



地心引力股份有限公司

Company Introduction TICKER: 3629

Oct., 2021

- This presentation material contains forward-looking statements and information, Gravity (the Company) is not held responsible for any updates in accordance with any new events or situations.
- The Company's actual business operation results, financial status and achievements may vary from forward-looking information. Reasons might come from various factors, including but not limited to market demand, price volatility, political policies and change in global economic status, plus other uncontrollable risk factors.
- Investors shall not take abovementioned forward-looking statements as legally-binding commitment, investors should consider them as revisable information. This presentation material does not express or imply any guarantee of the accuracy, completeness or reliability of this material, nor does it represent the Company's complete disclosure of the industry's future status or developments.

1. Company Profile

2. Business Model

3. Product Status

4. Financial Status

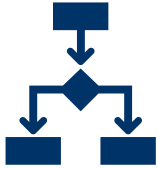
5. Future Development

Company At A Glance



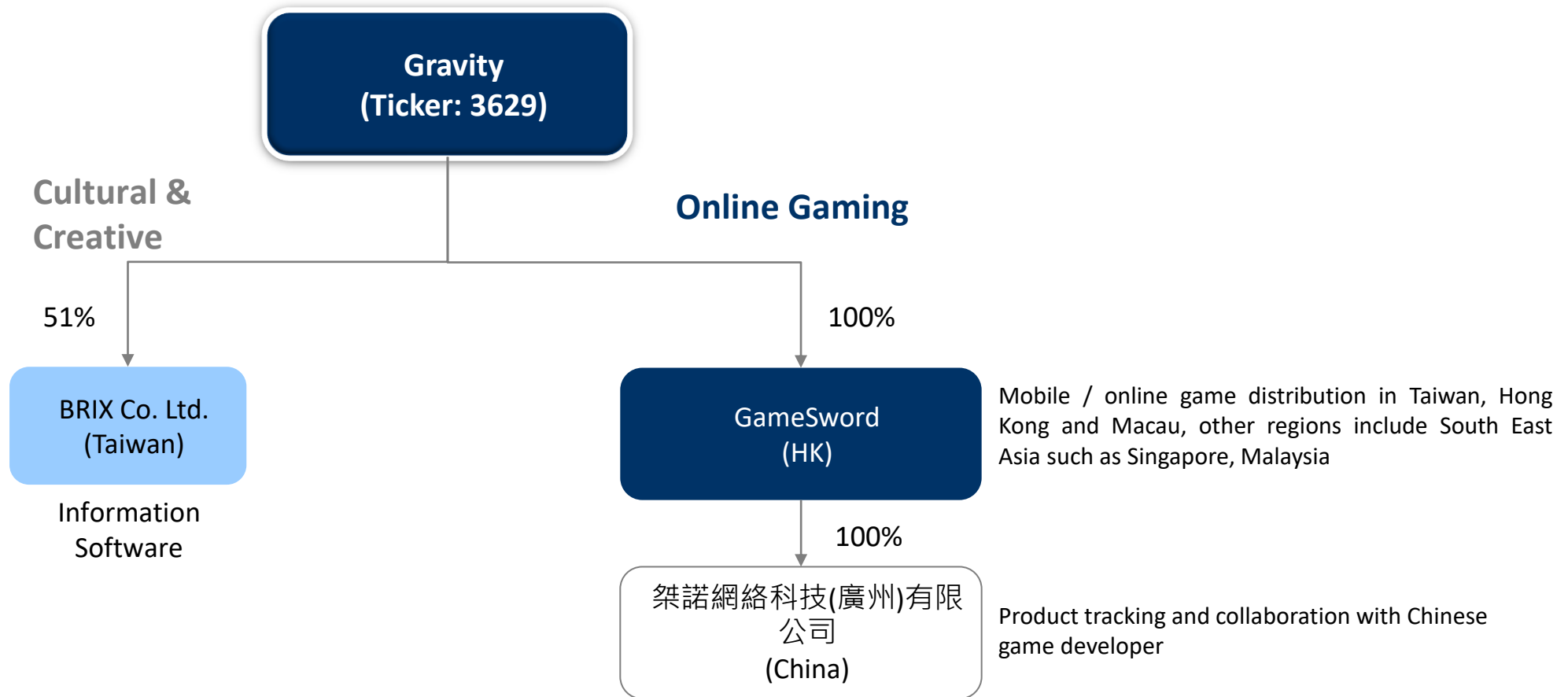
- Company Address: 2F, No 156, Jiankang Rd., Taipei
- Founded: 2001 (started its cultural & creative in 2017, entered gaming business in 2019)
- Listing on Taipei Exchange: May, 2010
- Paid-in Capital: NT\$322mn
- Major Business: Mobile gaming, cultural & creative/integrated marketing
- # of Employees: ~89 people

Shareholding Structure



Current Shareholding:

The Company now has online gaming, cultural & creative businesses, and the gaming business is our future focus now



Milestones

- Gravity currently distributes most of its online mobile games to release in regions such as Taiwan, Hong Kong, Macau, other overseas regions include Singapore, Malaysia and Korea, EU and USA
- Our games are mainly SLG & RPG, these two types are the most popular ones among players
- Our prospects are “to provide players with unprecedented user experience, no matter for the game itself or customers
- We follow our creative mind, enthusiastic attitude, professional services and continuously providing localized operation, making us the top distributor
- Starting from May, 2021, we have licensed a new game – HANAMI, this new game will further diversify our gaming product

Establishment

2001

Establishment



Successful
listing on TPEX

2010

Transformation

2017



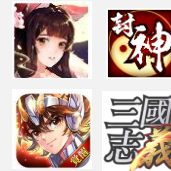
Formally
started
C&L
business,
integrated
marketing

2019



Sept. 2019: Acquired online
game business:

1. “All My Gods”
2. “San Guo”
3. “San Du”
4. “Saint Seiya: Awakening”



Growing

2019



Forsaken World:
Officially
launched in Sept



Dec: 主公
的遠征



Aug: CY(滄月
幻境連結)



Aug: BiuBiu(
子彈飛吧)



July: EOS



July: Game of
Thornes



May: “SNMJ”(少年
猛將傳)

2021



May :
HANAMI

1. Company Profile

2. Business Model

3. Product Status

4. Financial Status

5. Future Development

Mobile Gaming Business Model



Distribution

Execution team has abundant experiences on online game testing & execution, which has the expertise on selecting potential games for distribution

Marketing

To execute marketing projects, our business operation & market dept. teams are to aid our clients on marketing plans, from operational adjustments, marketing campaign, branding and imaging, etc.

Commercial

To assist our clients to prepare marketing collateral, which in accordance with their budgets to do online marketing activities such as facebook, Google advertisements, etc.

Our Core Competence

- ✓ Most of our team members have over 10 years experiences on gaming business, including PC game, online PC game & mobile game, the 3 major gaming types
- ✓ Since the rising of mobile games back in 2012 in Taiwan, HK & Macau, our team has executed over 30+ games that have over USD 1mn monthly revenue
- ✓ Localized business operation and marketing team can closely follow players' preferences
- ✓ We have several local VIP service teams to serve our VIP clients, this could provide our clients the most prestigious and privileged services, we could in turn understand about the needs of our clients



Localization

Experienced Team



Big Data

- ✓ We could obtain users' device information, such as operation system version, region, online environment, ages and genders, etc.
- ✓ 24-7 non-stop customer services, including in-house client service system such as Line, facebook, Google Play and Apple Store. We could understand users' firsthand feedback and problem, which allows us to deal with the problem immediately to avoid operational loss
- ✓ Complete storage of original operational data, we could analyze every product's registration, log-in, DAU, MAU, 1~90 day sustainability, paying rate, paying status, paying range and structure, consumer trend, paying habit, user's lifetime value, user's behavior, product sale, etc., total of over 30 different types of analysis, so that our team could maintain the most updated information



facebook To Understand Users' Mind







Facebook is one of the biggest mainstream social medias in Taiwan, Hong Kong and Macau, in which fan group is the major communication path with users. Our fan page and its related discussion group have been keeping great interactions with our fans, and has the following advantages:

1. To understand and find core users through observing players' opinion, **we can plan a more precise operational strategy** before and post a game launches
2. Related fan group data can be used as subsequent similar games' potential distributable clients, **this can lead to accurate marketing and further save costs**
3. Our game types include 3 major mainstream games: RPG (Role-Playing Game), Card Game and SRPG (Strategy Role-Playing Game), and we focus on **these 3 major fan base**, which can further enhance our **product operation, promotion and R&D's effectiveness**

1. Company Profile
2. Business Model
- 3. Product Status**
4. Financial Status
5. Future Development



The followings are our current licensed & launched games:

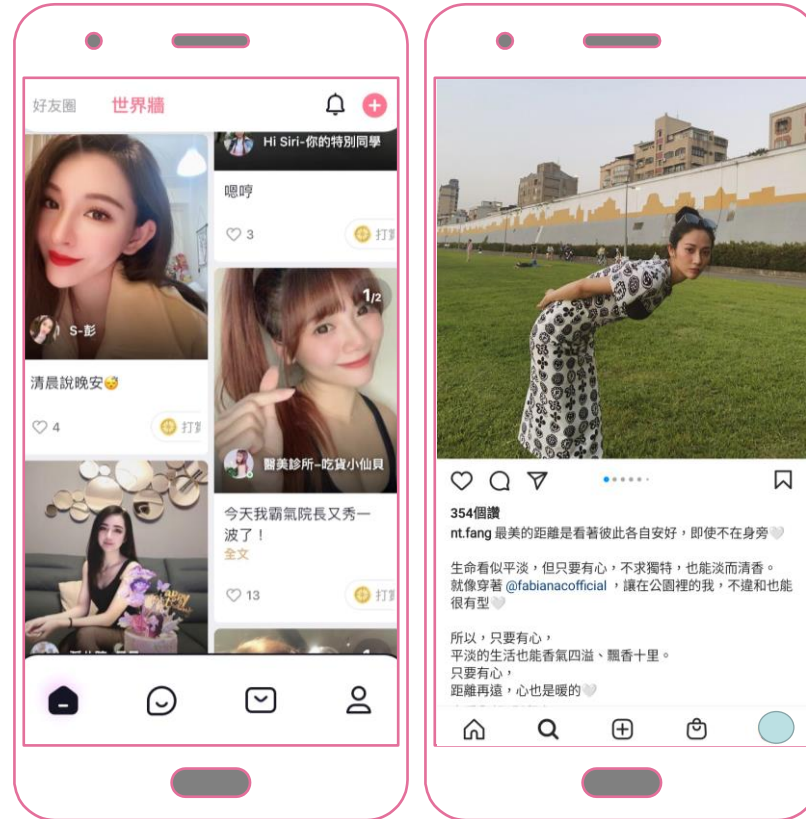
Game	Launch Date	Game Type	Launch Region/Country
花見 	2021/05/01	Real Person Interaction/Simulation	Taiwan, HK, Macau
主公的遠征 	2020/12/10	Card+RPG	Taiwan, HK, Macau
CY 	2020/08/24	Tower Defense Games	Taiwan, HK, Macau + EU & US
GOT 	2020/07/21	Tower Defense Games	Taiwan, HK, Macau
SNMJ 	2020/04/09	Card+RPG	Taiwan, HK, Macau
San Guo 	2019/04/09	SLG/Card	Taiwan, HK, Macau, Singapore, Malaysia
Saint Seiya: Awakening 	2019/02/26	Card	Taiwan, HK, Macau

New Gaming Product – HANAMI



Real person interaction and simulation, finding new friends

- ✓ Socializing and interaction with prestigious group
- ✓ “Attractiveness economy”
- ✓ Online entertainment
- ✓ Chat room/message
- ✓ High value, quality, sustainability



EXCLUSIVE
PRIVATE MEMBERS
VIP會員專屬俱樂部



ELITE LIFESTYLE
品味生活拓展人脈



Copyright © 花夏 2021 聯絡我們: service@sensstar.live

1. Company Profile
2. Business Model
3. Product Status
- 4. Financial Status**
5. Future Development



- Since the acquisition of gaming business, Gravity's revenue and profitability have been climbing steadily
- 2018~2021/1H consolidated revenue respectively are NT\$39.57mn, NT\$474mn, NT\$797mn and NT\$192mn
- 2018~2021/1H net income respectively are -NT\$22.05mn, NT\$28.52mn, NT\$22.66mn and -NT\$18.69mn

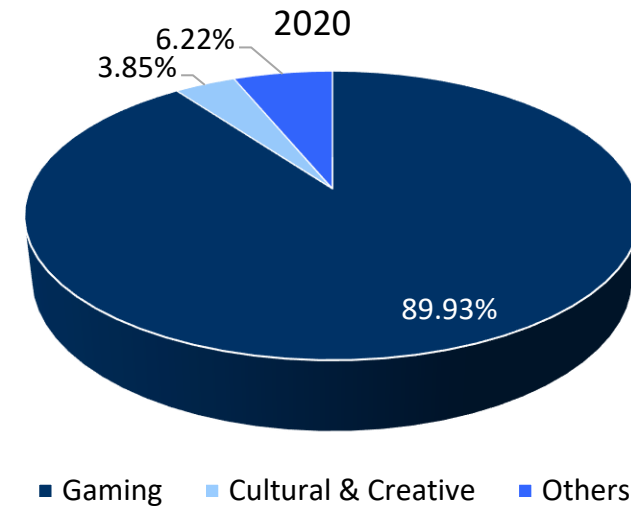
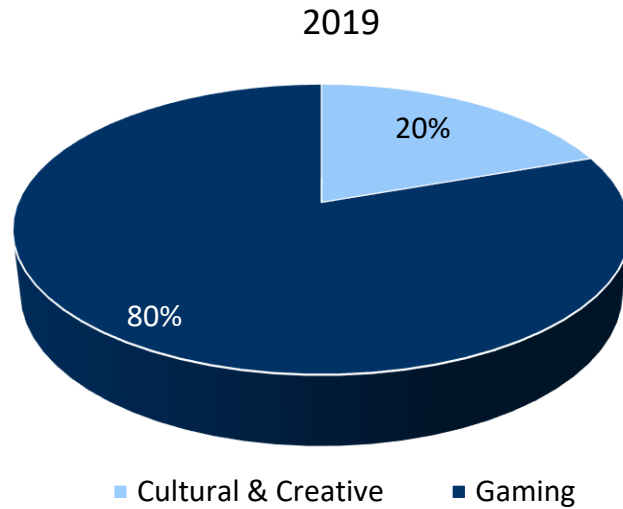
Unit: NT\$ thousands

	2018	2019	2020	2021/1H
Sales	39,574	474,050	797,723	192,453
COGS	21,679	327,176	476,349	140,086
Gross Profit	17,895	146,874	321,374	52,367
Income From Operations	(22,682)	34,361	78,120	(45,140)
Net Income Attributable to Shareholders of the Parent	(22,054)	28,523	22,666	(18,690)
EPS(NT\$)	(1.41)	1.39	0.70	(0.58)

Revenue Structure



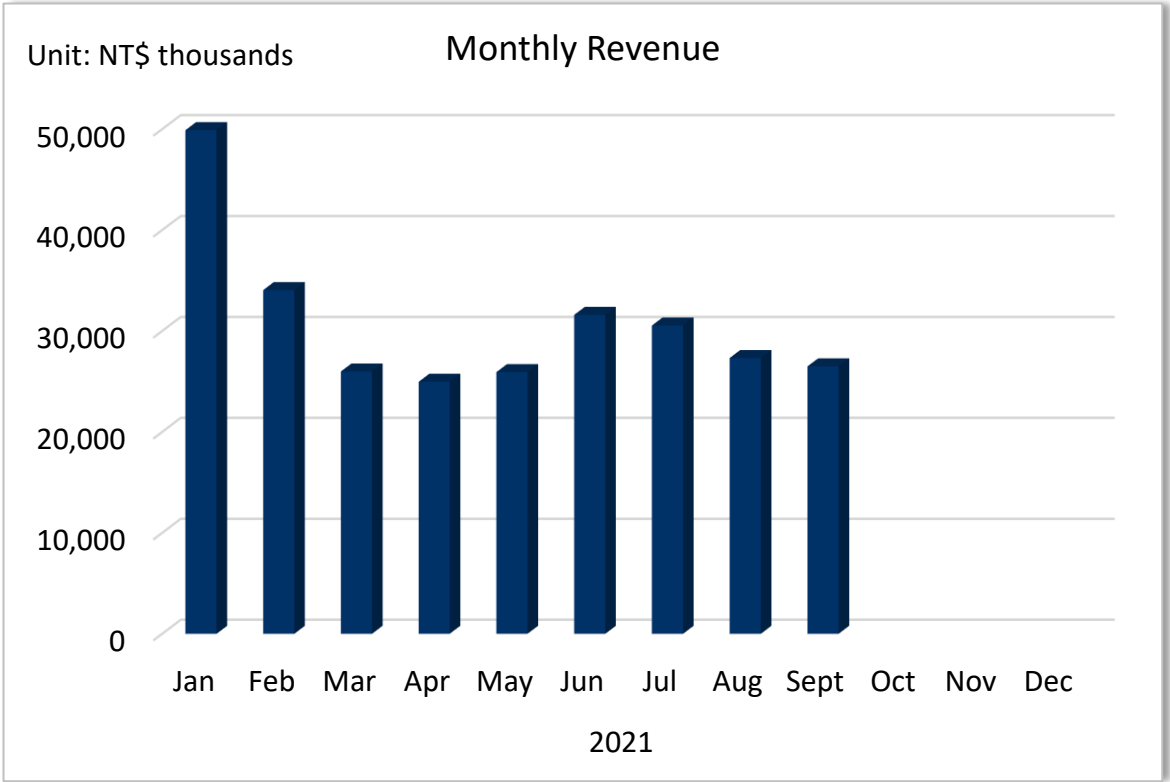
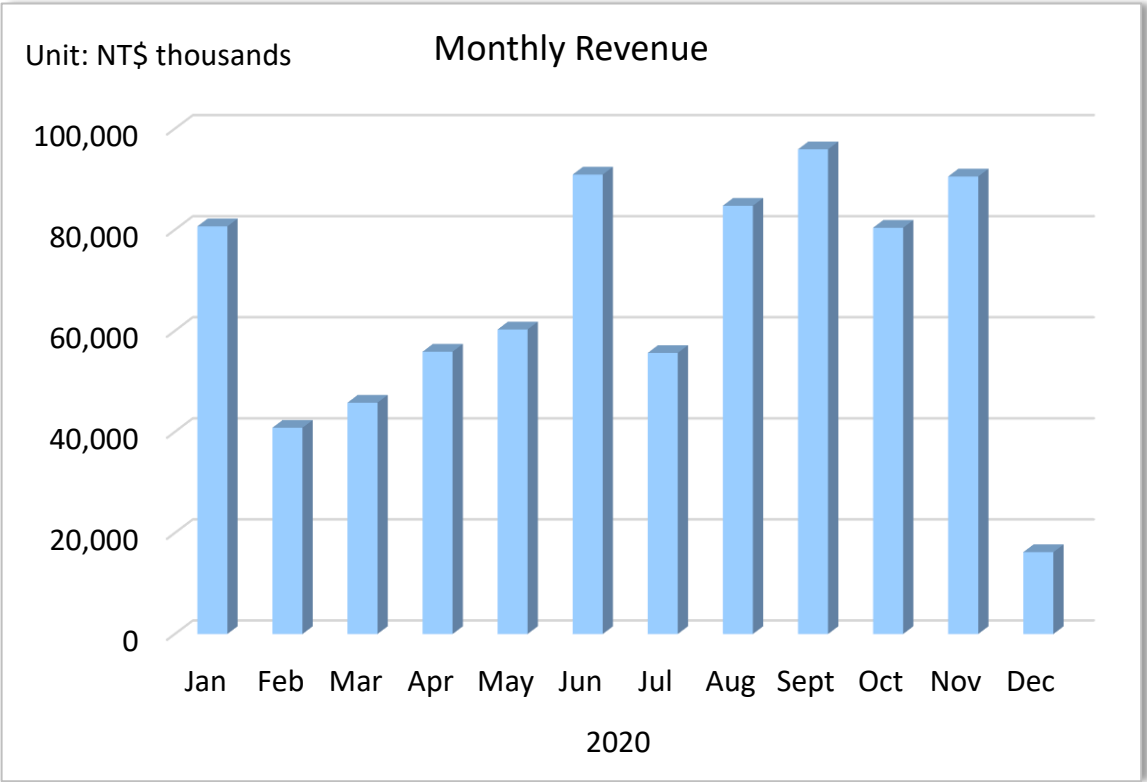
- Gaming business joined Gravity in Oct., 2019, and started to contribute revenue and profit, gaming business was accounted for about 80% of 2019's total revenue
- Gaming business was accounted for about 89.93% of 2020's total revenue



Monthly Sales Performance Post Addition of Gaming Business



- The following are Gravity’s revenue in 2020 and Jan.~Sept., 2021:



1. Company Profile
2. Business Model
3. Product Status
4. Financial Status
- 5. Future Development**



Keep Licensing High Quality Gaming Products

Maintaining great relationships with developer/provider to grant game distribution business

Distribution

Deep Rooting Local Services

Cultivating local market, providing best services to users

Localization

Expansion to Foreign Market

Gradually build up our foreign team and go global in the future

Offshore Expansion





THANK YOU