



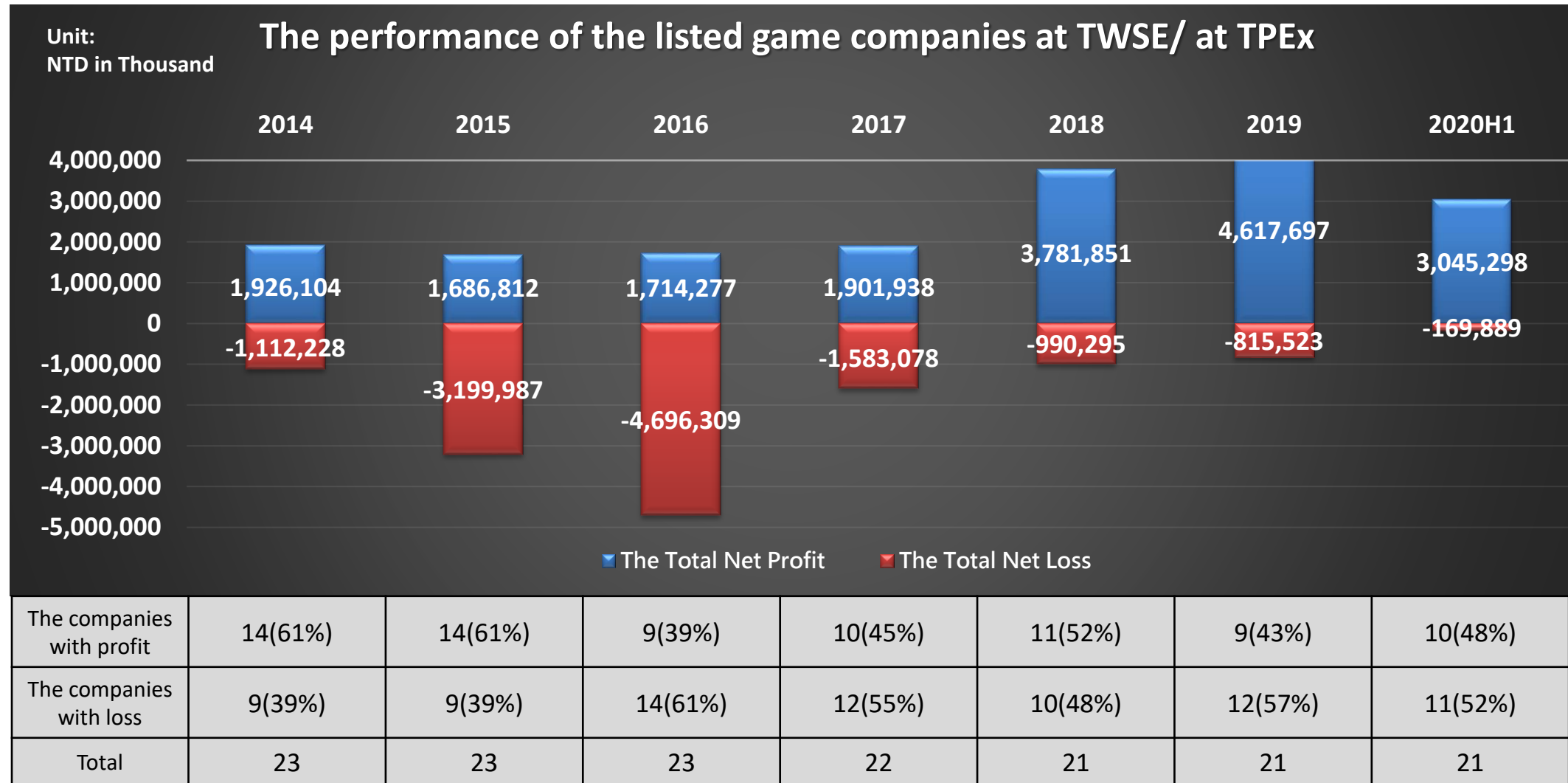
***Soft-World Group 5478.TW
Investor Conference Presentation***

March 2021

Outline



The Status of Game Industry in Taiwan



Source: Taiwan Stock Exchange Market Observation Post System

Note 1: 2014-2016 annual data includes companies in emerging stock markets on applying

Note 2: Data of H1 2020 adjusts companies included in calculation based on industry type (remove MacroWell OMG Digital Entertainment, add Gravitytai Co.,Ltd.)

Soft-World Group Overview

A Diversification Strategy in Internet Industry



The background of the slide features a light gray, abstract geometric pattern composed of numerous interconnected triangles of various sizes, creating a mesh-like effect. This pattern is visible in the top and bottom corners of the slide.

Digital Game Business

Leading Brand in Game Distribution

MyCard Game Point Card and Integrated Marketing Services



★Market share reaches **60%** of Taiwan, HK, and Macao

★Members **6.2 Million+**

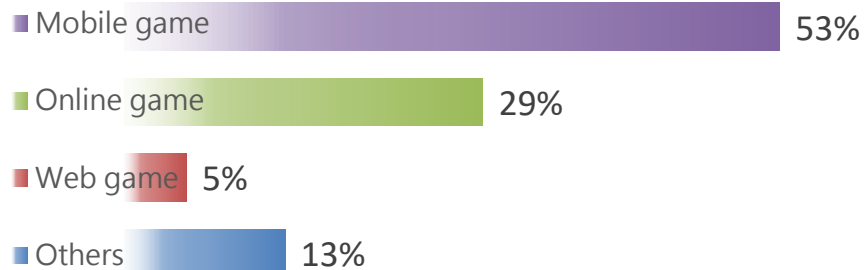
★Games & Services products **2400+**

★Content providers **600+**

★Available in **50,000+** physical stores

★Top up **5 Million** times per month

MyCard Sales Breakdown by Product in 2020



Classic Games IP for Licensing

Game · Anime · Drama/Movie · Merch Crossover Cooperation



Classic Game IP Licensed

3D WuXia RPG Mobile Game “Kalpa of Universe”



Launched in China on 11th March, and reached App Store Top 3 Grossing Ranking.

- Classic game IP of Soft-World is licensing to Black Jack Studio of Zlongame, the developer of the global popular game “Langrisser”.
- The latest masterpiece of the studio, perfectly presents a 20-year classic trilogy of “Kalpa of Universe”.

Game Features

- Classic game IP “Kalpa of Universe” includes historical characters and well-plotted experience.
- Gorgeously animated effects of battle and originally featured melody are presented.
- Source engine is developed, and HDR light upgrades game pictures.
- Enjoyable battle is originated by Strategic RPG gameplay based on geographical layout.



Classic Game IP Licensed

3D WuXia RPG Mobile Game “Kalpa of Universe”



Gamer review: “Kalpa of Universe” redefines the top level of board games.

High quality and unique of art style, successfully to become popular with young gamers.

Classic Online Game to Mobile Game



2018/09/12 launched



2019/05/16 launched



武俠 MMORPG 手遊

2020/07/20 launched



中華網龍 The New Mobile Game "Back to the Past"



中華網龍 The New Mobile Game "Back to the Past"

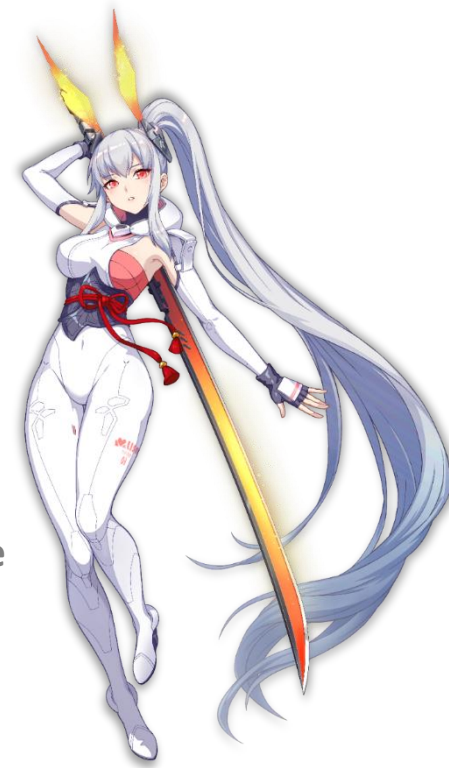


Classic WuXia MMORPG

- ◆ Well-known IP has been adapted into games, TV series, online dramas and the movie
- ◆ A new and modern two-dimensional art style

Game Features

- ◆ Become famous characters of the novel, join in the historical battles to have an immersive experience
- ◆ AI LISA: Future vs Ancient, to get incredible power
- ◆ Space-time Dungeons: various intensity level stages, reproducing the scene to bring a new game experience
- ◆ Pet system: gene recombination, evolution and mutation of ancient and present pets
- ◆ Daily activities: thousands of event to collect the treasures and rewards, satisfying the fun of achievement





遊戲開發中畫面



遊戲開發中畫面

中華網龍 The New Mobile Game "Legend of Emperors Mobile"

Fantasy MMORPG

- ◆ Adapted from the classic Hong Kong comics "Legend of the Son of Heaven" by Huang Yulang

Game Features

- ◆ Four major occupations & eight constellations: diverse combinations to create differentiated roles
- ◆ Character transformation: become famous characters of the comic, with good-looking and improving ability
- ◆ Fairies system: various of cute fairies as companions to upgrade the gamer's strength
- ◆ Large-scale city battle: a large-scale PK battlefield with multiplayer
- ◆ Raid bosses: challenge to beat powerful Bosses to get the reward





遊戲開發中畫面_隱寶峽谷_飄渺城入口

中華網龍 IP Cooperative Development Strategy

IP authorization development

- ☑ IP licensing revenue
- ☑ Game revenue share

IP cooperative development

- ☑ IP licensing revenue
- ☑ Game revenue share
- ☑ Operation right in Taiwan, Hong Kong and Macao

Advantages of cooperation:

- Combining the expertise of both parties to accelerate the game development schedule
- More marketable and localized game design
- More data-based development model

Over the past 20 years, Chinese Gamer creates many famous online game IPs.

Well-known Novels/Hong Kong Comics IP



Original IP



Game Flier: Specialized in Large Games' Operation & Profound Experience in Gamers Maintenance



19+

With 19 years of game operation experiences

100+

Operating over 100 various Online, Web, Mobile Games

350k+

"Ragnarok Online" created the highest PCU record in Taiwan with 350,000 gamers

10M+

Over 10 million members



Classic Game Operator in Taiwan, Hong Kong, Macao

Localized operation and bring diversified game content

Online



Mobile



Board Game

Html5



In 2021, start to operate in Southeast Asia



The cross-platform game product on PC, mobile and tablet.



Popular Mobile Game “The Legend of Three Kingdoms M”

2 million registered gamers



Co-publishing by Game Flier and Userjoy.

2020/02/18 launched

- ▶ Adapted from “The Legend of Three Kingdoms Online” on 2005.
- ▶ Side-scrolling Combat and National War Strategy Gameplay.
- ▶ New Warzone, Martial Spirit Incarnation and Command System.
- ▶ Apple & Google Top Grossing:
App Store **NO.1** / Google Play **NO.2**



Popular Fairy MMORPG Game "GuJian Online"



- ✓ 10 years IP from the classic PC games "Gu Jian Qi Tan", and turned into TV dramas, films, comics.
- ✓ Inherited the PC game series plot of "Gu Jian Qi Tan" which have enormous game's worldview.
- ✓ Time-based charging &
Do not sell items which will destruct game balance.
- ✓ Enrich life style gameplay to extend the game's life cycle.
- ✓ Best 4K resolution art scene to boost visual experience.



- Over **300K** Members

- Taiwan famous game forum



巴哈姆特
www.gamer.com.tw

PC trending topics

Top 1



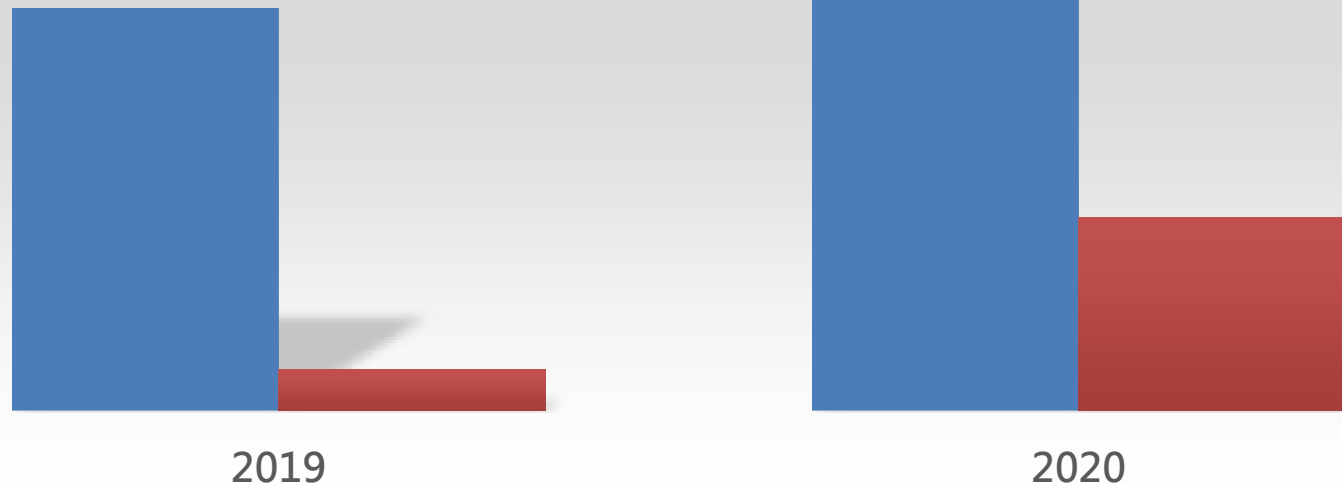


2020 Operating Performance

■ Revenue ■ Net Income

2020 Revenue Doubled

Net income was NTD **167 million** · YoY **+366%**





智凡迪 Provide International Game Operation & Marketing Service

Cooperation with Blizzard

- MyCard transferring points service, product package
- Distribution of Blizzard's full game products:
"Call of Duty", "World of Warcraft", "Hearthstone", "Overwatch" and more.



Game Customer Service

- More than 10 years of professional customer service experience, proficient in:
Chinese, English, Korean, Thai
- Cooperation with the global famous games:
United States, South Korea, China, Hong Kong



Game Marketing & Operation services

- Social Media Marketing & Operation
- Marketing cooperation for mobile games in Taiwan, Hong Kong, and Macao:
 - Korea's mobile game "Hundred Soul"
 - Korea's mobile game "Hero Cantare"

2021 Q2 NEW

Korea's baseball mobile game "CPBL 2021"

- Overseas marketing cooperation for mobile games:
 - Assisting with distribution of "Hundred Soul" to United States, Canada, England, Germany, France and Southeast Asia.



eSports Organization

- Cooperation with more than 20 popular games from PC, mobile and console game:
"PUBG", "Hearthstone", "TS M", "Overwatch", "League of Legends: Wild Rift", "Just Dance" and more



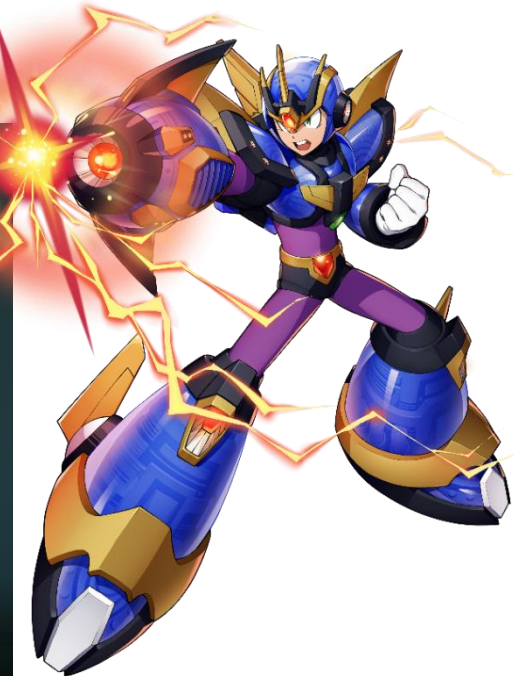
Zealot Digital Game Art Design

ZD 智樂堂網路

A professional game graphic production team with 100+ art designers.

More than 20 years of experience in game development.

- ❑ Services: 2D/3D Characters, 2D/3D Scenes, Characters' Motion & FX Special Effects, GUI Interface
- ❑ Cooperation: Zealot has cooperated with leading game companies from Korea and Japan, and worked closely with more than 10 game companies for art design in Taiwan and China.



Soft-World Game Music Production



Premium studios which can accommodate an orchestra with 100+ musicians.

♪ Service: Soundtrack and Sound Effect of Games/ Animations/ Commercial Ads/ TV Series, MVs Shooting, Video Producing.

♪ Cooperation: King of Kings 3D mobile game soundtrack
TS S, Shushan Online, Daolong Online, Sakurascroll, Jin Yong, Huang Yi, The Emperor, Wulin, TianLong Online



Mass Exhibition and Event Design

Exhibition & Event decoration, 2D design with creative ideas, event planning and on-site execution. We provide a one-stop service on event planning solutions.

Planned **400+** events with **110+** business partners.

Perfect venue design and execution.

Designated long-term partner of worldwide clients.



Exhibition/ Press Conference/ Gaming Events



Online Marketing Business

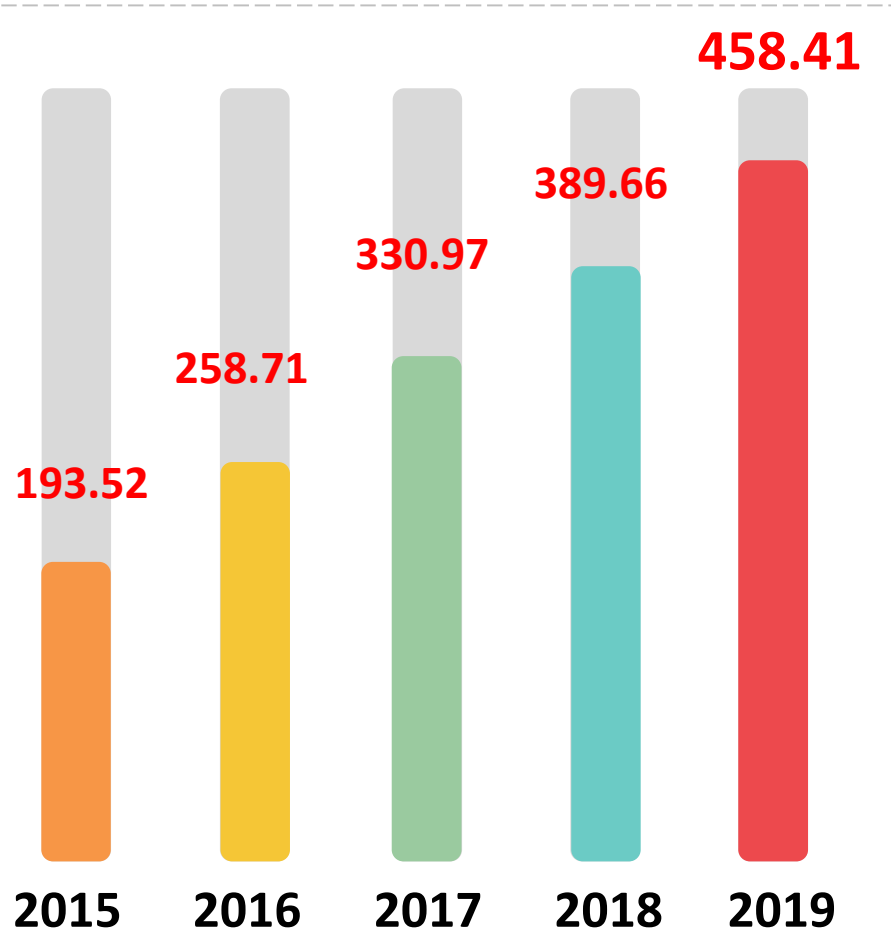
READ
REVITALIZE ADVERTISING DIMENSION
智酷媒體股份有限公司

E EFUN
一帆數位科技

The Growing Trend of Online Marketing in Taiwan

The Market Size of Online Marketing in Taiwan

Unit: NTD in 100 Million



2019 Top 5 Online Marketing Spending by Industry in Taiwan

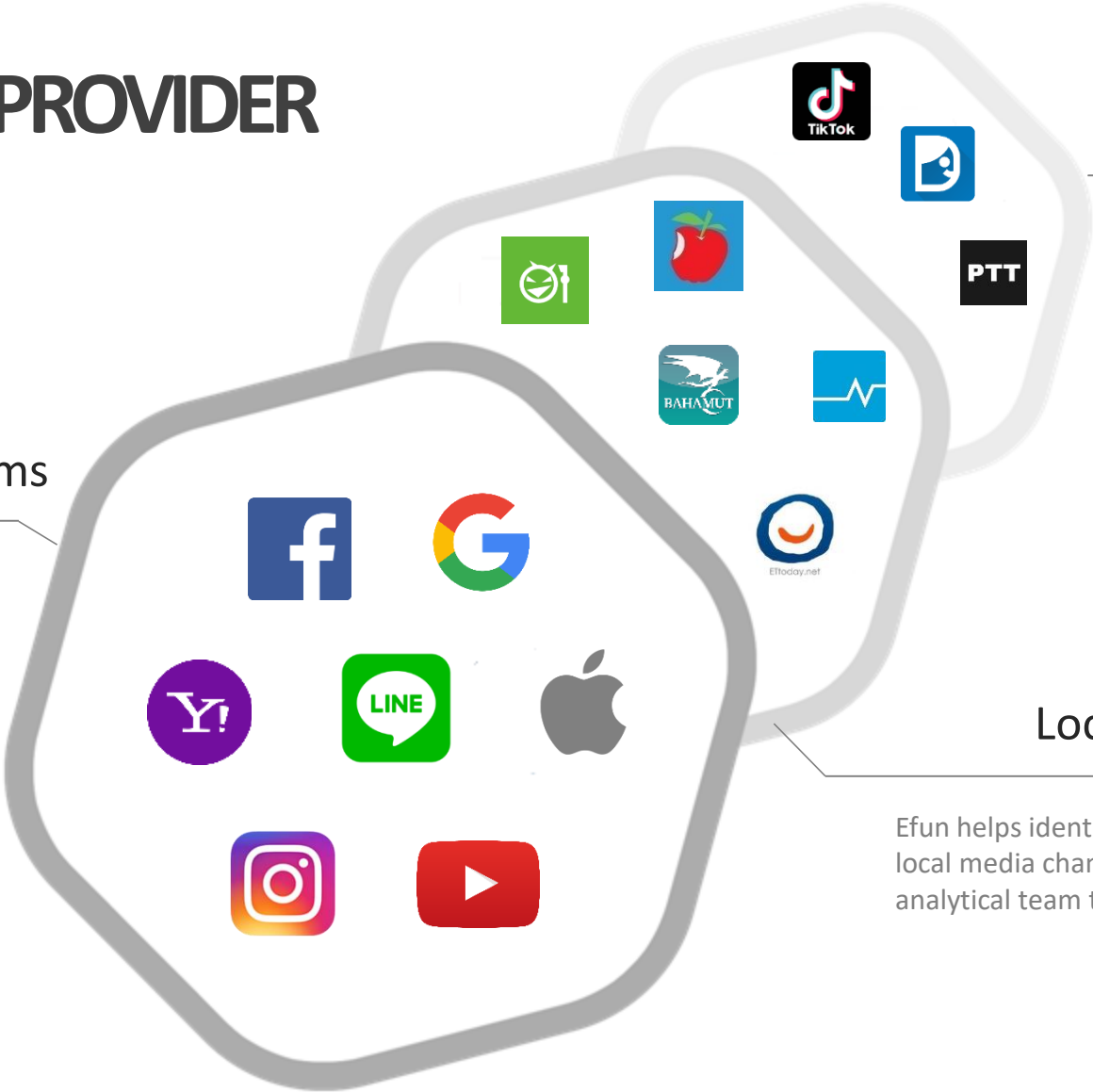
Rank	Industry Type	Ratio of Digital Ad.	Investing Amount (100 million)	Annual growth rate
1	E-Commerce, Shopping, Electronic Services, Digital-native Brands	13.87%	63.59	37.4%
2	Game Industry, Applications	12.93%	59.27	38.5%
3	Cosmetics, Care products, Perfume, Cosmetology & Hairdressing	9.53%	43.68	2.3%
4	Fast Moving Consumer Goods, Daily Necessities	9.43%	43.22	9.9%
5	Finance & Insurance	7.67%	35.17	15.1%

Source: The Digital Marketing Association(DMA)

DATA-DRIVEN MEDIA SOLUTION PROVIDER

Global Media Platforms

Efun and Re:ad Media work closely with global media platforms to bring the latest adtech to Taiwan, and help advertisers maximize campaign performance.



KOL & Word-of-Mouth

Efun is well experienced in strategizing, producing and executing KOL and word-of-mouth marketing campaigns.

Local Media

Efun helps identify premium and relevant local media channels, aided by our big data analytical team to precisely target audiences.

The Expert in Online Marketing: Maximize Marketing Performance

We started offering online marketing services in 2014 and have dominated the highest market share in mobile and online game advertising in Taiwan.

We are certificated official partners of many major global media platforms.

We collaborate with **500+** enterprises related to digital content providers, e-commerce, retail, fashion & cosmetics, tourism, social networking, finance & insurance and more.

In 2020, the advertising demands of **real estate, health care, catering services** related to people's lifestyle were growing rapidly.

✓ Awarded “Partnership with Facebook 2014” ✓ Google Premier Partner Awards 2019 - App Excellence



All-in-One Service by Professional Teams is the Key to Our Success

Advertising Optimization Consultant

- ✓ 100% certificated by media platforms
- ✓ Proficient in various brands and performance ads
- ✓ Familiar with online marketing and well experienced in advertising operations
- ✓ Overall media marketing strategy planning

Multimedia Art Design

- ✓ 2D Image
- ✓ Video/Animation
- ✓ Playable interactive ads
- ✓ 3D Image

Advertising Technological Platform

- ✓ Pixel
- ✓ SDK
- ✓ Third party tracking
- ✓ AdHero

AI/Big Data Analysis

- ✓ Keyword Extraction - Word clouds report : focus on the media trend
- ✓ Material Analysis - Data Visualization
- ✓ Semantic Analysis - Utilizing the significant information for User-Labeling
- ✓ Precise list - Pairing the interest-oriented audience with suitable marketing strategies



Digital Advertising Platform 「AdHero」

The New AI Platform of Marketing Technology

- EFun International Corp. has developed “AdHero” to continuously expand the new frontier in technology and optimization strategy.
- With a huge database accumulated for many years of advertising experience, four core applications enhance the effectiveness of advertising analysis and optimization.



「AdHero」Featured Analysis Service



Creative composition
AI analysis system



Competitor tracking
and analysis



Social Media
monitor to analyze
market trend



Creative data
advanced search



Advertising account
analysis

Powered by Google Ads Data Hub

「AdHero」Featured Analysis Service

Social Media monitor to analyze
the latest market trend

Exclusive Data Mining Techniques

Double 11 Shopping Festival



#雙11購物節

#優惠商品

#滿額贈

#推薦品牌



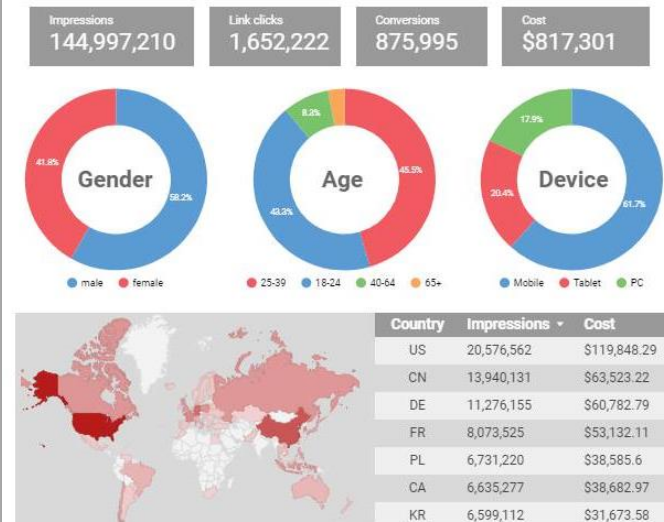
2020/10/20 - 2020/11/10



Top 10 Keyword

- 1 面膜
- 2 特價
- 3 分享
- 4 保濕
- 5 優惠
- 6 唇膏
- 7 保養品
- 8 便宜
- 9 肌膚
- 10 蝦皮

Global Advertising Account Report



Ad Campaign

Campaign	Impressions	Link clicks	Conversions	Cost
US_male_18-24	4,894,433	62,517	36,967	\$30,887.05
US_male_25-39	4,786,696	53,456	31,235	\$28,065.59
US_female_25-39	3,689,773	36,783	22,180	\$18,156.03
DE_male_25-39	4,004,200	32,173	21,245	\$17,270.38
CN_male_25-39	4,697,716	37,632	18,773	\$15,723.28
FR_male_18-24	3,149,739	41,833	17,846	\$21,680.43
FR_male_25-39	1,846,687	23,468	17,718	\$13,588.24
CA_female_18-24	1,696,122	30,799	16,899	\$13,092.64
CN_male_18-24	2,779,863	30,295	16,810	\$16,650.17
US_female_18-24	3,737,821	47,356	16,397	\$20,945.17

Technical Services

Started to cooperate with Facebook in 2018, and provided technical services for VIP clients. Terms of cooperation are as follows:

- Certified Facebook Marketing Partner
- FB Blueprint certified ad consultants and developers

【Client Categories】

- Consumer Electronics
- Travel Agency
- International Boutiques
- Clothing & Accessories
- E-Commerce
- Medical Care
- Finance
- Real Estate
- Electronic Books

Pixel/SDK

- Pixel/SDK wiring suggestion
- Event Allocation Optimization

Catalog

- Assistance of installing auto-update catalog
- Upgrade matching rate of catalog

Advanced Pair

- Based on website conditions, provide advanced pair set up instructions.

GTM/Tracking

- Support GTM set up

READ
REVITALIZE
ADVERTISING
DIMENSION



Extend the Advantages of Group's Integrated Service to Global Market



Taiwan



Southeast Asia

**Payment
System**

**Online
Marketing**

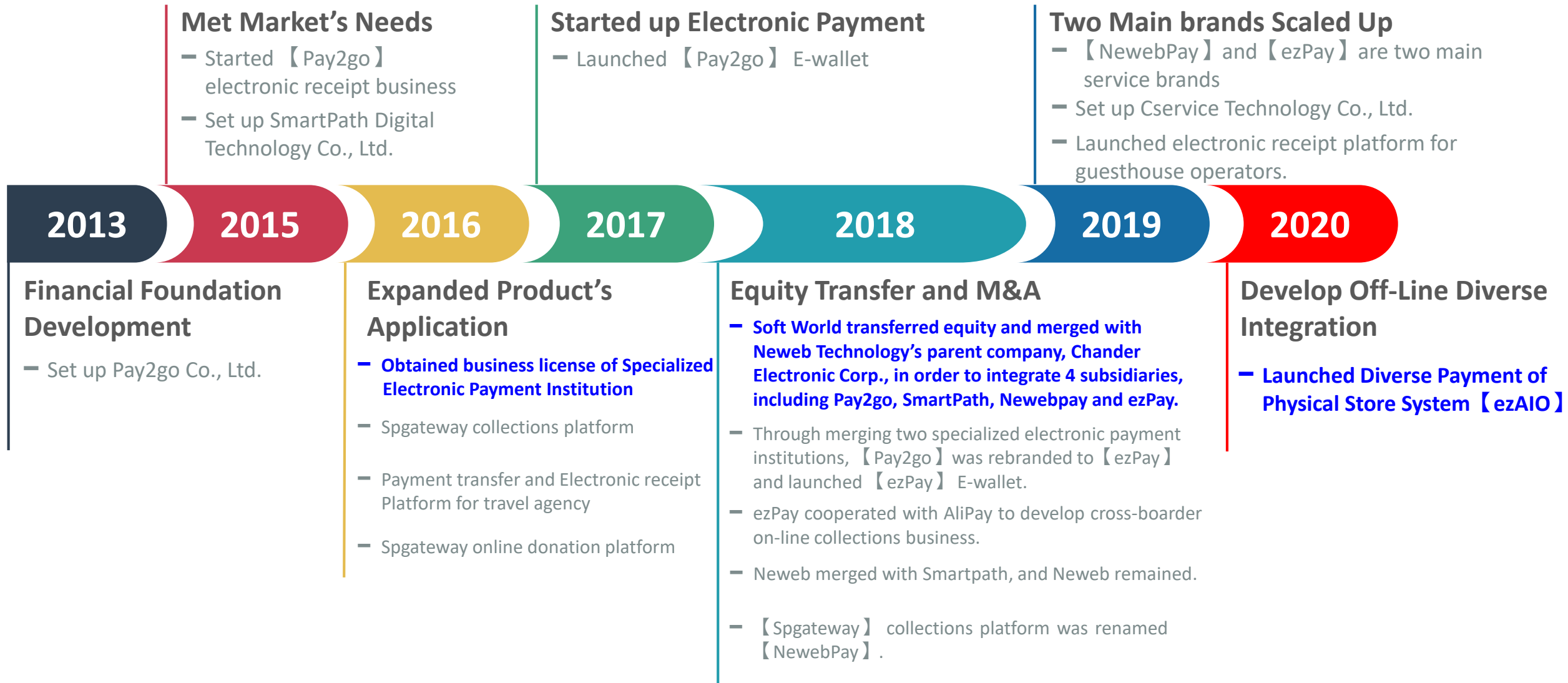
**Multilingual
Customer
Service**



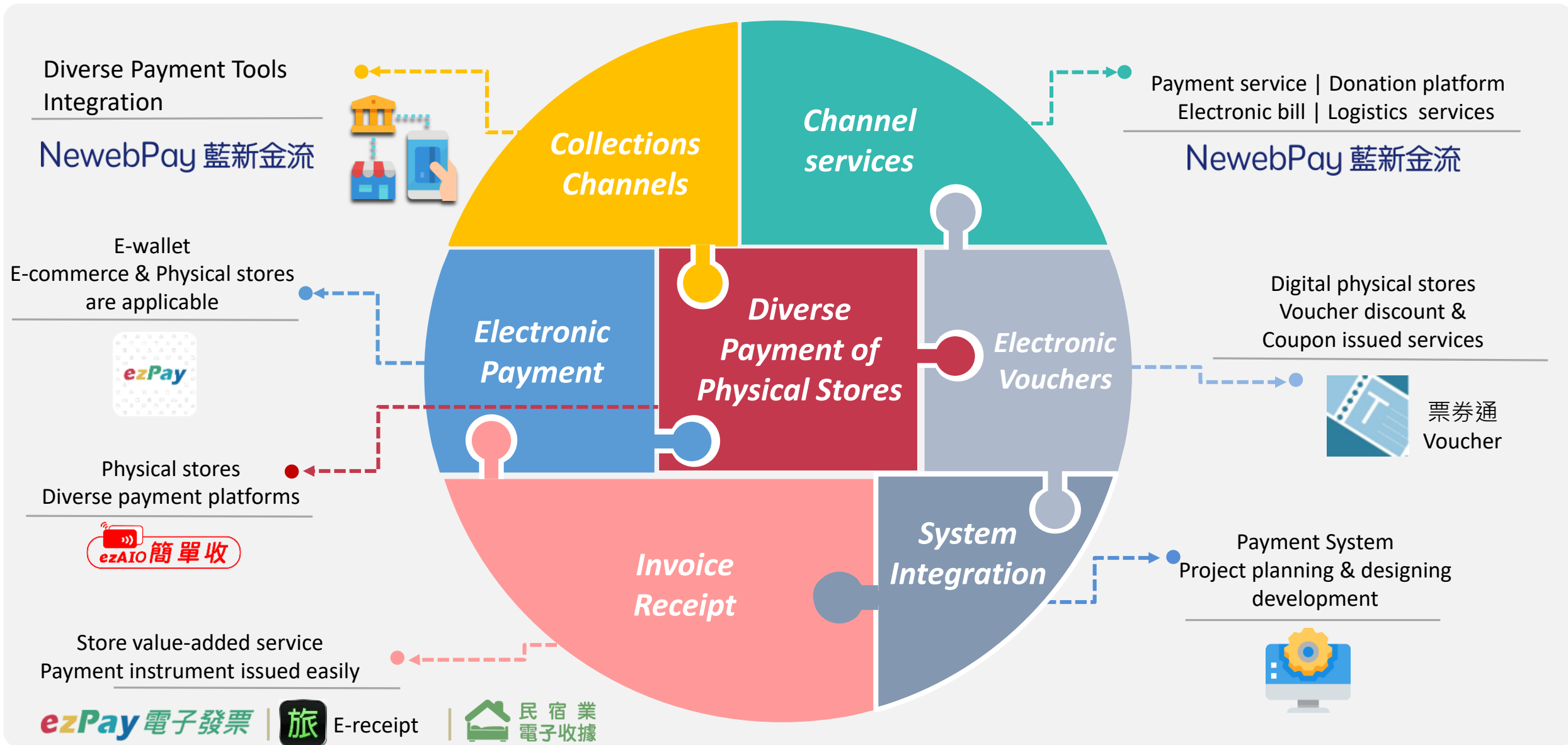
藍新金融科技集團
Newweb FinTech Group

FinTech Business

Business Development Milestones of Newweb Group



Main Services of Newweb FinTech Group



On-Line Payment Solution

NewwebPay 藍新金流

One-stop payment and logistics integrated service platform, provides complete payment collections' tools and store's integrated applications.

DIVERSE COLLECTIONS

- On-line Credit Card Payment
- Off-line Credit Card Payment
- Convenience Stores' Collections
- ATM/Web ATM
- Various Mobile Wallets
(Apple Pay, Google Pay, Samsung Pay, Alipay, WeChat Pay, etc.)

LOGISTICS SERVICES

- Convenience Store Pickup
- Convenience Store Cash on Delivery
- Home Delivery
(Coming soon)

STORE VALUE-ADDED

- ezPay Electronic Invoice
- Electronic Receipt for Travel Agency
- Electronic Receipt for Taiwanstay.net
- Electronic voucher
- Online donation
- Electronic bill

On-Line Payment Solution

NewwebPay 藍新金流

Top10 Cooperative Store Attributes

- ☑ E-commerce Platform
- ☑ Digital Content Vendor
(Game/E-book/Film And Television/Music)
- ☑ Event/Ticketing Website
- ☑ Group Buying
- ☑ The Official Website of Brand
- ☑ Travel Agency/Taiwanstay.net
- ☑ Taxi Service
- ☑ Delivery Services
- ☑ E-Learning Courses
- ☑ Payment and application for various online store enablers
(Facebook Live Commerce/ Landing Page Shopping)

Taiwan Popular E-commerce to use “NewwebPay”



Off-Line Diverse Collections

Diverse physical stores / cross-border collections service, complete payment integration in one equipment.

Single small store

Franchise brand

applicable

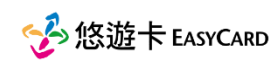
Support

VISA



Credit card
Installment

Reward points
redeemed



Diverse integration of transactions' payment management system

Directly connected to
credit cards' channels
of banks

Diverse transactions
accounting
management system

Terminal Equipment
management system

ezAIO 簡單收

EMV Chip
Credit Cards

Magnetic
Stripe Cards

NFC Card
Payment

NFC Mobile
Payment

QR Code
Payment

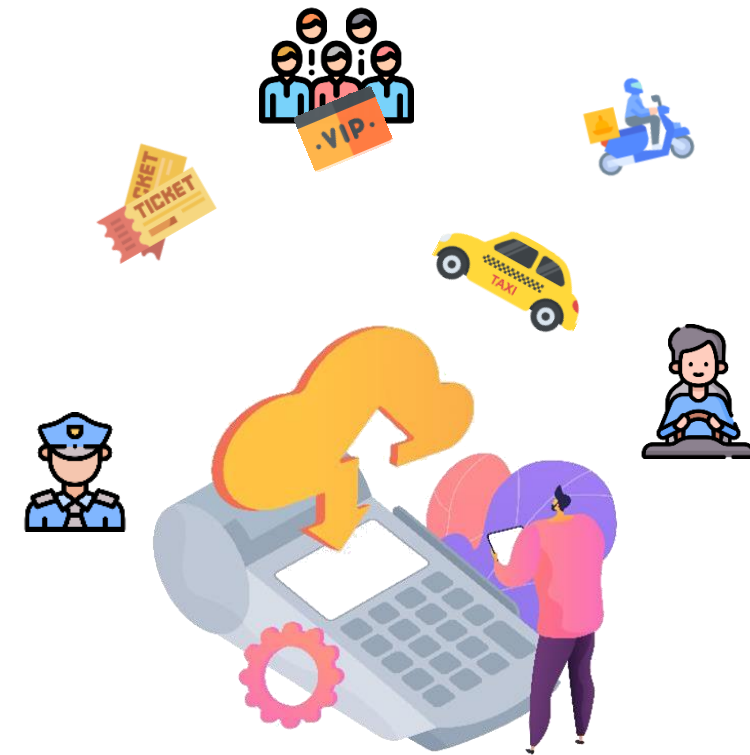


Off-Line Diverse Collections



In addition, “ezAIO” not only accepts diverse payment tools of physical stores, but also offers many value-added services to expand application of payment. “ezAIO” comprehensive services create more sales opportunities for store to become a Superstore.

- Voucher Application** To send/verify electronic voucher, and QR Codes for exhibitions pass
- Member Loyalty Program** Stores could establish the member loyalty program and issue the reward points
- Taxi Service** To connect with taxi and designated driving service
- Security System** To connect with security institute by adding emergency call button
- Other Applications** And also could be provided electronic invoice, POS system, food delivery platform services, etc.



Off-Line Mobile Payment

ezPay 簡單付

Specialized Electronic Payment Institution, official cross-border business partner of AliPay and Wechat Pay.



Withdraw

Convenient withdrawal
Flexible use of money



Transfer
Transfer easily without
going out



Collection

Diverse collection tools



Payment

Complete shopping payment
swiftly and safely



Deposit

Deposit anytime without
interruption



Newweb Group's Development Process



Target Channels

- Franchise brand channels
- Corner shop

Phase 1

Transfer profound experience and integration of online payment

Develop a project of diverse collections integration for Pxmart

1000 Stores +

Phase 2

Extend  簡單收 appointed stores

Access to major franchise channels and physical stores in Taiwan

Phase 3

Expand  簡單付 using field

Phase 4

Develop B2B/B2B2C/C2C complete payment applications

ezAIO and ezPay's Cooperative Physical Stores in Taiwan



Complete Payment Ecosystem which Provides One-stop On-line to Off-line Integrated Services



Newweb Group Provides the Most Complete Payment Functions in Taiwan

Payment Business

On-Line Payment Solution

Off-Line Diverse Collections

Cross-Border Payment Application

15

Accept Mainstream Payment Tools in Taiwan

300 Thousand

Cooperation with Online and Physical Stores

53 Billion

Payment Volume 2020

*NTD

Coverage of Payment Value-Added Applications

Online Donation, Pay Taxes and Expenses, Electronic Invoice, Electronic Receipt, Electronic Voucher, etc.



2020 Financial Report



2020 Consolidated Financial Report

(Unit: NTD in Thousand)	2020 Q1	%	2020 Q2	%	2020 Q3	%	2020 Q4	%	Total	%
Operating Revenue	1,920,668	100	1,884,458	100	1,796,739	100	1,666,227	100	7,268,092	100
Operating Costs	935,833	49	902,585	48	917,582	51	773,205	46	3,529,205	49
Gross Profit	984,835	51	981,873	52	879,157	49	893,022	54	3,738,887	51
Operating Expenses	675,999	35	663,986	35	634,905	35	656,480	39	2,631,370	36
Operating Income	308,836	16	317,887	17	244,252	14	236,542	14	1,107,517	15
Non-Operating Income and Expenses	22,479	1	19,261	1	80,301	4	18,816	1	140,857	2
Share of Profits of Subsidiaries and Associates	(1,720)	(0)	(799)	(0)	(1,076)	(0)	439	0	(3,156)	(0)
Net Income Before Tax	329,595	17	336,349	18	323,477	18	255,797	15	1,245,218	17
Net Income After Tax	254,804	13	261,056	14	265,015	15	216,392	13	997,267	14
Net Profit Attributable to Shareholders of the Parent	253,902	13	246,170	13	243,287	14	200,408	12	943,767	13
EPS	2.08	-	2.02	-	2.00	-	1.66	-	7.76	-



The end

Thank you