



5478.TW
Soft-World Group Introduction

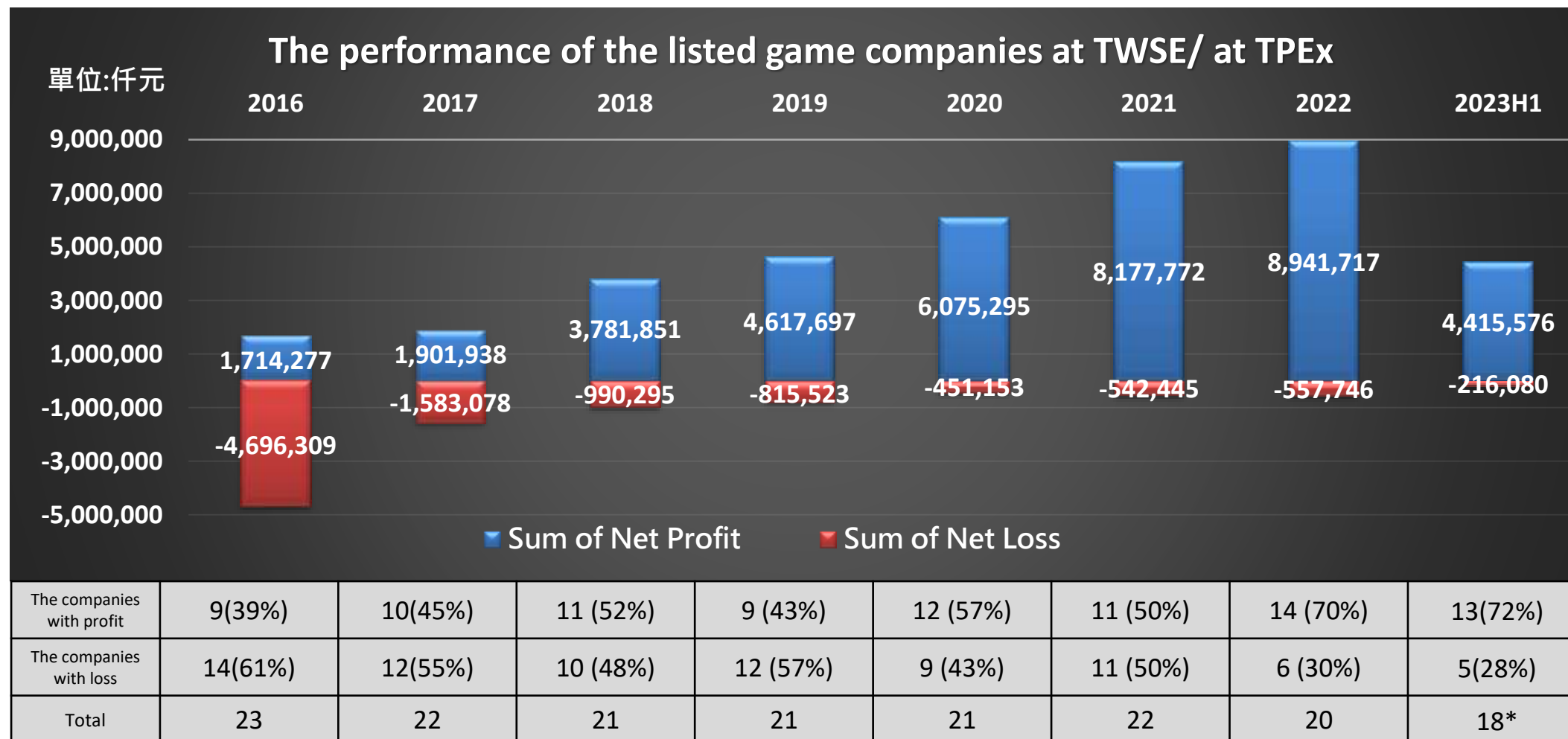
Disclaimer

The information provided in this presentation are the prospective based on current status, including all forward-looking statements that might be influenced by the uncertainties, risks, assumptions or other external factors. Such factors might lead to differences between the declaration in this presentation and the result of Soft-World Group's operation. We shall undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

Outline



The Status Of Game Industry In Taiwan



Source: Taiwan Stock Exchange Market Observation Post System

Note 1: Data of 2016 included GAME HOURS(6626.TT).

Note 2: Data of 2020 adjusts companies included in calculation based on industry type, remove OMG(3687.TT) and add Gravitytai(3629.TT).

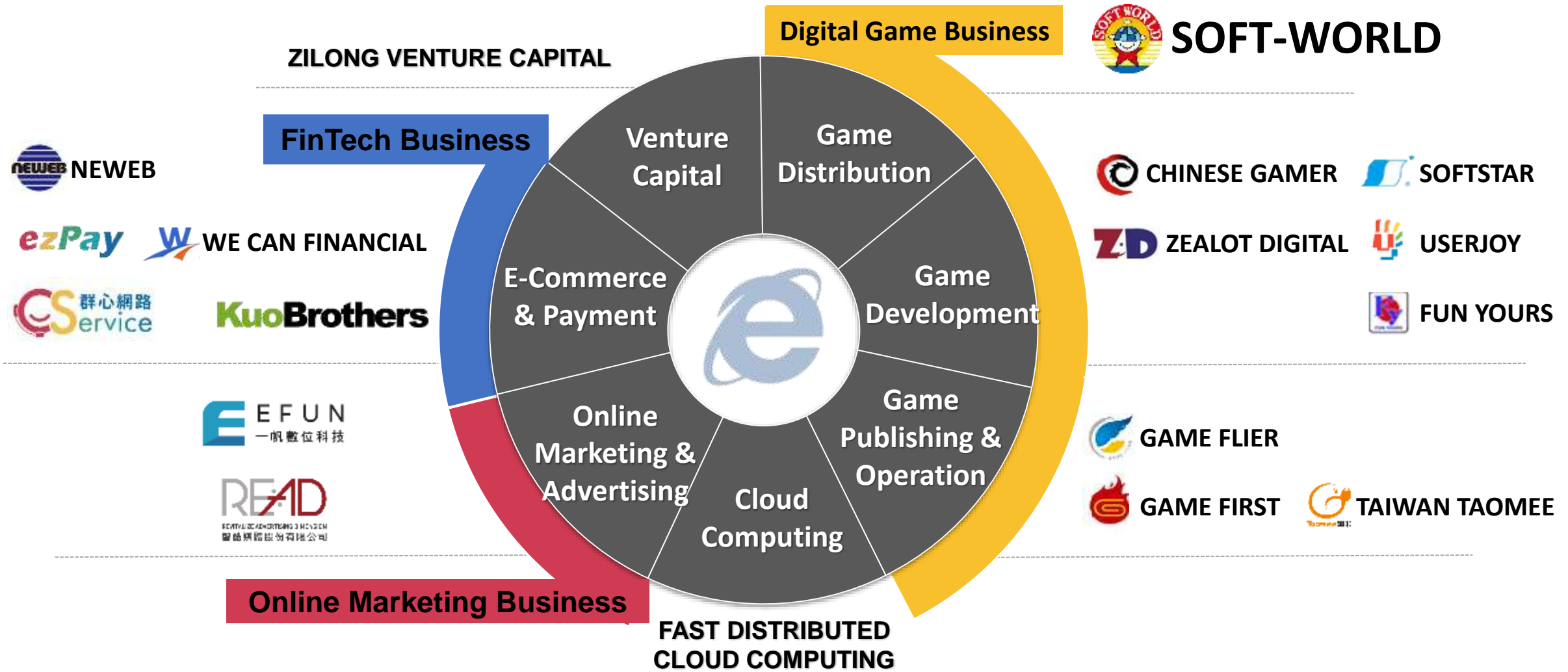
Note 3: Data of 2021 add HAPPYTUK(7584.TT).

Note 4: Data of 2022 removed 2 delisted companies in 2022 H1.

Note 5: Data of 2023H1 has been adjusted to exclude one company that has ceased trading. As of August 14, 2023, there are still 2 companies that haven't updated their financial data. Therefore, statistics are based on 18 companies.

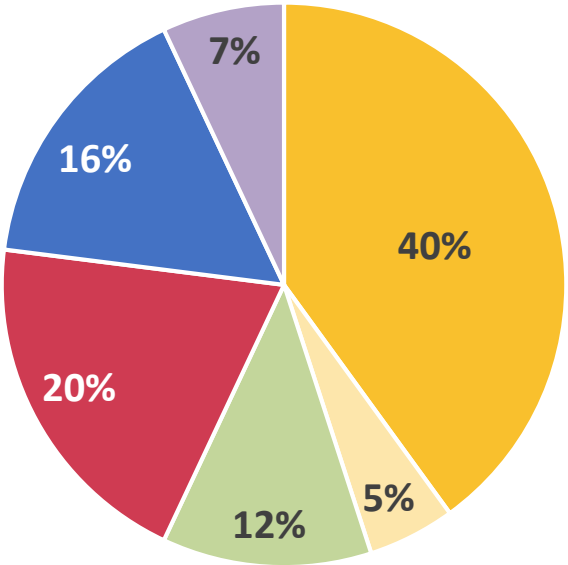
Soft-World Group Overview

A Diversification Strategy in Internet Industry



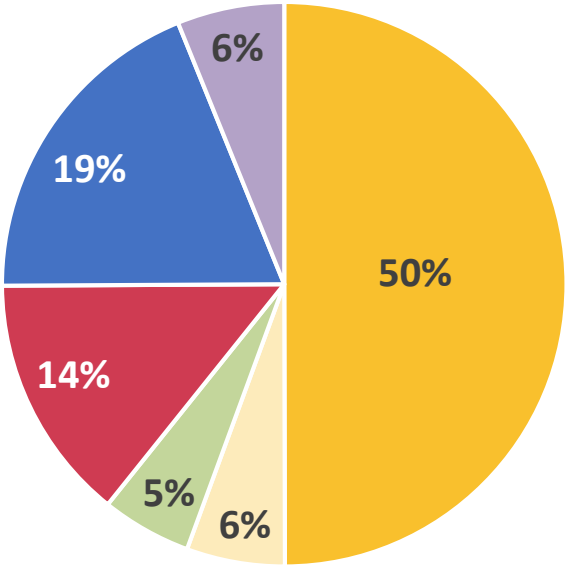
Soft-World Group Revenue Breakdown by Business

2021



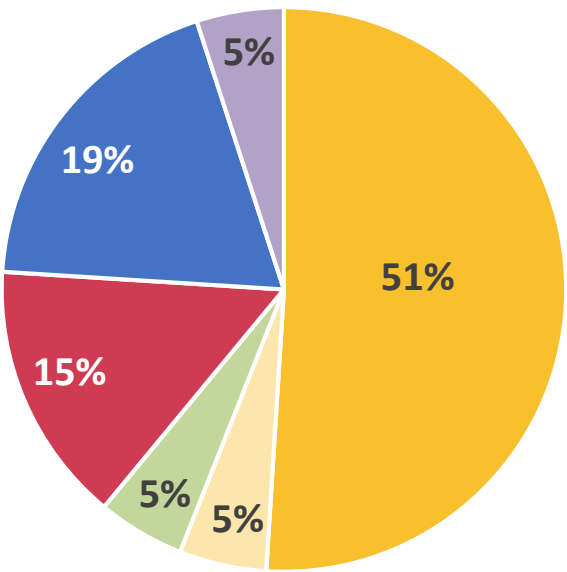
Revenue **6.60 Billion** NTD

2022

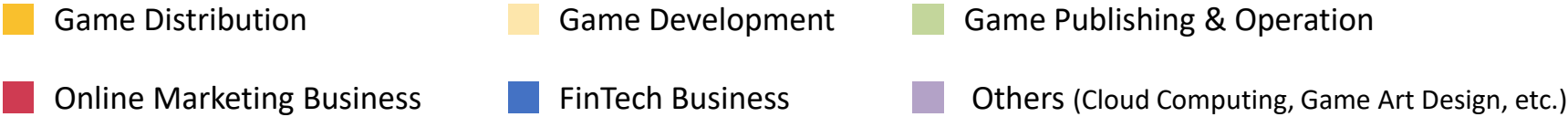


Revenue **6.09 Billion** NTD

2023H1



Revenue **3.25 Billion** NTD



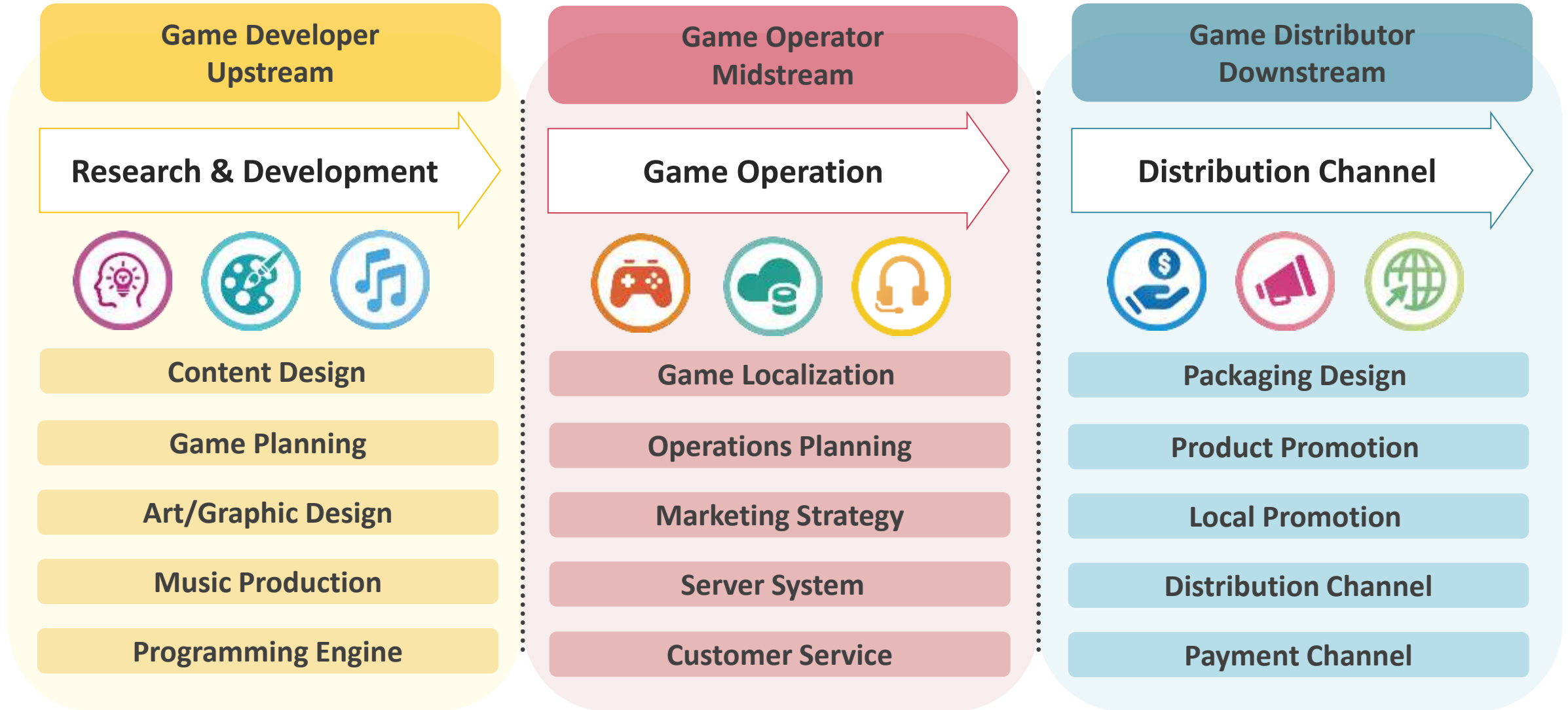


Digital Game Business

Distribution / IP Licensing / Development / Publishing & Operation

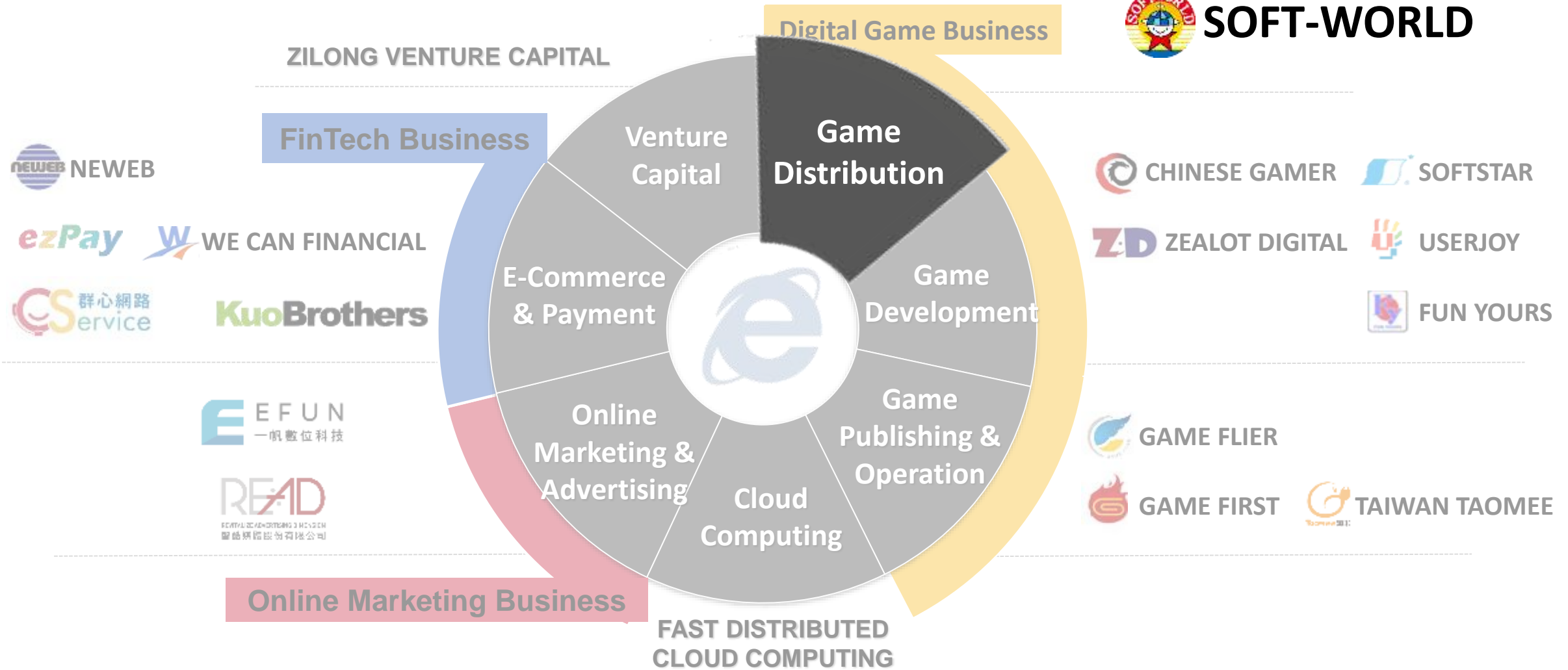


Gaming Industry Flow





SOFT-WORLD



Leading Brand in Game Industry

Soft-World's Integrated Marketing Services



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

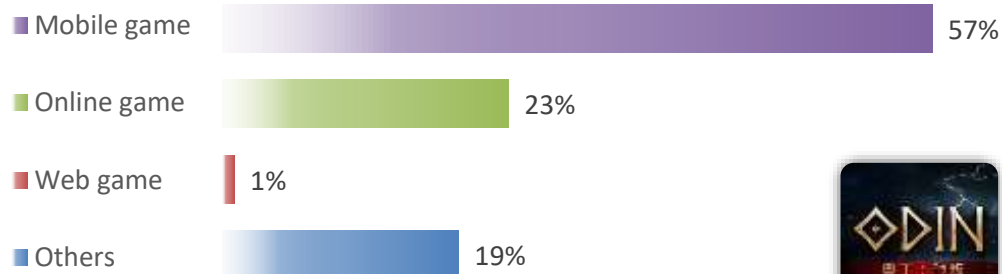
★Members **6.80 Million+**

★Games & Services products **2400+**

★Content Providers **600+**

★Sold in **50,000+** Physical stores

2023H1 MyCard Sales Breakdown by Product



Soft-World Exhibition & Event/Marketing Exposures/Music Production

Extensively Industrial Resources to Increase the Service Performance

魅力角設
IDEA / EVENT / DESIGN



Mass Exhibition and Event Design
Planned **650+** events with **130+** business partners

- Provide a one-stop service on event planning solutions
- Designated long-term partner of worldwide clients

e-PLAY
品牌經銷商聯盟中心



Widest Marketing Exposures
Covered **7000+** physical stores and shopping districts

- Store Front Flags/TV Walls/Rotating Banner, Posters & Display Stands, to reach strong exposures with flexible and diverse creative promotions

冠音樂多媒體中心



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

- Provide services of Soundtrack and Sound Effect of Games/ Animations/ Commercial Ads/ TV Series, MVs Shooting, Video Producing

Soft-World Game Music Production Center

Customized Crafting of a High-Standard Music Lineup



One Large and Six Small Recording Studios

1024 Square meters · Dual Recording System
Seven Independent Recording Studios · Synchronous
Completion · Increased efficiency
The world's most top-notch, large-scale music
production environment



Quality Assurance by a Professional Team

Strong Production Team · International-level
Music Production Standards · Combining Game
Features · Custom Crafting Exclusive Theme Songs

Four Major Advantages

Pioneer of Chinese Game Music Composition

Leading the Game Music Trend for 30 Years ·
Rich industry experience, accumulating a vast
collection of game music works



Special Collaboration Discount for Orchestra Residency

Resident musicians provide for various live instrument
recording needs · Presenting musical depth and richness

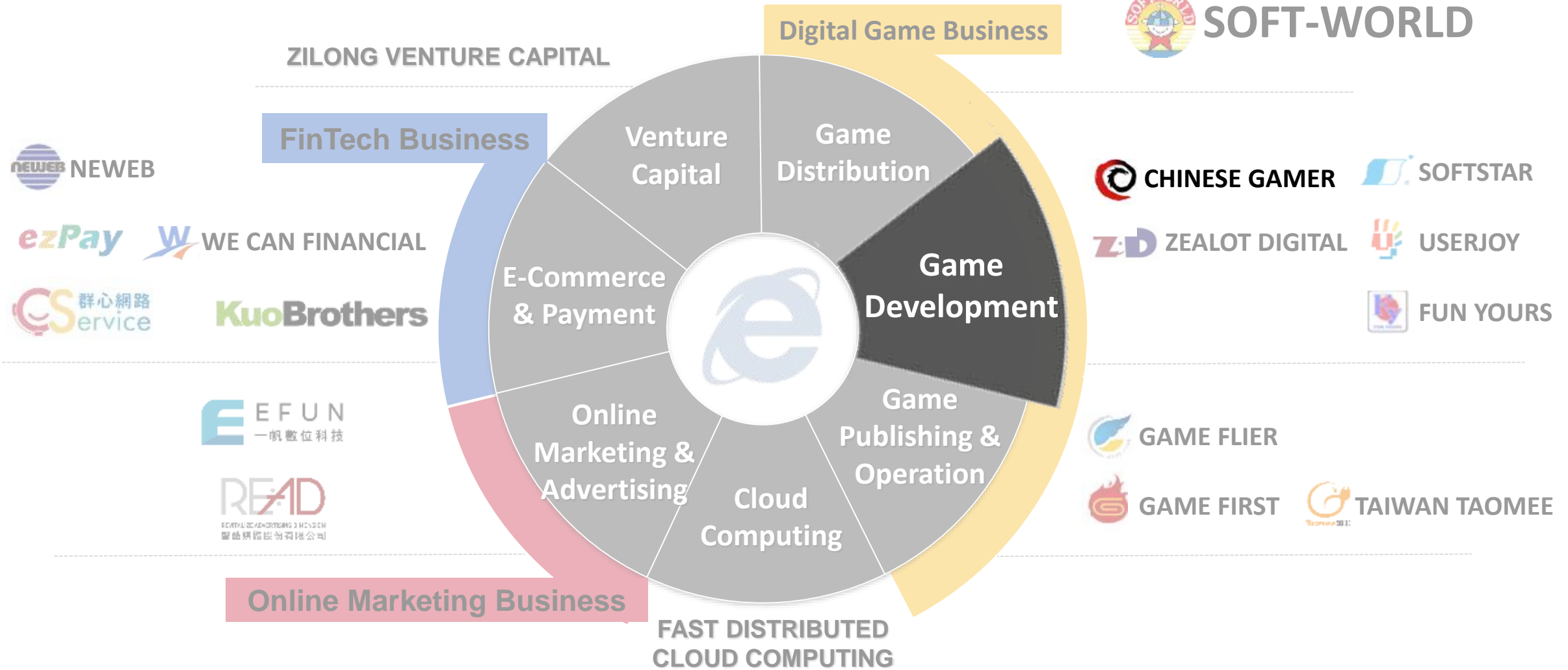
Classic Games IP for Licensing

Game · Anime · Drama & Movie · Merch Crossover Cooperation





SOFT-WORLD





Company Profile

Office: Taiwan HK Beijing

Founded in 2000 · Stock listing in 2003

250 employees includes 180 R&D staff

Business : Online game and Mobile game developed and licensed

Capital : 864 million

Game products





Expand the international market



TS Multiverse

- ✓ *Chinese Gamer's first blockchain game.*
- ✓ *Collaborating with Asia Soft to enter the SEA blockchain market through the game platform "KUBPLAY".*
- ✓ *Launching a multilingual version in Chinese, English, Thai, and Vietnamese.*
- ✓ *Expecting to be launched in Southeast Asia in Q4.*



Wonderland Online

- ✓ *Classic fantasy adventure two-dimensional style end game.*
- ✓ *The diverse world view structure allows players to freely explore the game world.*
- ✓ *Launched multiple times both domestically and internationally, gained high popularity.*
- ✓ *Expecting to be relaunched in Southeast Asia in Q4.*

IP cooperative development Strategy



IP authorization development, low participation

- ☑ IP Licensing Royalty
- ☑ Revenue share

IP cooperative, high participation

- ☑ IP Licensing Royalty
- ☑ Revenue share
- ☑ Operation right in TW HK MO

Advantages of cooperation :

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

Over the past 20 years, a number of well-known online game IPs have been accumulated.

Well-known novels/Hong Kong comics IP



Original IP





Famous IP cooperation authorization overseas



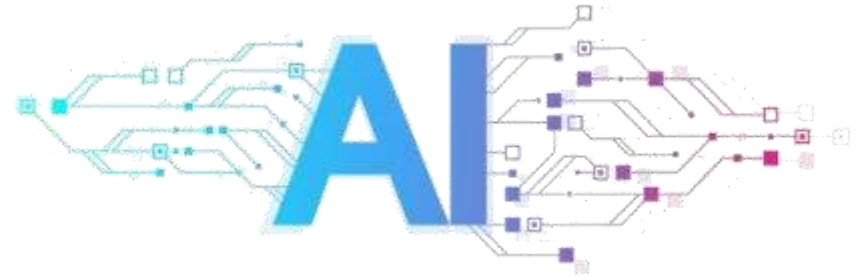
Utilize AI, cloud computing, big data and other technologies drives the development trend of the world game and approach a new milestone.



Game resource generative AI application

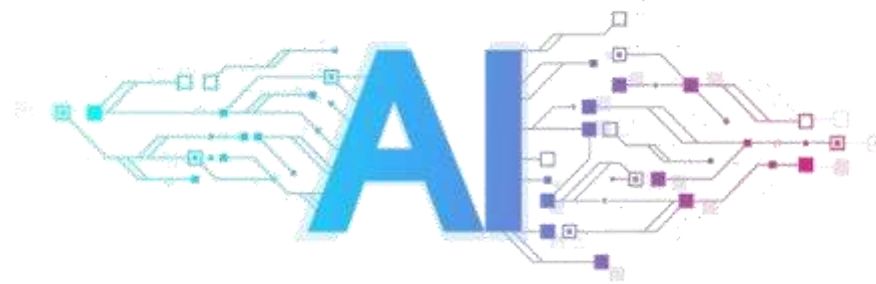
Art Generation

Utilizing AI to train game characters and backgrounds for generating illustrations and derivative products.



Game resource generative AI application

Art Generation



Game product AI testing application

Game function test application

Test buttons, menus and character control physics simulation behavior of games



Execute a large number of test cases to help developers find and fix functional defects



Corporate Strategic Planning

➤ IP authorization

- Diversified cooperation.
- Integration of technical resources.
- IP re-engineering.
- Extending the long-tail synergies of the IP lifecycle.

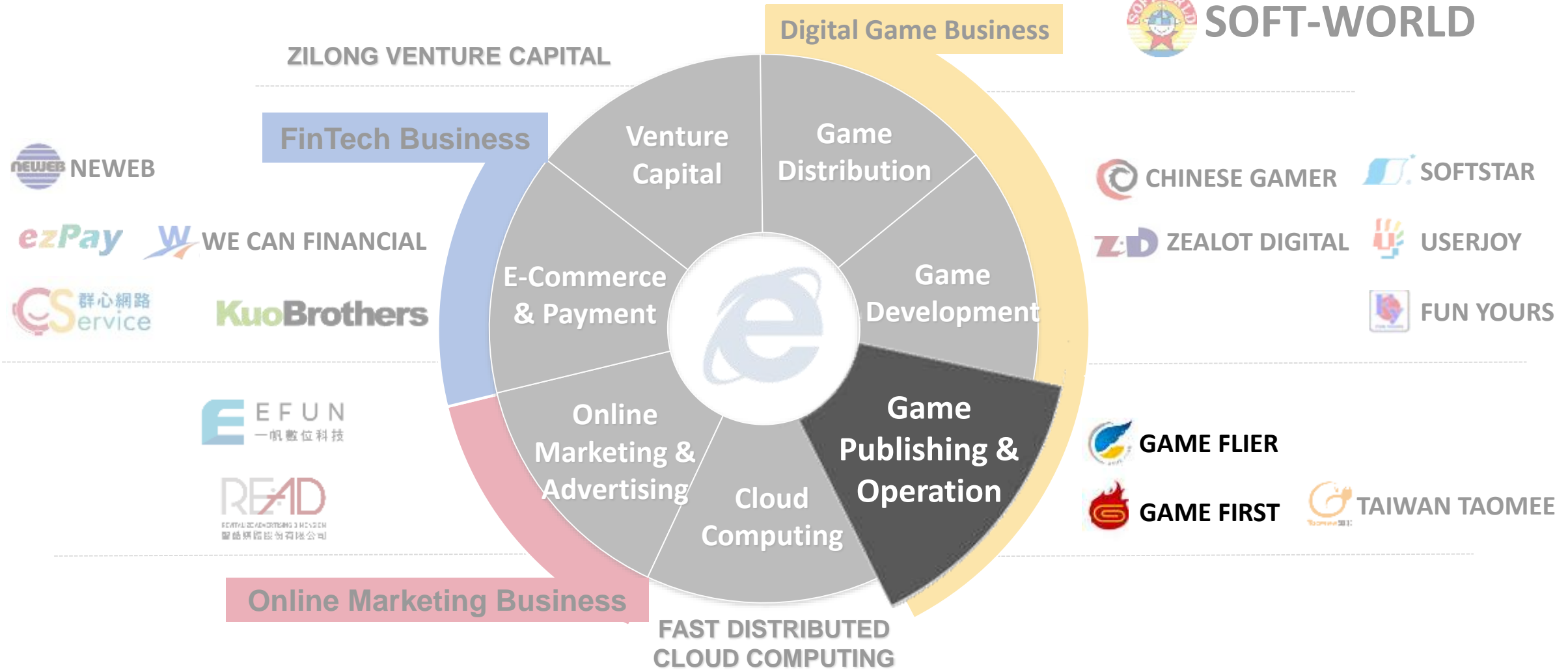
➤ In-depth cultivation of games

- The scale of the global game market still has great potential.
- Reducing costs through the utilization of AI technology.
- Relaunching client games and mobile games.
- Diligently expanding into new markets.





SOFT-WORLD



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



20y

With 20 years of game operation experiences

120+

Operating over 120 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



Others

Game Operation in SEA /

User Experience of Innovative Digital Marketing Field



Anime Style RPG Mobile Game “WHITE CHORD”



Launched on December 22nd, 2022

Roguelike Gameplay

Challenge routes, Level events, Skill cards, and Enhancement effects

The Fun of Character Development

Creating various roles within the world of opera, with a rich cast of characters featuring characteristics from Swan Lake, The Nutcracker, and Macbeth

Crossover Collaboration

VTuber 「Mizuki」 × Virtual Singer 「Xia Yu Yao」
to create exclusive content tailored for players



♪ Top download on Google Play & App Store
on Launch Day



Cross-dimensional Collaboration, Engaging with the ACG Fan Group



Utilize the latest ACG trend and feature a selection of popular VTuber stars

Leverage experiences in game operations and community management to establish varied collaborations

Incorporate virtual singers and VTubers to enhance the gaming experience

- Game Plans: Create game characters and story missions with the R&D team
- Marketing Operations: online and offline activities



Cross-dimensional Collaboration, Engaging with the ACG Fan Group

“WHITE CHORD” theme song, cover event with hundreds of VTubers
and new year offline campaign

Create buzz by organizing ACG OMO events

New collaboration with the well-known VTuber group “Xtreme Deep Field Project”
is about to launch





Game First: International Game Operation & Marketing Service

Game Customer Service

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



Game Marketing & Operation services

- Marketing cooperation in Taiwan, Hong Kong, and Macao:
 - Korea's mobile game "Hundred Soul"
 - Korea's mobile game "Hero Cantare"
 - Korea's baseball mobile game "CPBL 2021"
 - Korea's mobile game "Blades of Three Kingdoms - War"



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

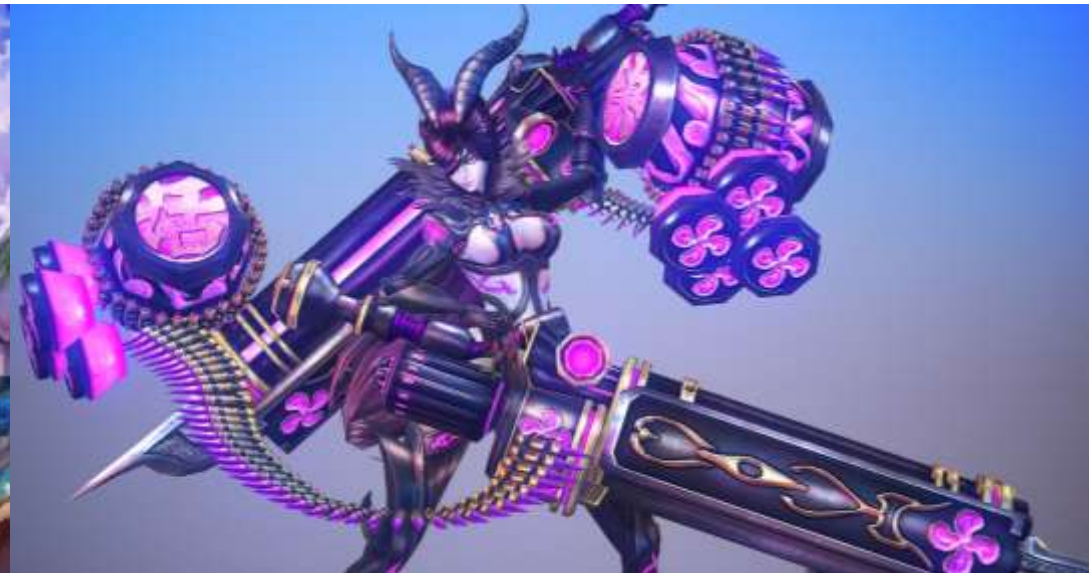


ZD Zealot Digital Game Art Design

A professional game graphic production team with 100+ art designers

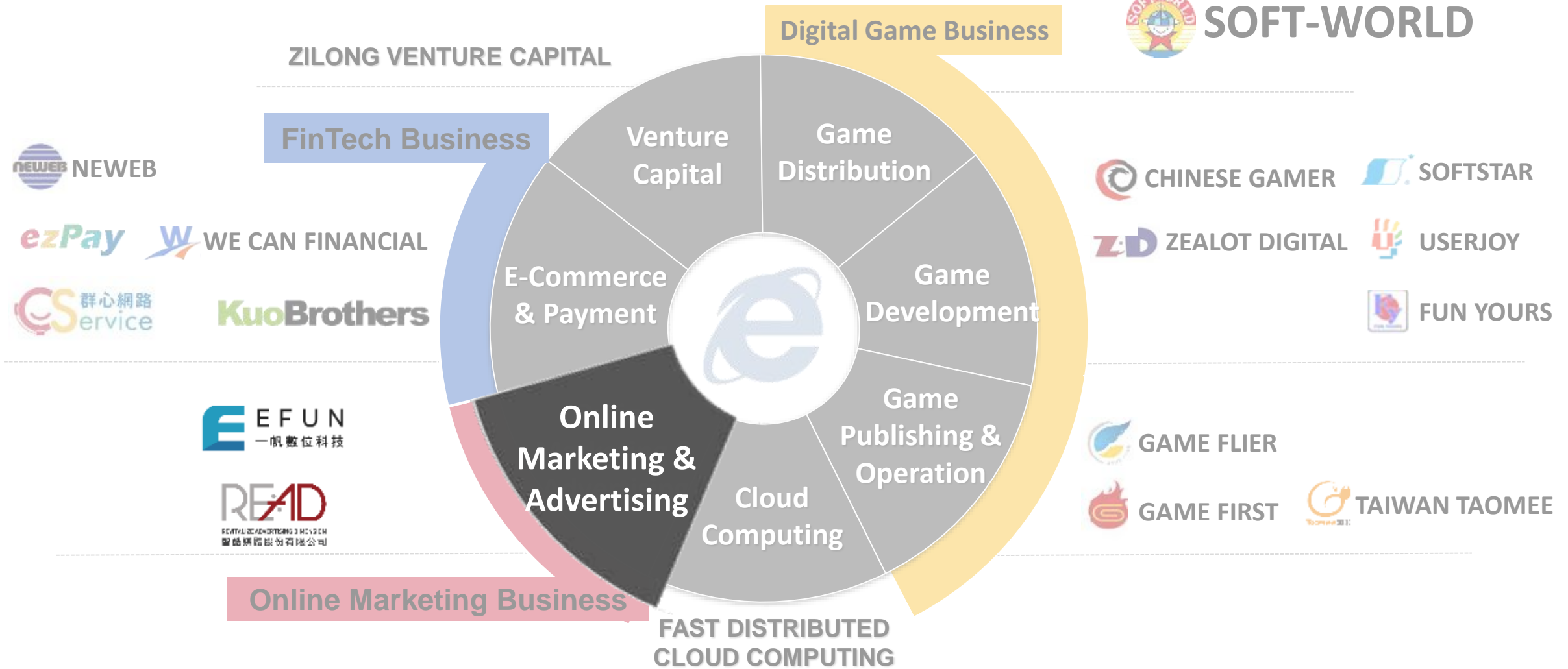
More than 20 years of experience in game development

- ❑ 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



Online Marketing Business

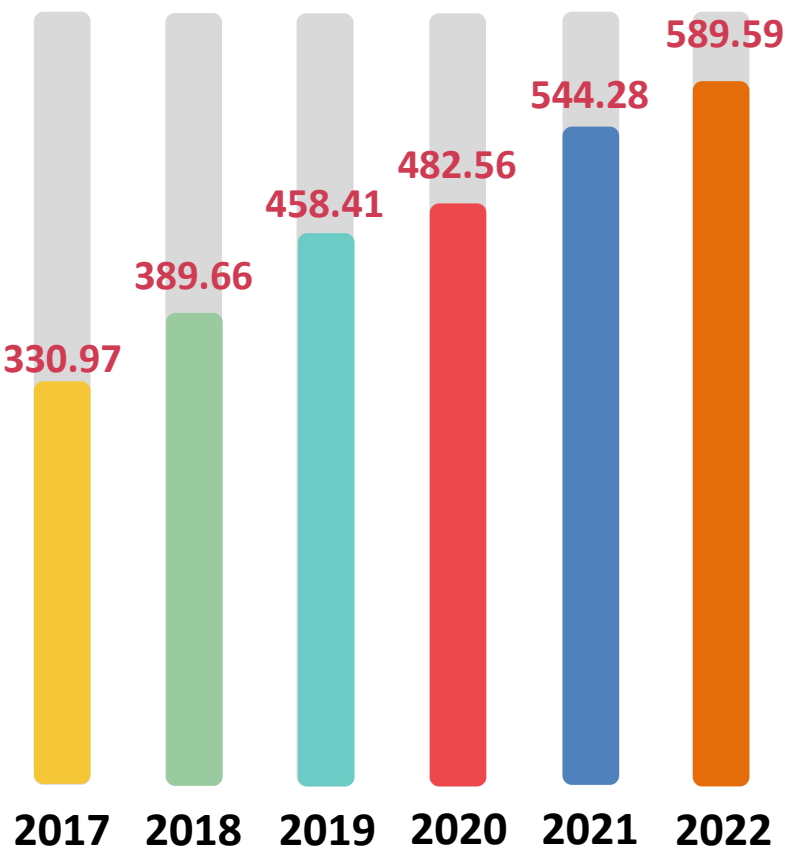
READ
REVITALIZE ADVERTISING DIMENSION
智酷媒體股份有限公司

E EFUN
一帆數位科技

Online Marketing Trends in Taiwan

The Market Size of Online Marketing in Taiwan

Unit: NTD in 100 Million



2022 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, Digital-native Brands	15.4%	90.7	11.7%
2	Game Industry, Applications	13.9%	82.1	4.8%
3	Finance & Insurance	9.3%	55.1	8.1%
4	Fast Moving Consumer Goods, Daily Necessities	8.5%	50.2	7.2%
5	Cosmetics, Care products, Cosmetology & Hairdressing Services	8.0%	47.4	21.9%

Source: The Digital Marketing Association(DMA)

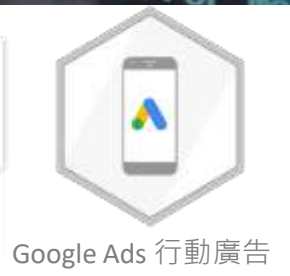
The Expert in Online Marketing: Maximize Marketing Performance

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.

Collaborated with **700+** enterprises and leading brand related to digital content providers, e-commerce, 3C, real estate, health care, catering & retail, fashion & cosmetics, social networking, finance & insurance and more.

Google facebook LINE Certificated Partners



BIG DATA-Driven MarTech Solution Provider

Service Teams

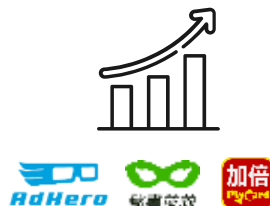
Ads Optimization Consultant · Multimedia Art Design · Big Data Research · Ads Technological Platform

Provides comprehensive media service with optimized ad technology and online marketing plan, aims to Improve ad performance and guide brand partners to the global



Global Media

Work closely with global media platforms to bring the latest adtech



Owned Media & Tool

AI Technology + DMP to Improve ad performance



Vertical Media

Diversity media resources + precisely target audiences to pick the best ad channels for promotion



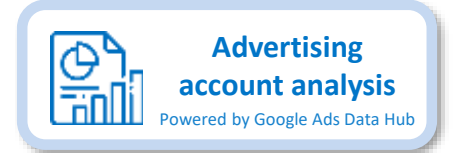
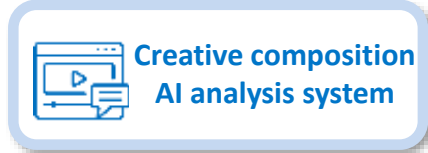
KOL & Community

Well experienced in KOL and word-of-mouth marketing campaigns

Digital Advertising Platform “AdHero”

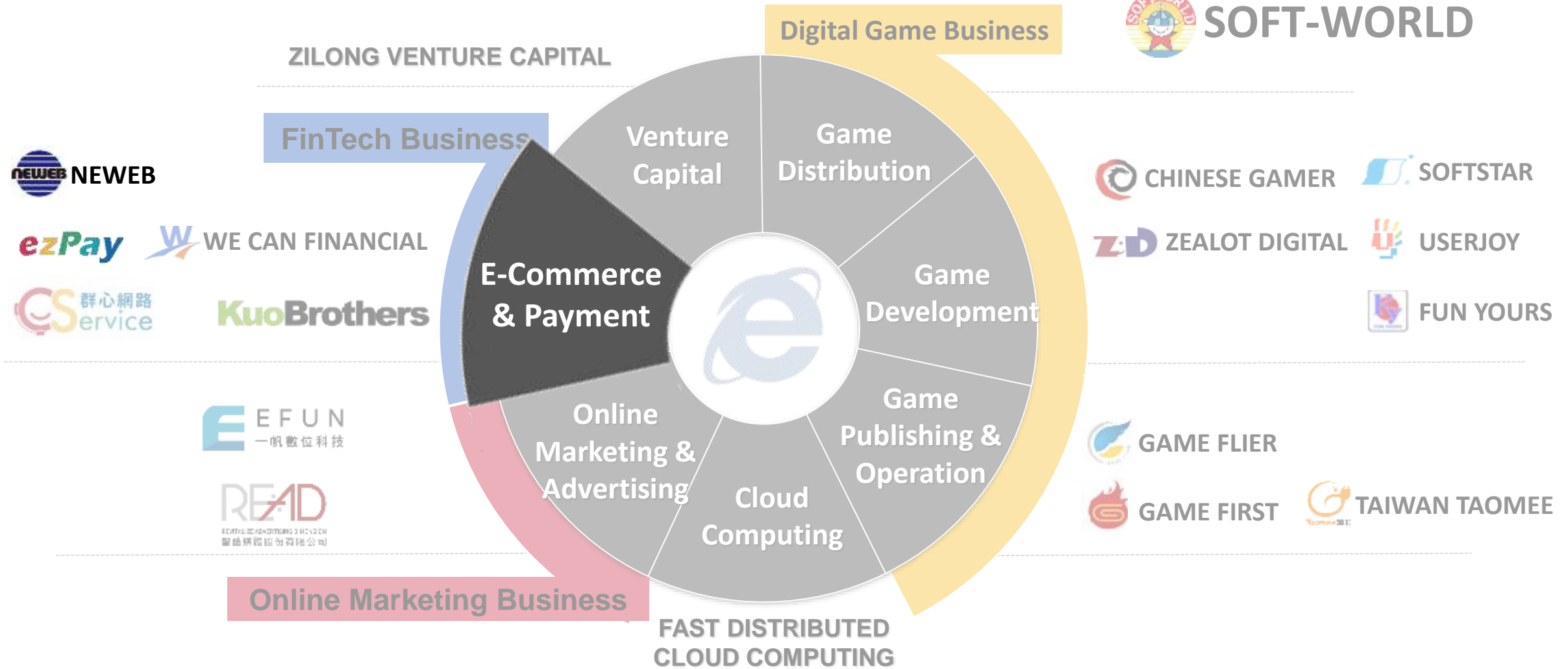
The New AI Platform of Marketing Technology

- 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





SOFT-WORLD





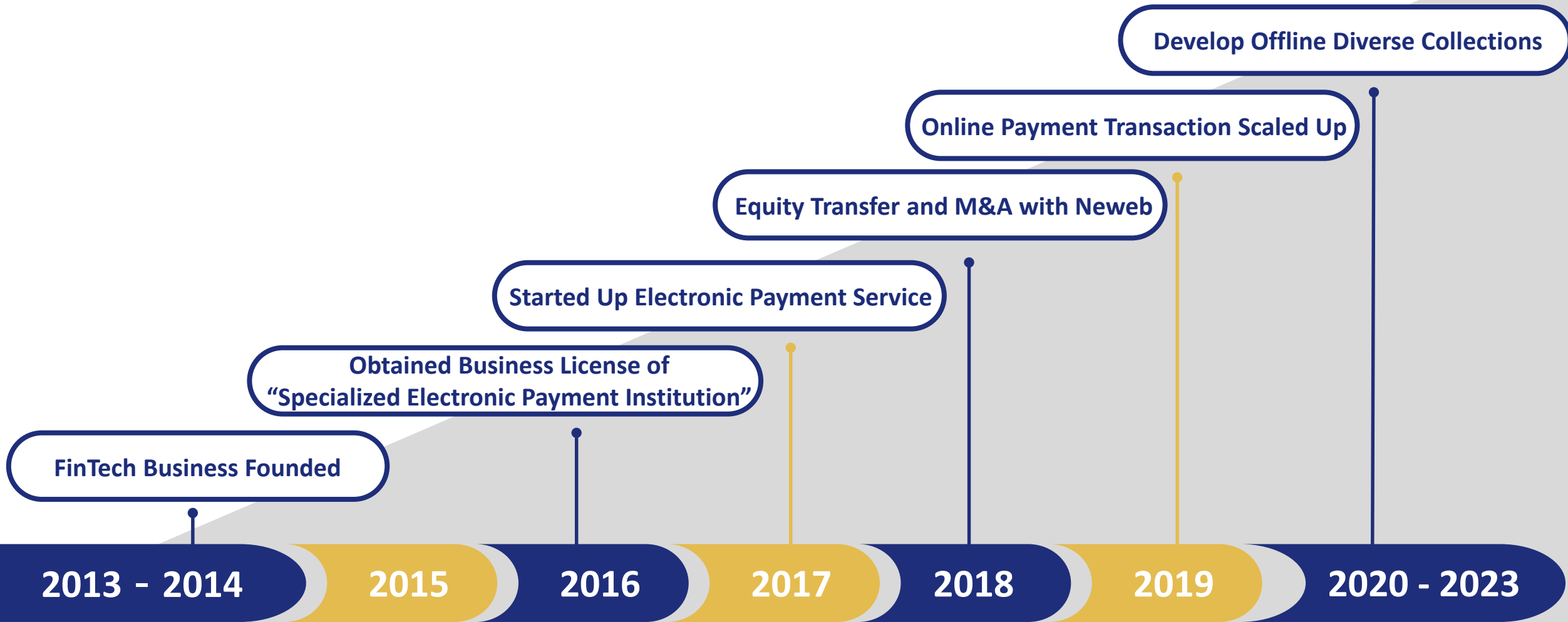
藍新金融科技集團
Newweb FinTech Group

FinTech Business

Payment, capital flow, added value and integrity.



Development Milestones



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

Taiwan well-know 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

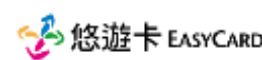
Support

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, 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



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  appointed stores

Access to major franchise channels and physical stores in Taiwan

Phase 3

Expand  using field

Phase 4

Develop B2B/B2B2C/C2C complete payment applications

Newweb Group Provides Complete Online to Offline Payment Functions

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

70 *Billion(NTD)*

Online Payment Volume in 2022

Coverage of Payment Value-Added Applications
Online Donation, Pay Taxes and Expenses, Electronic Invoice,
Electronic Receipt, Electronic Voucher, etc.

One-Soft-World One-Stop Service Empowers Global Game Distribution



The background of the slide features a light gray, abstract geometric pattern composed of numerous interconnected triangles of varying sizes, creating a mesh-like effect.

2023 H1 Financial Report



2023 H1 SOFT-WORLD Consolidated Financial Report

(Unit: NTD in Thousand)	2023 Q2	%	2023 Q1	%	2023 H1	%	2022 H1	%	YoY%
Operating Revenue	1,600,397	100	1,659,573	100	3,259,970	100	2,920,534	100	12
Operating Costs	789,487	49	768,957	46	1,558,444	48	1,324,381	45	18
Gross Profit	810,910	51	890,616	54	1,701,526	52	1,596,153	55	7
Operating Expenses	532,966	33	596,696	36	1,129,662	35	1,115,520	38	1
Operating Income	277,944	17	293,920	18	571,864	18	480,633	16	19
Non-Operating Income and Expenses	35,414	2	40,175	2	75,589	2	36,791	1	105
Net Income Before Tax (Loss)	313,358	20	334,095	20	647,453	20	516,939	18	25
Net Income After Tax (Loss)	245,181	15	264,449	16	509,630	16	407,799	14	25
Net Profit (Loss) Attributable to Shareholders of the Parent	214,564	13	262,775	16	477,339	15	376,136	13	27
EPS	1.77	-	2.17	-	3.94	-	3.10	-	-



The end

Thank you