



X-LEGEND
ENTERTAINMENT

Company Profile

Stock symbol **4994**

General Manager

Chou Chun-Nan

2014 / 11 / 27



AGENDA

1 About X-LEGEND

2 Industry Overview

3 Operating Overview

4 Vision



X-Legend 【 Profile 】

【 Group Size 】

810 Employees (Until The
End of October, 2014)

【 Business Operation 】

MMORPG / Mobile Games
Developing & Publishing
Overseas Licensing

**X-Legend
Entertainment Co., Ltd.**

(Stock symbol : 4994)

CEO Nelson Chang

General Manager Chou Chun-Nan

【 Paid-in Capital 】

NTD 884,880,000

【 Address 】

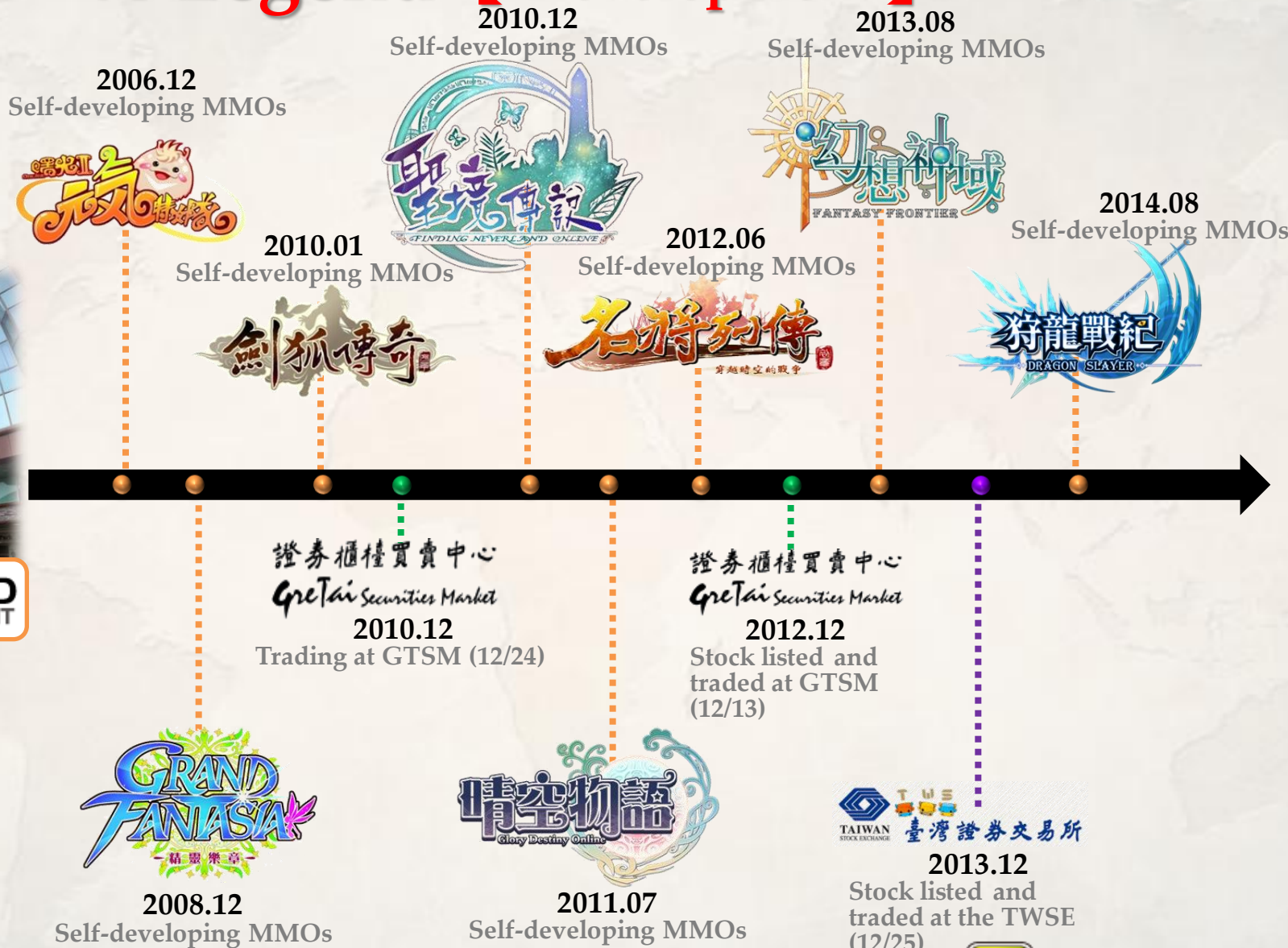
6F, No.45 Dongxing Rd.,
Xinyi Dist., Taipei City 110
Taiwan



X-Legend 【 Development 】



Since 2002



X-Legend 【 Group 】



TAIWAN



JAPAN



100% shareholding



KOREA



100% shareholding

2012.05
Founded in Tokyo

2013.10
Fantasy Frontier Online

2012.11
Legendary Heroes Online

2014.10
Dragon Slayer Online

2014.05
Founded in Seoul

2014.12
Fantasy Frontier Online

Industry Overview 【Global Market】

The 1.8 billion gamers estimated to be \$81.5 Bn in 2014.

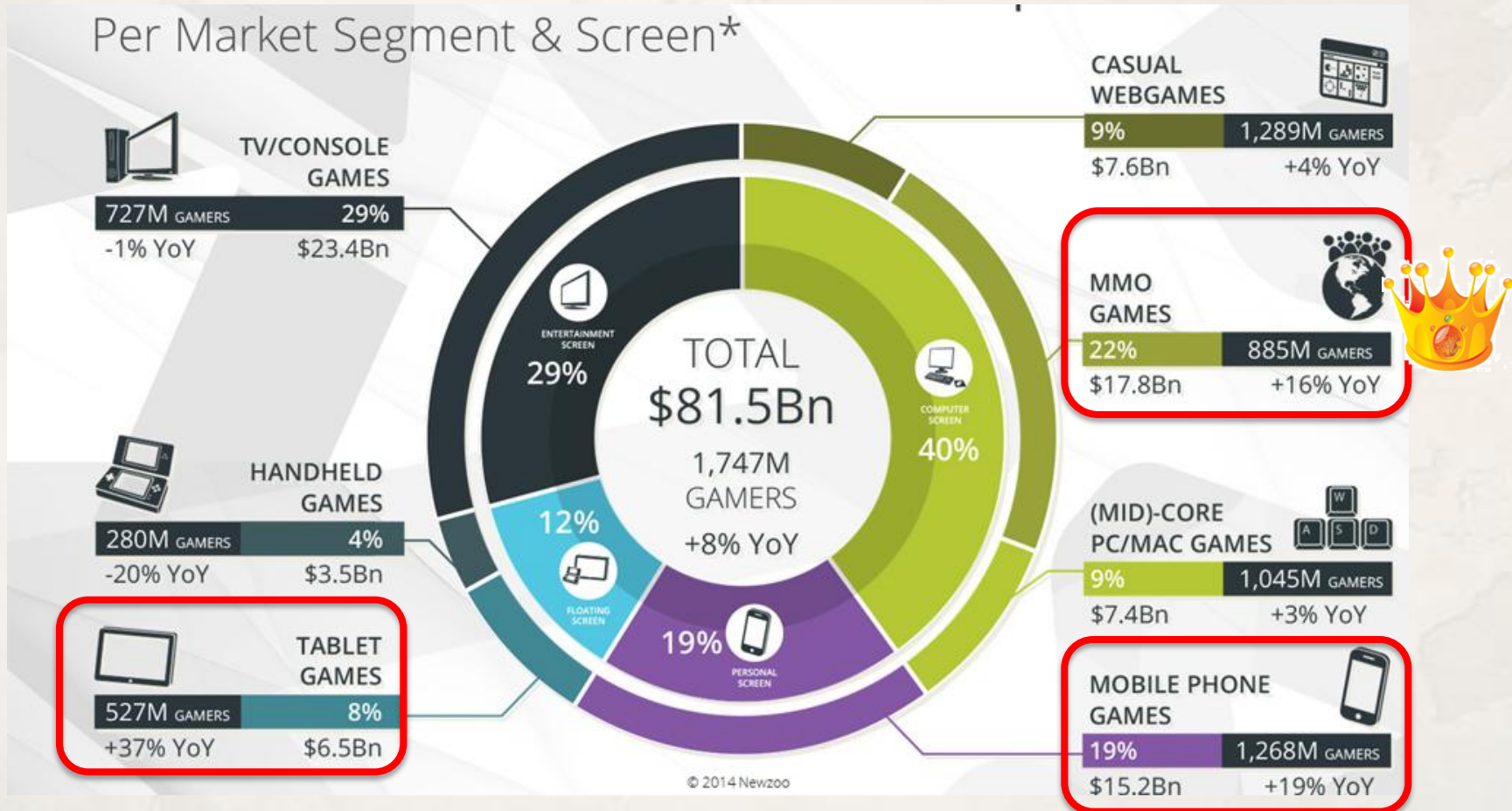
The Asia-Pacific region is estimated to bring in \$36.8 Bn, which is the biggest games market worldwide.



Data resource : Newzoo games market research, 2014

Industry Overview 【Global Market】

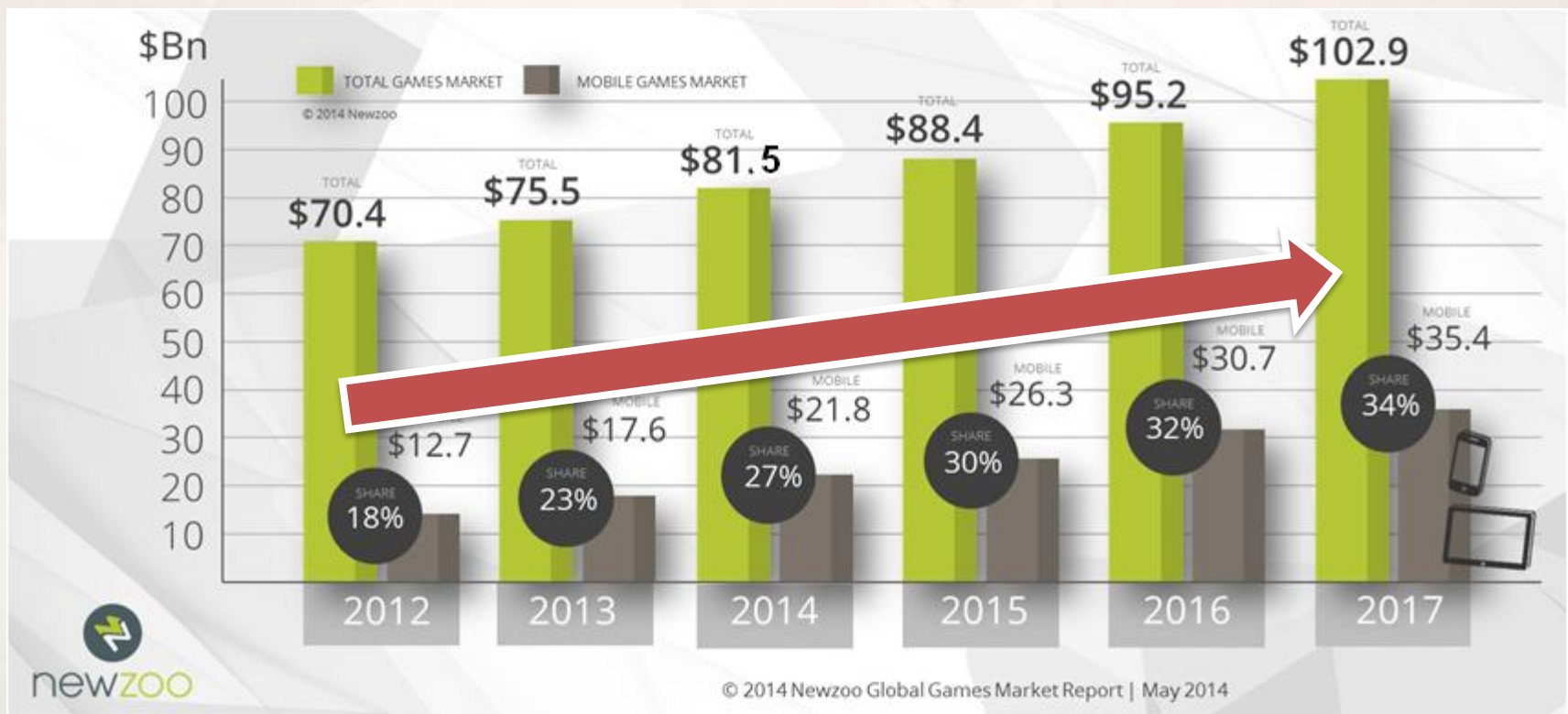
MMOs is still a majority of game industry at 2014,
but growing energy of mobile & tablet games is strong.



Data resource : Newzoo games market research, 2014

Industry Overview 【Global Market】

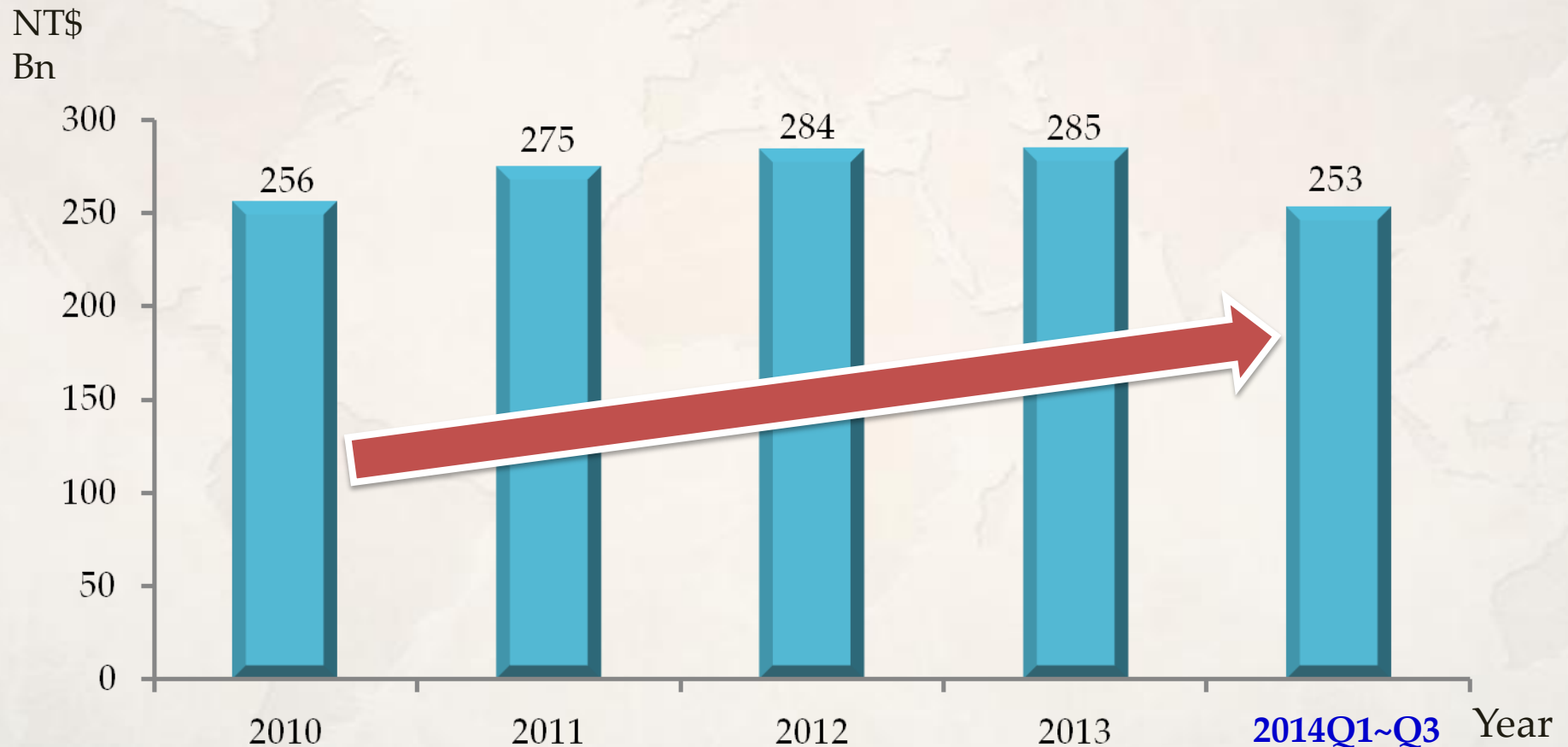
- ◆ In 2014, Global Games Market is about \$81.5 Bn, and Mobile Games Market accounts for 27% which is about \$21.8 Bn.
- ◆ In 2017, Global Games Market grows up to \$102.9 Bn, and Mobile Games Market accounts for 34%.



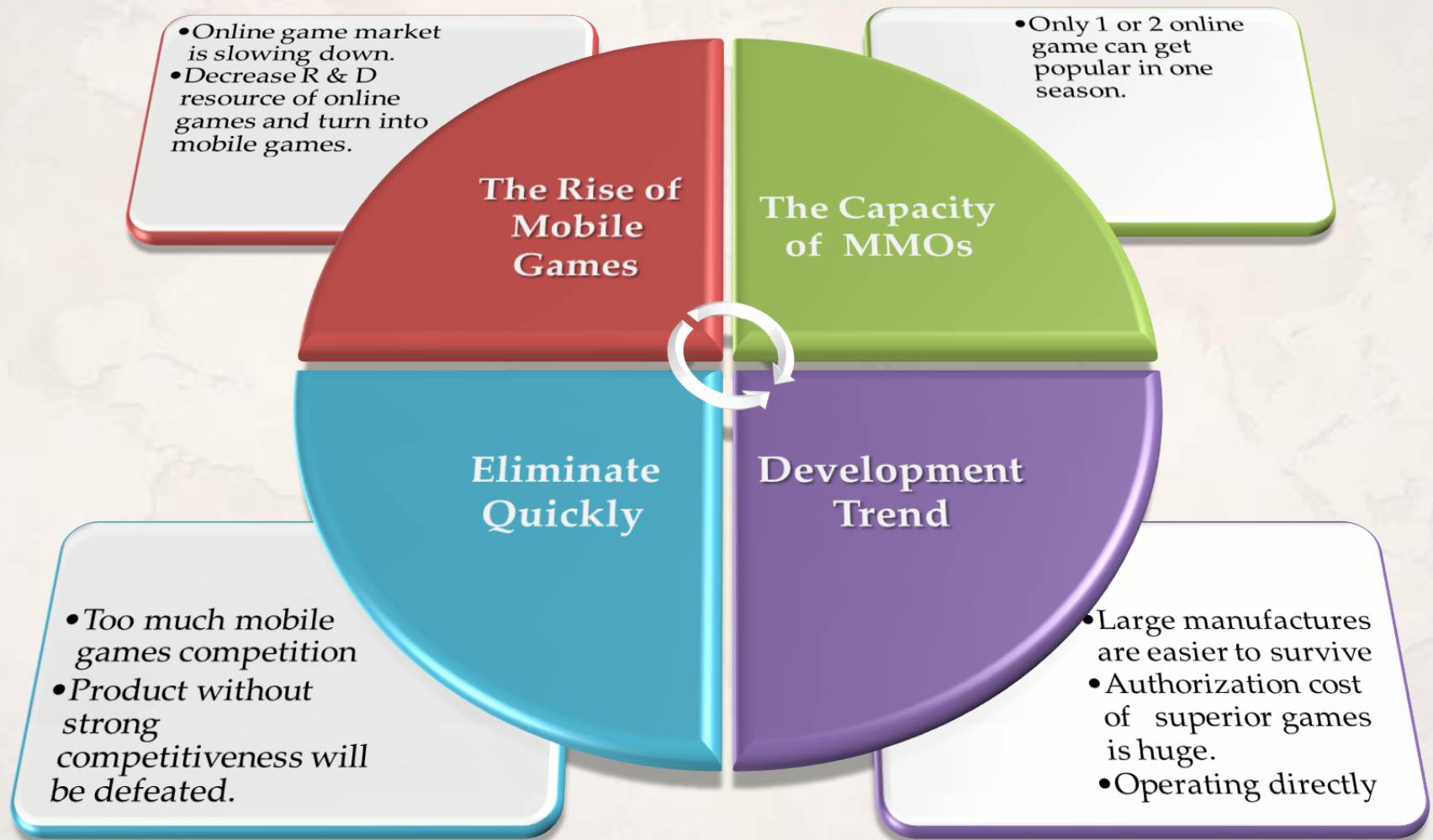
Data resource : Newzoo games market research, 2014

Industry Overview 【Taiwan Market】

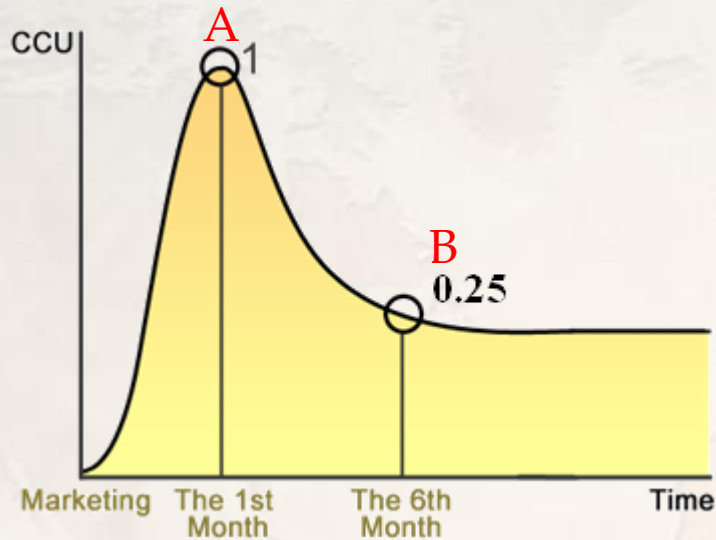
Out put value of Taiwan public company is about NT\$28.5 Bn in 2013.
It is over NT\$25.3 Bn until Q3, and predicted to exceed NT\$30 Bn in 2014.



Industry Overview 【Taiwan】



Industry Overview 【 Strategy Analyze 】



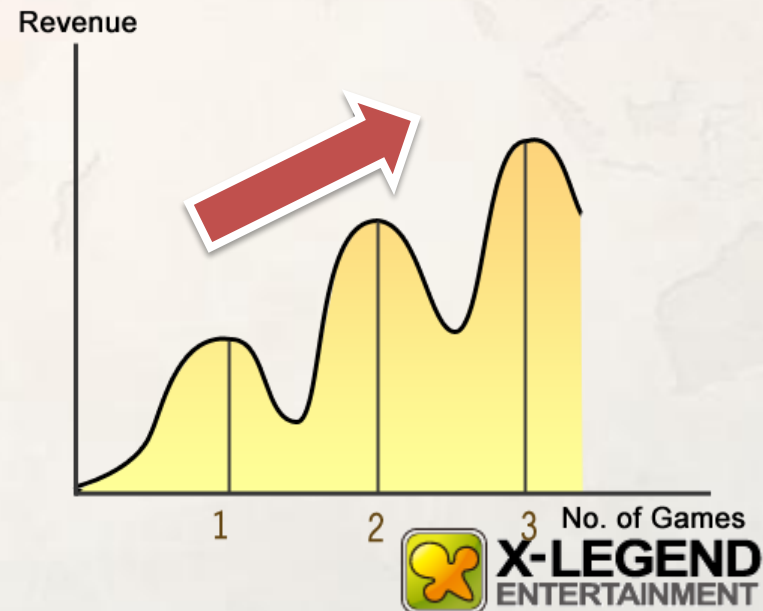
X-Legend Sales performance

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 3~6 months, more players will start leaving

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.

- ✓ Working multiple teams at the same time to increase out put value.
- ✓ Accumulate experience with existing projects.



Industry Overview 【 Strategy Analyze 】

The Rise of
Mobile
Games
MMOs
Competition
Reduced



Facing
Competition
From
International
Superior
Games

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



Operation Overview 【 License 】

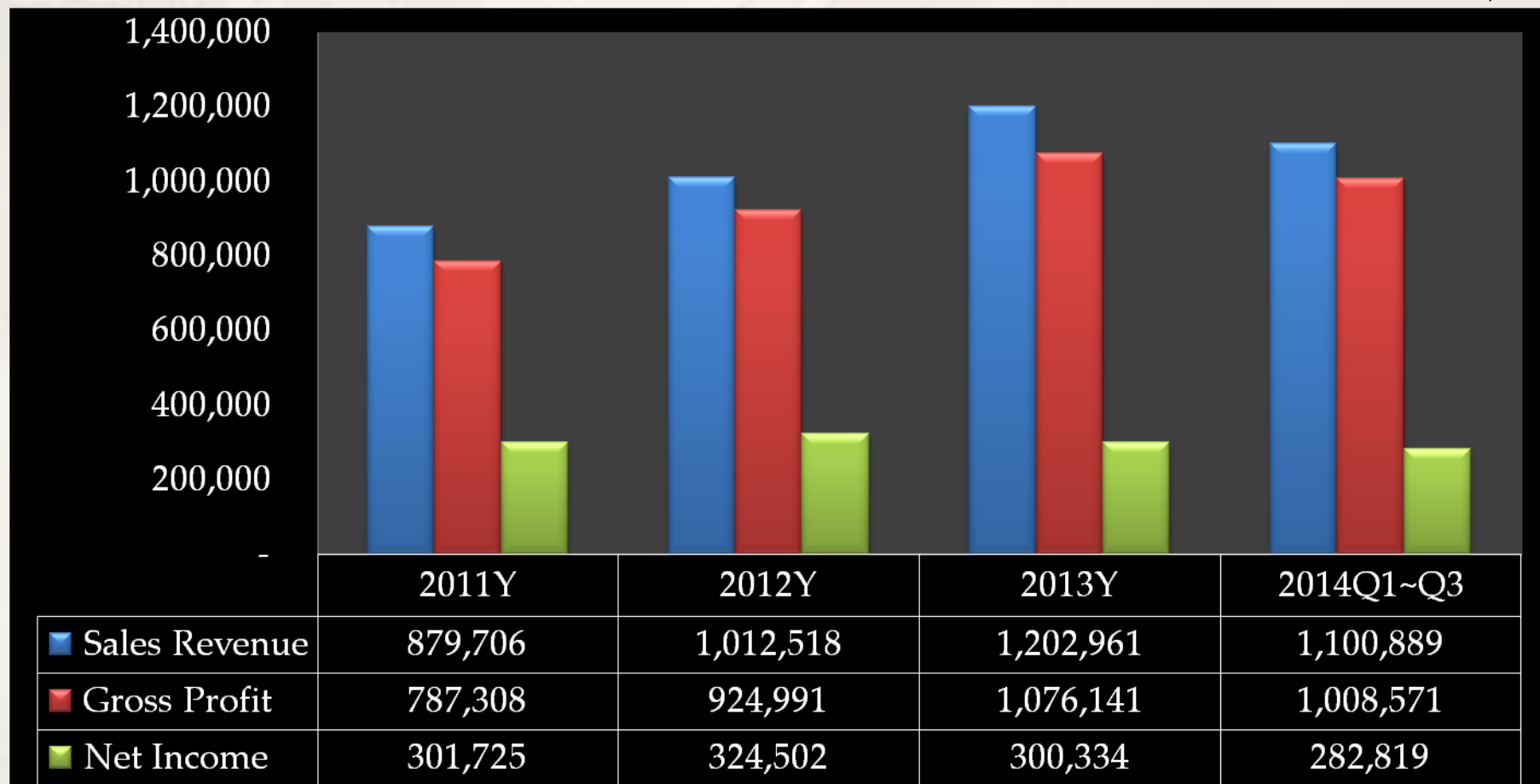


2013Y		2014Y			
Q3	Q4	Q1	Q2	Q3	Q4
TW / HK	US / FR JP	DE	TH	CN	KR
				TW / HK	JP



Operation Overview 【 Business Performance 】

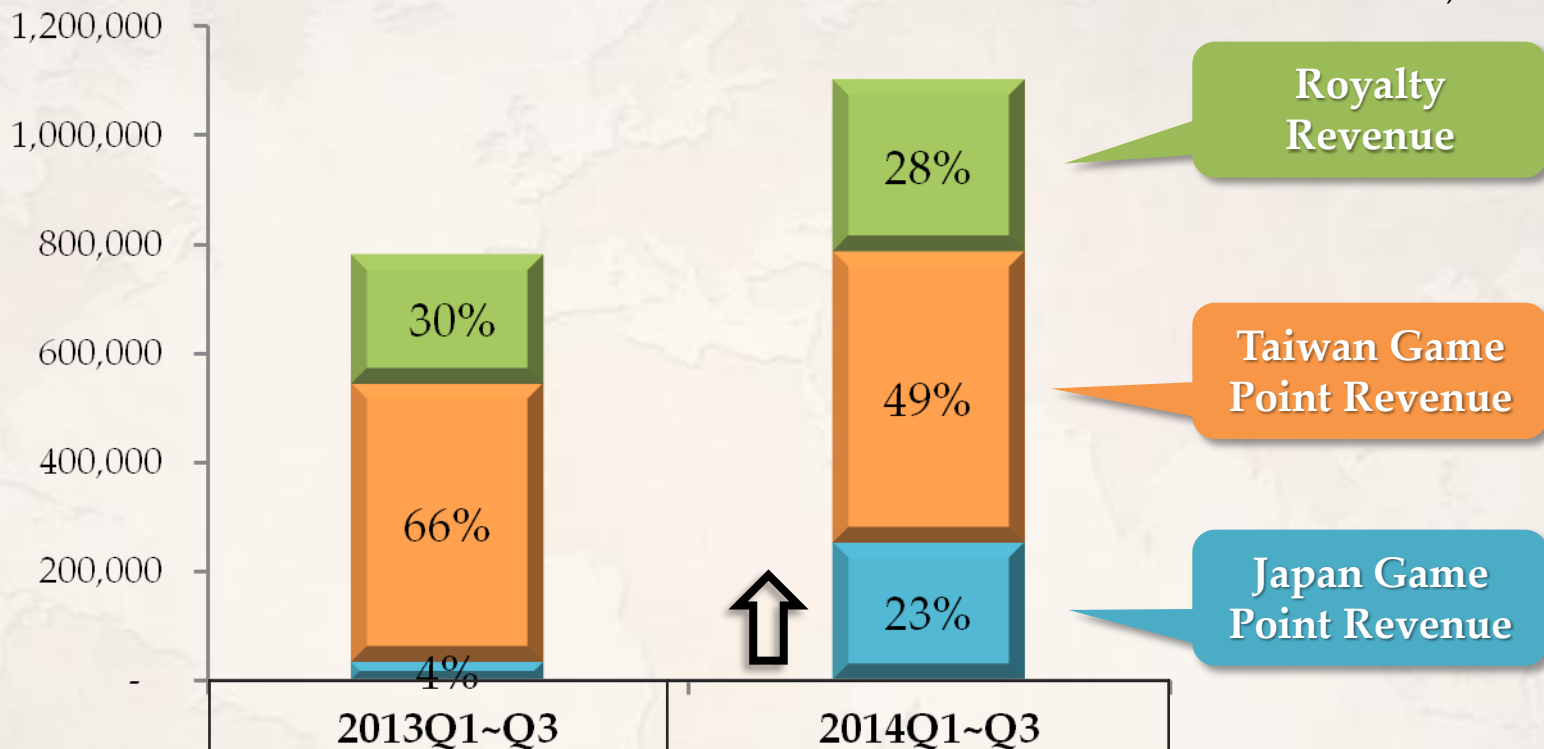
UNIT : NTD 1,000






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 】

UNIT : NTD 1,000



	2013Q1~Q3	2014Q1~Q3
 Royalty Revenue	237,786	313,922
 Taiwan Game Point Revenue	511,967	537,289
 Japan Games Point Revenue	31,377	249,678

Vision 【MMORPG】

◆ Project 11 (Temporary)



Vision 【Mobile Games】

◆ HEROS OF VALHALLA)



Vision 【Future】

- ◆ Constantly Developing Games for Global Market
- ◆ Establishing Leading Online Gaming Position





X-LEGEND!

Thanks For Your Time!