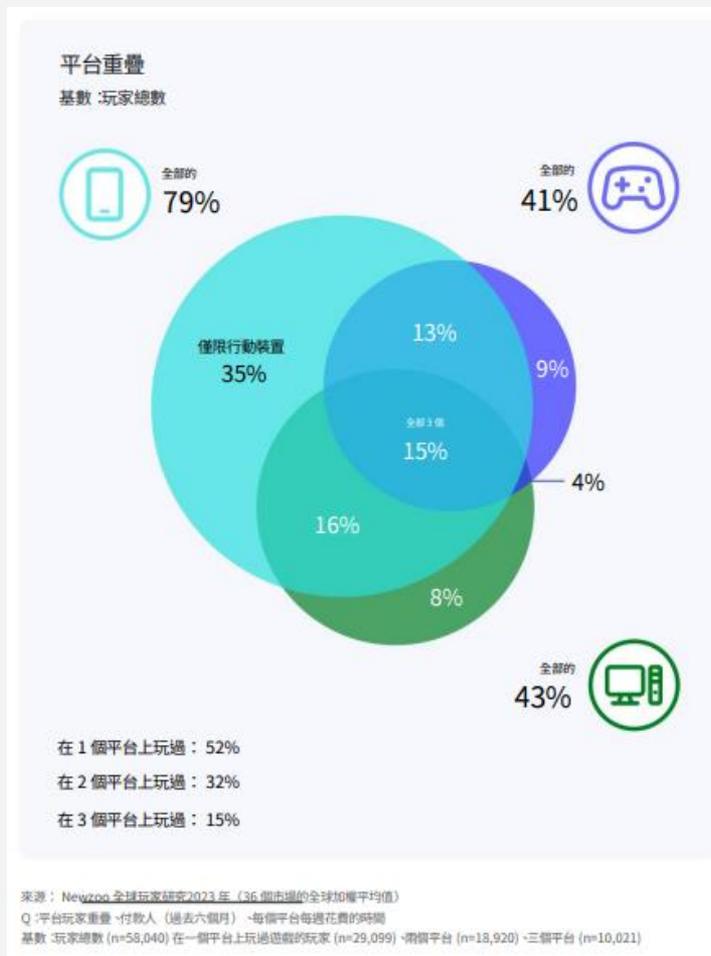
**↑ 50%**

**X 3**

# The trend of cross-platform

High development threshold  
expanding user base  
increasing profit margins.

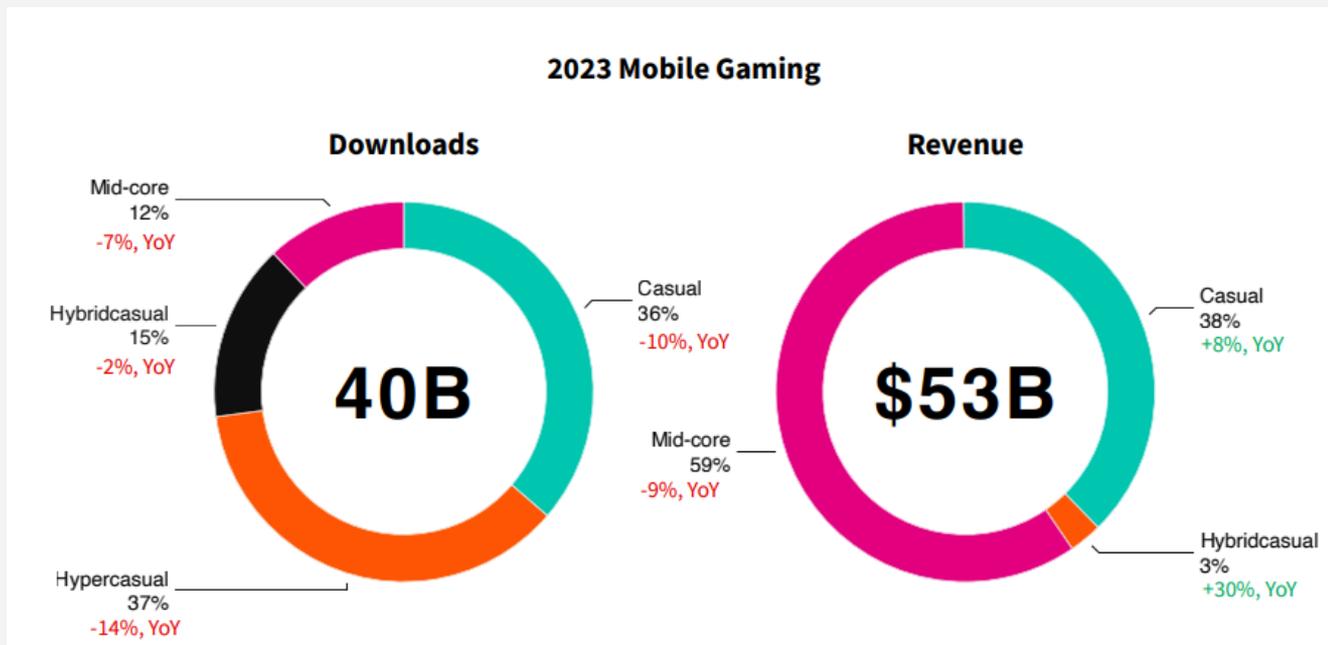
Mobile



Source : Newzoo, 2023

# The revenue from mixed casual mobile games is growing rapidly

Revenue from casual games has been growing annually, with revenue from casual mobile games increasing by 8% to \$28.6 billion, accounting for 38% of global mobile game revenue. Revenue from mixed casual mobile games increased by 30% to \$2.1 billion. However, revenue from mid-core to hardcore mobile games showed a declining trend.





**THANKS**

