

Soft-World Group 5478.TW Group Introduction

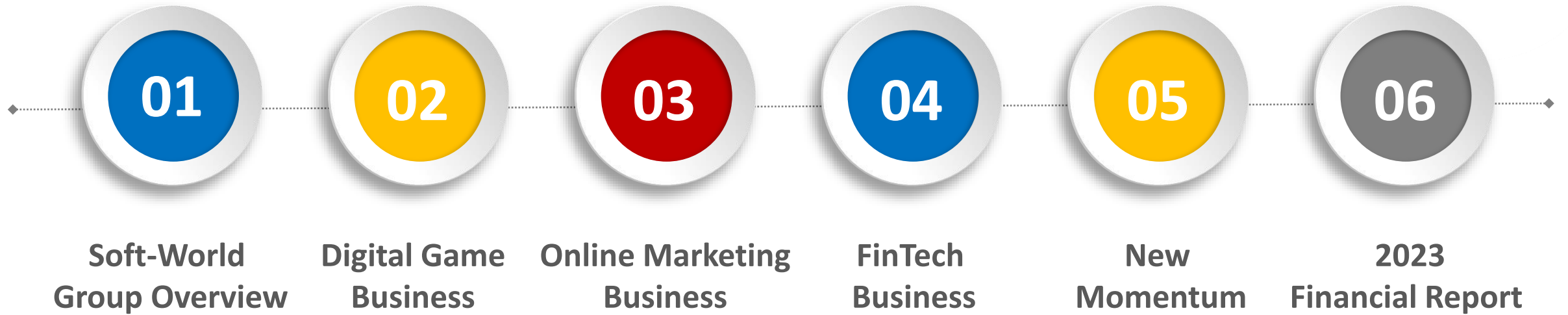


2024.03

Disclaimer

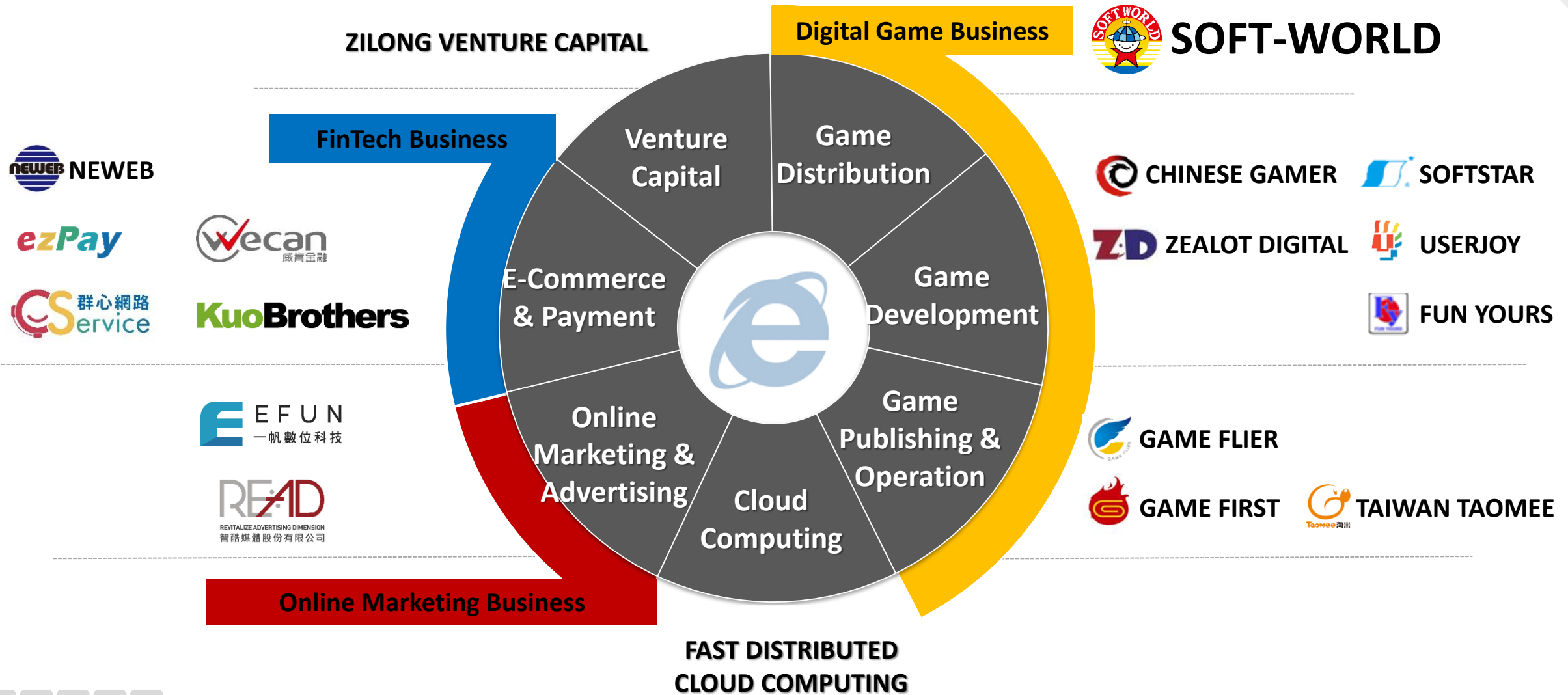
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Outline

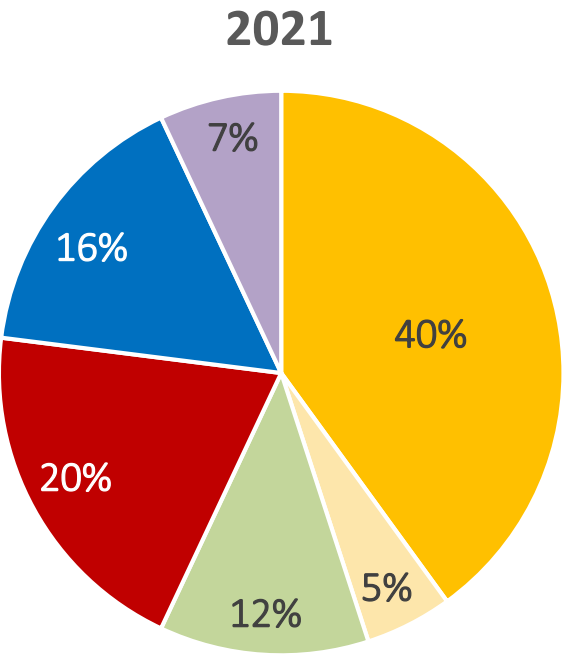


Soft-World Group Overview

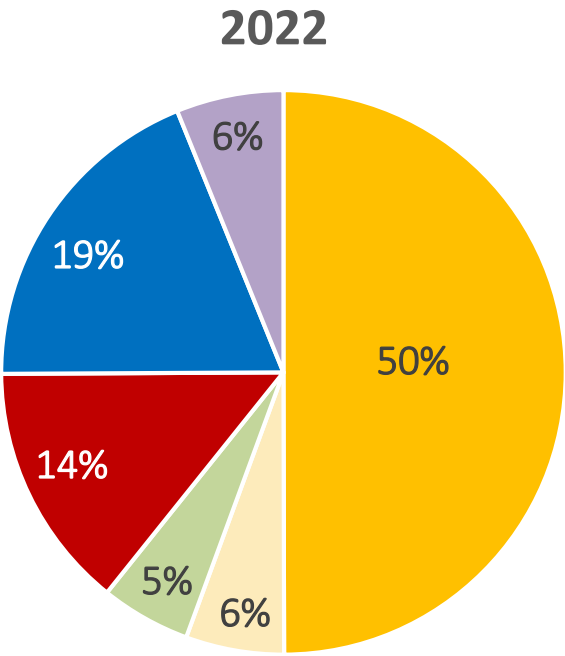
A Diversification Strategy in Internet Industry



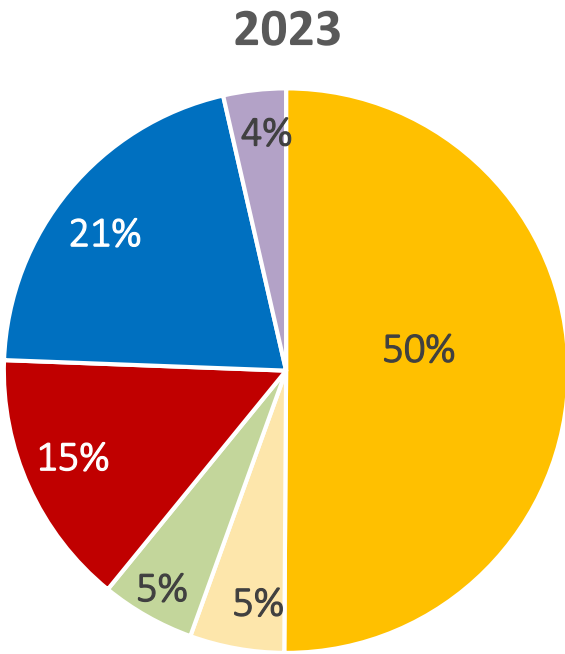
Soft-World Group Revenue Breakdown by Business









Revenue **6.60 Billion** NTD



Revenue **6.09 Billion** NTD



Revenue **6.24 Billion** NTD

- | | | |
|---|--|---|
|  Game Distribution |  Game Development |  Game Publishing & Operation |
|  Online Marketing Business |  FinTech Business |  Others (Cloud Computing, Game Art Design, etc.) |

Digital Game Business

Distribution / IP Licensing / Development / Publishing & Operation



CHINESE GAMER



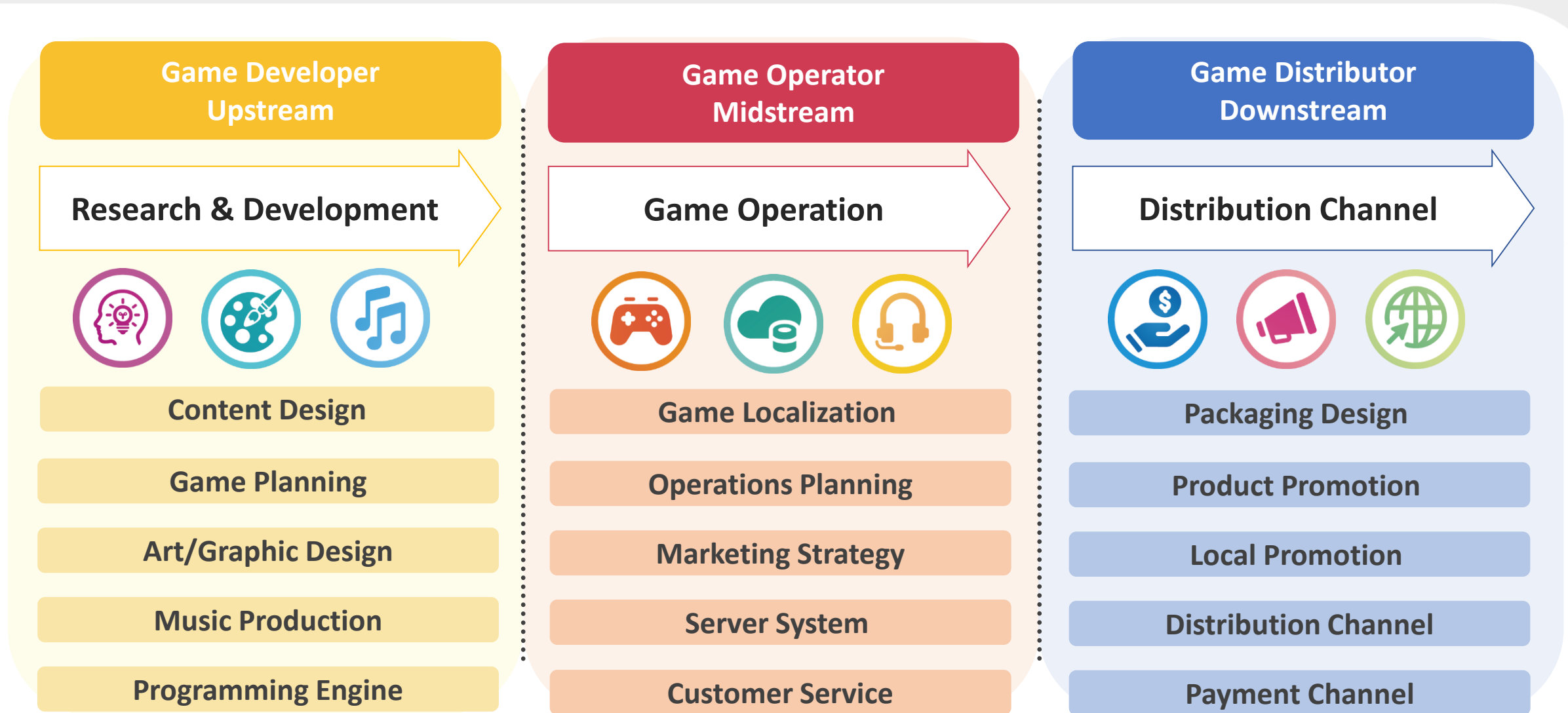
GAME FLIER

Game

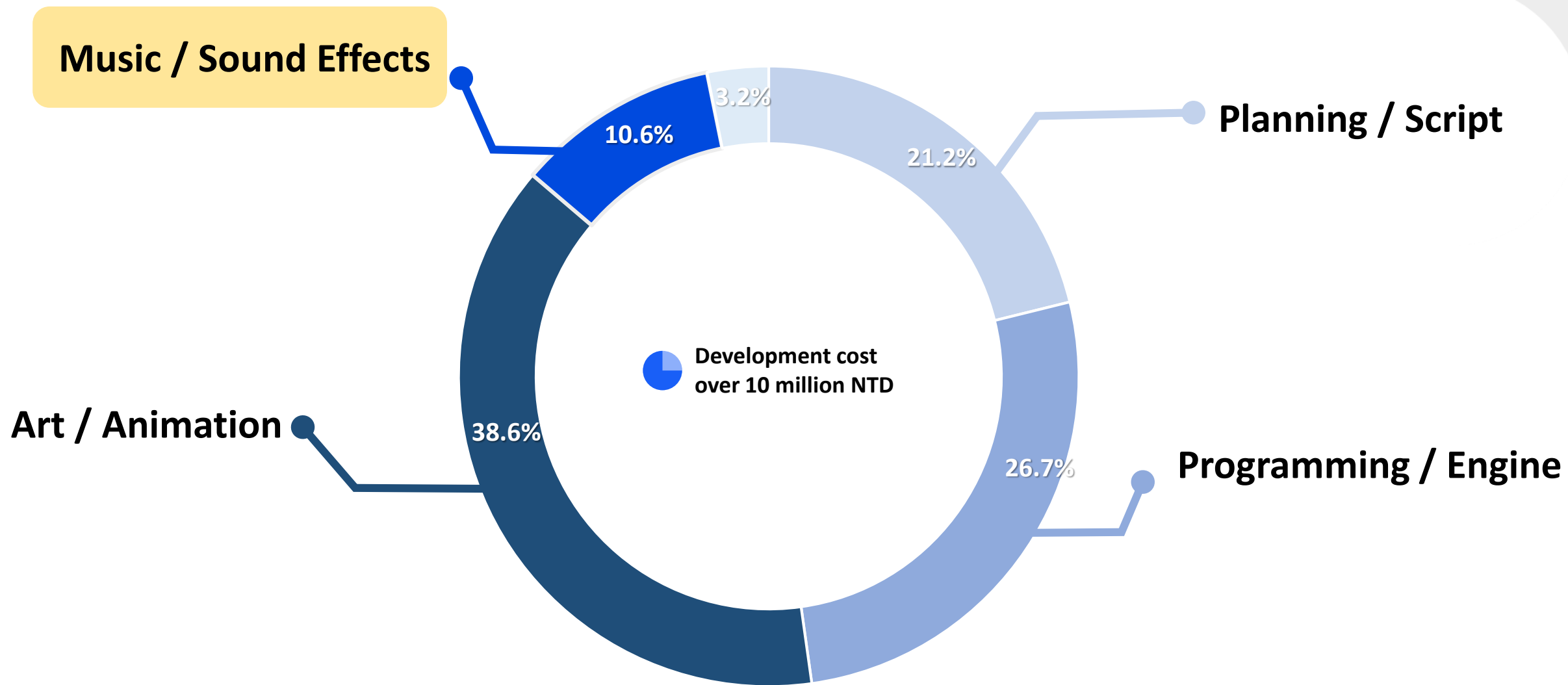
Martech

Fintech

Gaming Industry Flow

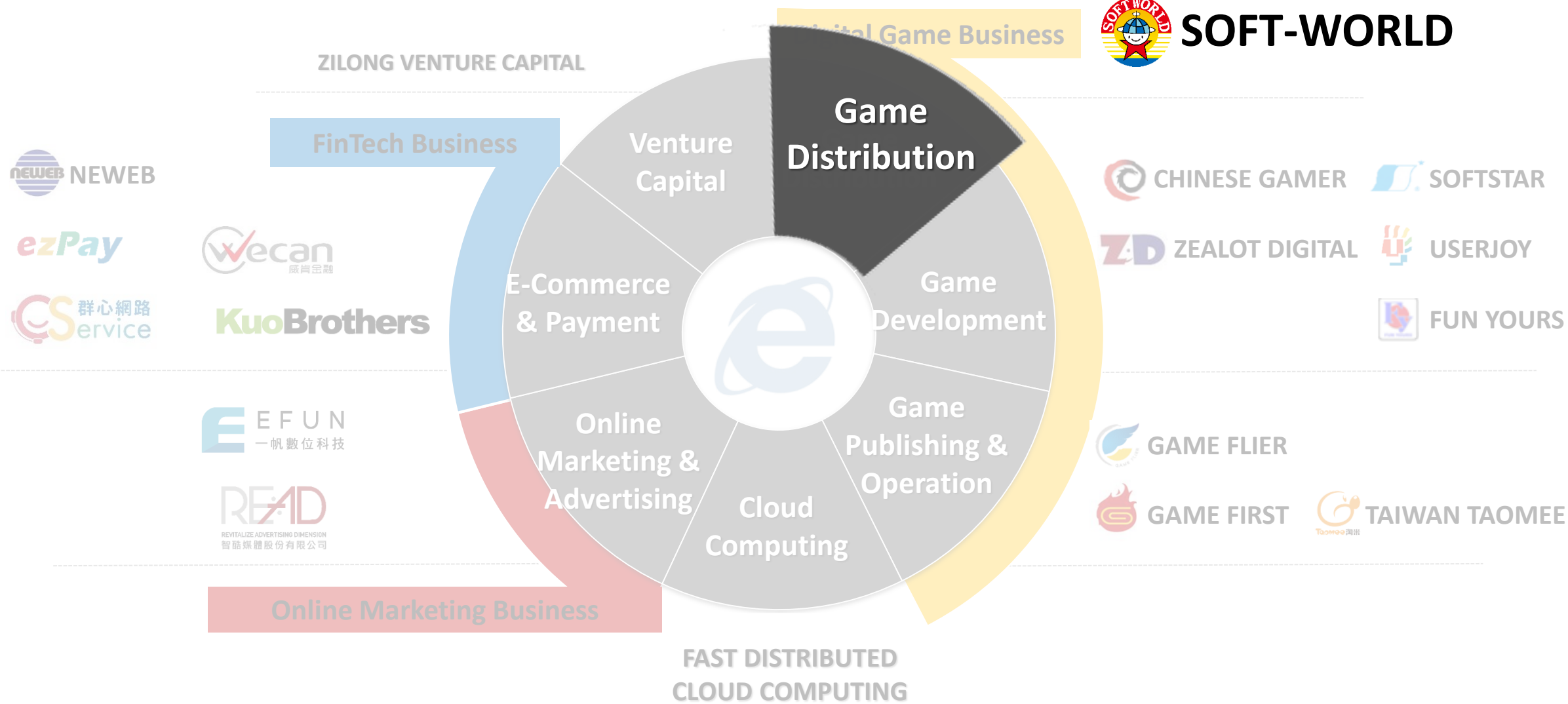


Budget Allocation Overview for Taiwanese Game Developing





SOFT-WORLD



Leading Brand in Game Industry

Soft-World's Integrated Marketing Services



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

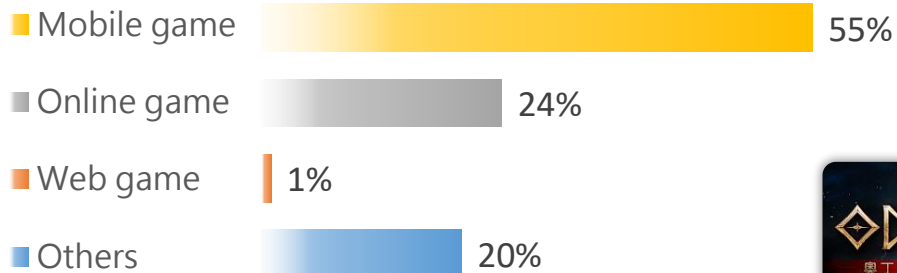
★Members **7 Million+**

★Games & Services products **2,400+**

★Content Providers **600+**

★Sold in **50,000+** Physical stores

2023 MyCard Sales Breakdown by Product



Online & Offline Promotions



Interactive Video Platform



Expo/Event Planning



Digital Marketing & Advertising



Games Multimedia Channel



MyCard Bonus APP



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 **700+** events with **130+** business partners

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

e-PLAY
數位網路數位銷售平台



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

智冠音樂多媒體中心



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

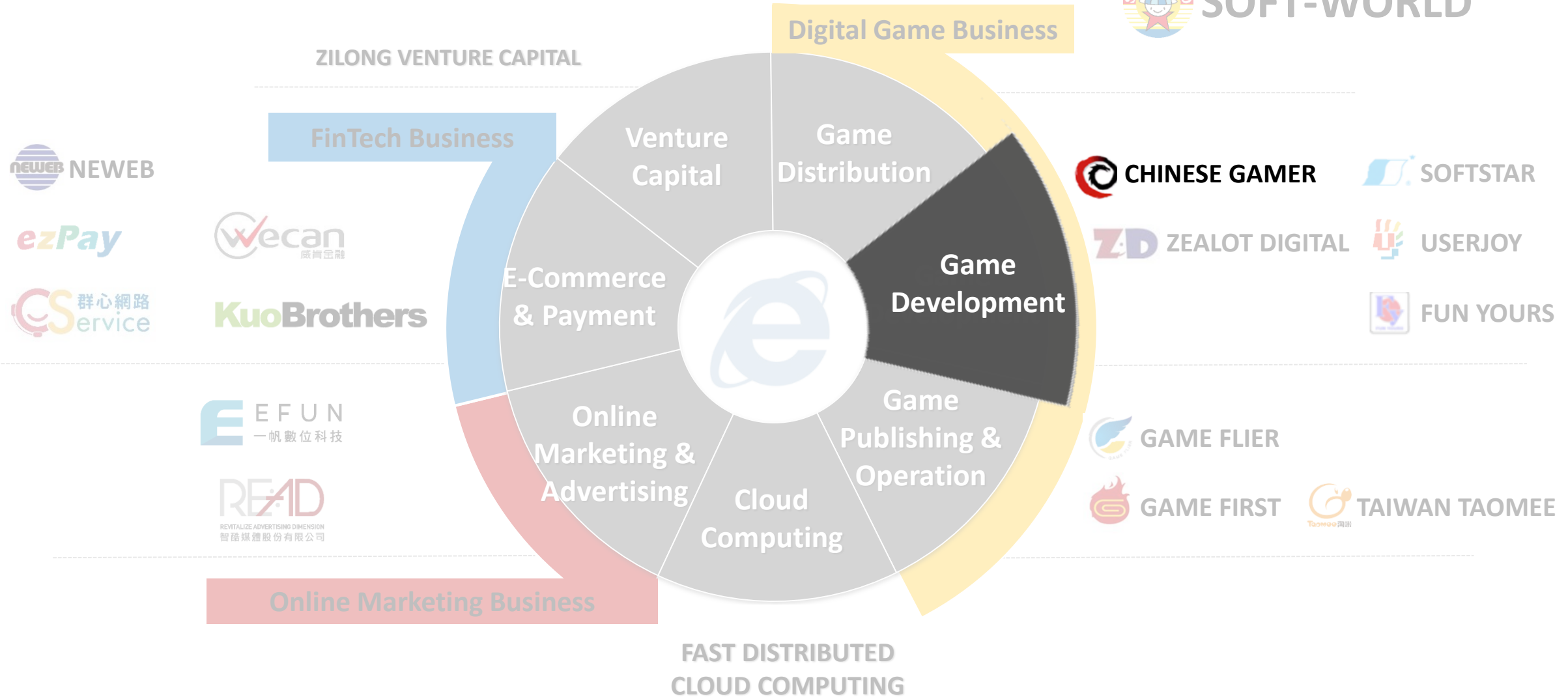
Classic Games IP for Licensing

Game · Anime · Drama & Movie · Merch Recreate the value of IP





SOFT-WORLD



Game Products





2024 Game Pipeline

2024 H1

1. 《TS 2:Reborn》 STEAM
2. 《TS Multiverse》

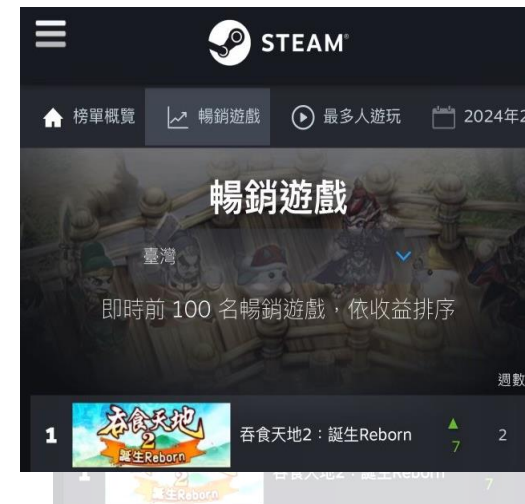
2024 H2

1. 《Wonderland M》 STEAM
2. 《Chinese Hero Online》
New Version



《TS 2:Reborn》 STEAM

- The game has been optimized and redesigned, reintroducing the new system "Adventure Handbook" along with multiple new generals.
- Launched on February 21, 2024, the game supports on both STEAM and PC, and is available in both traditional and simplified Chinese languages.
- Bestseller rank in **first** place on STEAM in both Taiwan and Hong Kong.
- The most famous original IP of Chinese Gamer, which has released many series of products.
- Manage IP value and continue the business strategy of flexible use of IP.



《TS Multiverse》

- Chinese Gamer's first blockchain game.
- Collaborating with Asia Soft to enter the SEA blockchain market.
- Launching a multilingual version in Chinese, English, Thai, and Vietnamese.
- Continues to activate this well-known self-owned IP of Chinese Gamer and maximize the value of it.
- **Expecting to be launched in Southeast Asia in Q2.**



《Wonderland M》 STEAM

- A classic fantasy adventure turn-based mobile game.
- Introducing a brand new real-time matchmaking system for PVP battles.
- New diverse pets and mounts have been released.
- Special vehicles now enable players to travel around the 'Wonderland M' world.
- Set to launch simultaneously in Taiwan, Hong Kong, and Macao in Q3.



New Version of 《Chinese Hero Online》

- Classic PC game of Chinese Gamer.
- Launched the unbounded three-server co-fighting mode.
- Released multiple new systems, tasks, functions and professions.
- Re-optimize the game interface to enhance player gaming experience.
- Expected to be launched simultaneously in Taiwan, Hong Kong, Macao and Southeast Asia in Q4.



AI Application in Games

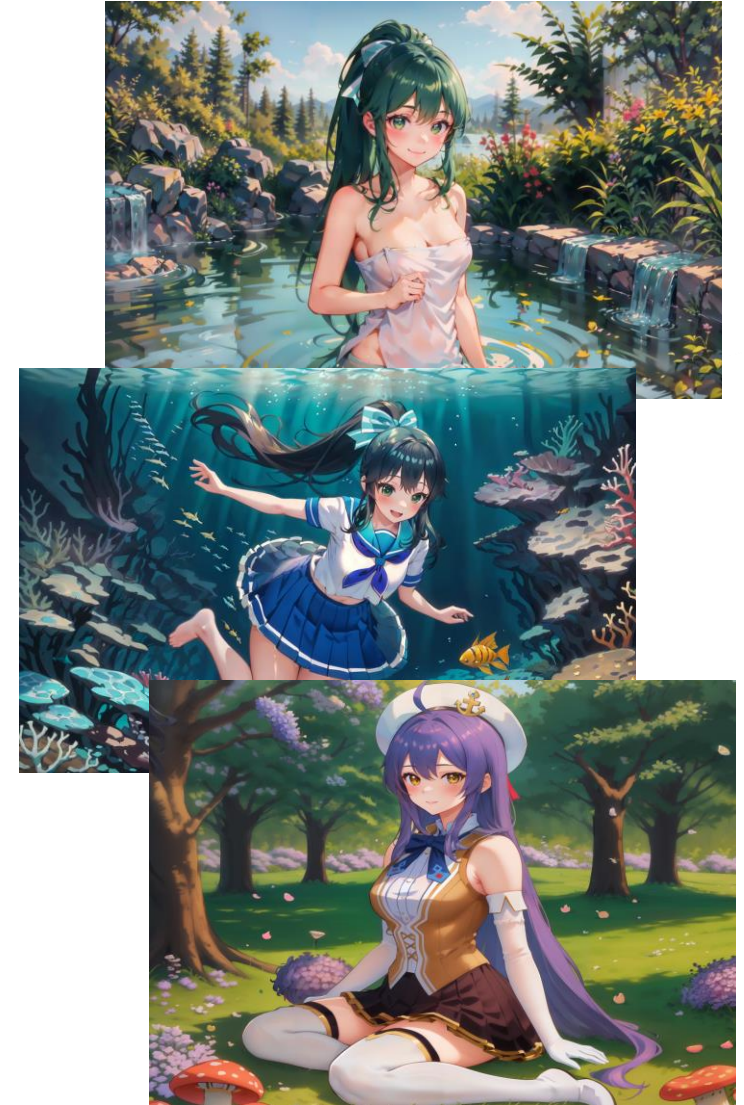
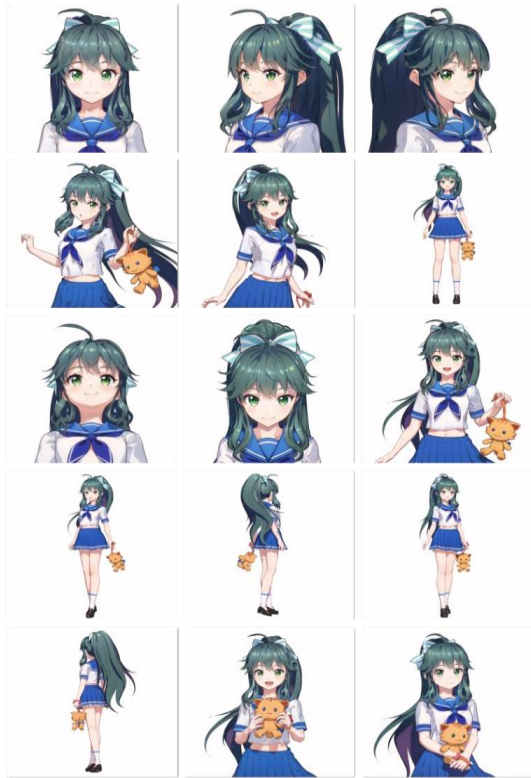




Game Resource Generative AI Application

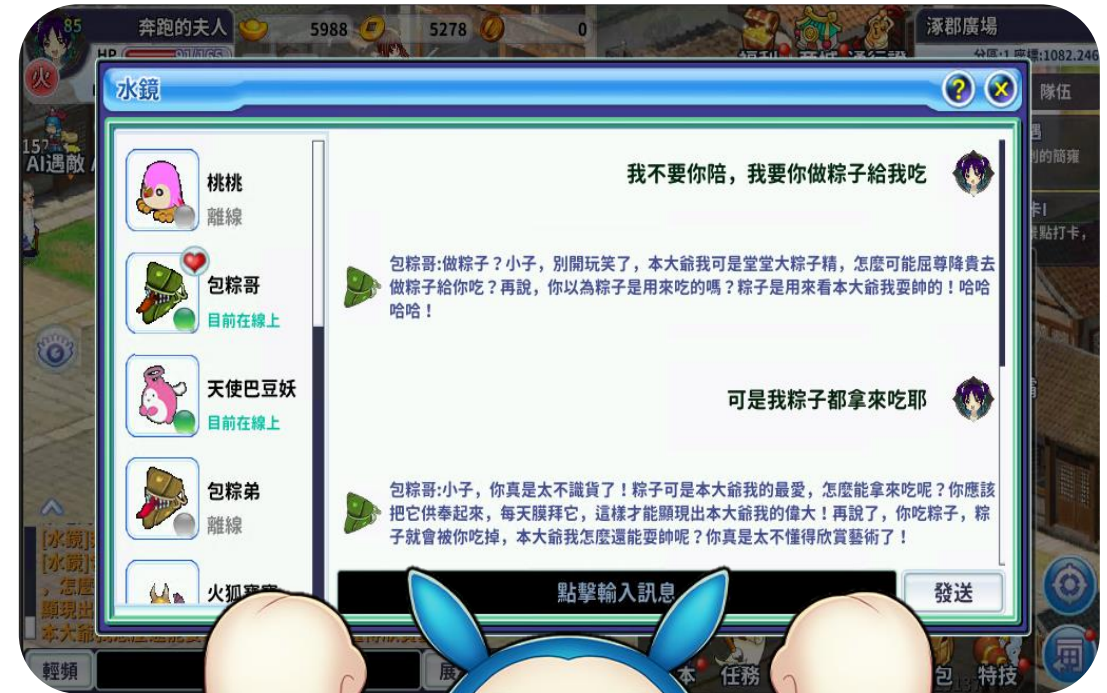
Art Generation

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



Game NPC AI Application

- NPC AI dialogue function launched.
- Players can have free conversations with NPCs.
- Players can engage in adventure simulation with NPCs.
- Bring players a new gaming experience.
- Already used in “TS M”.





Corporate Strategic Planning

IP Authorization

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

In-depth Cultivation of Games

- Expand into new markets continuously.
- Integrating AI processes to reduce production costs.



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, & Enhancement Effects

Crossover Collaboration & Fan Operation

#Virtual Singer & VTuber Gaming Experience

#ACG Trends & Popular VTStars

#Ongoing Themed Collaborations,
New Character & Stories



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



3D Wuxia-style Online Game 《Tian Long Grandmaster》



Launched on Nov. 3rd, 2023 in Taiwan

Character Development, Guild Interaction, Classic Gameplay

Nine Major Sects, Pet Breeding, Crafting, Mount Hua Duel,
Zhenlong Chess, Guild Trading

Upgrade Comprehensive Wuxia Experiences

New Sects, Dungeons, Battlefield Systems, and More Content

Faithful Restoration of the 2008 Classic Version

Players Respond Enthusiastically





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.



Online Marketing Business

Advertising / Marketing Consulting/ Digital Platform



Game

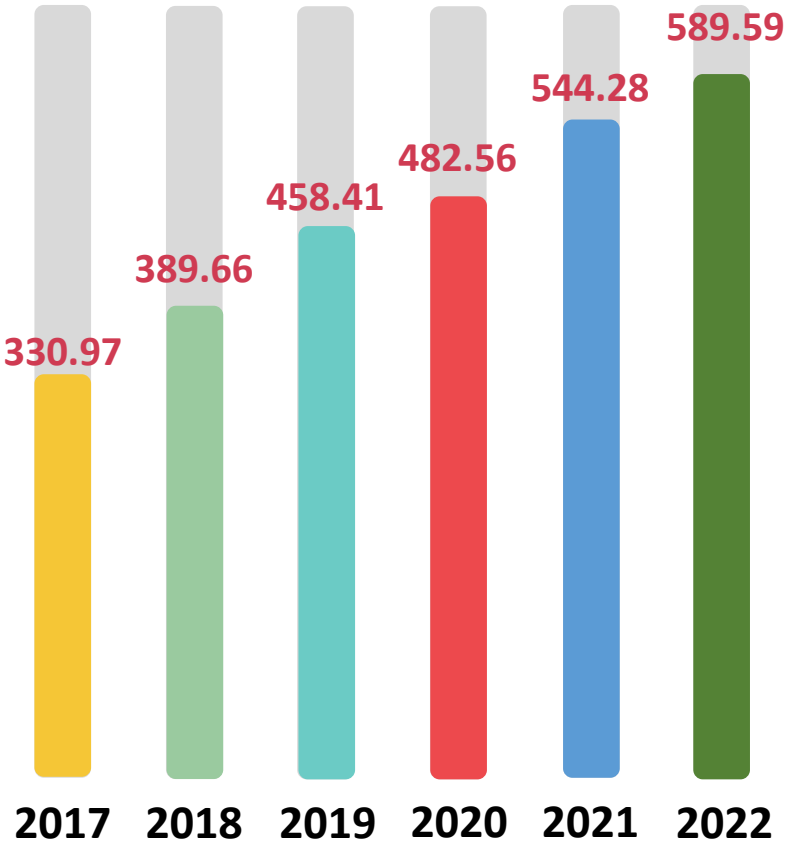
Martech

Fintech

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

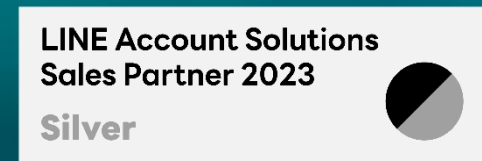
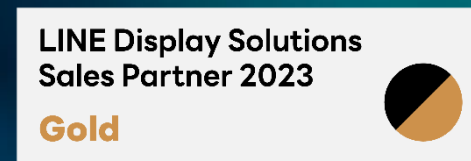
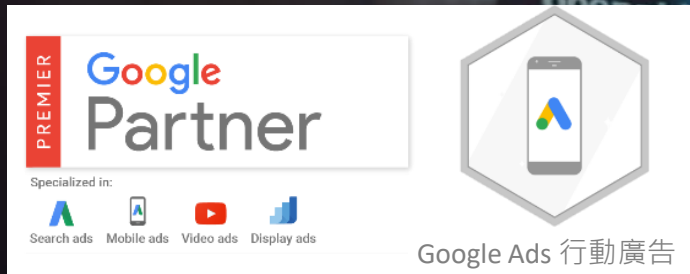
Rank	Industry Type	Ratio of Digital Ad.	Investing Amount (100 million)	Annual growth rate
1	E-Commerce, Digital-native Brands	15.4%	90.7	11.7%
2	Game Industry, Applications	13.9%	82.1	4.8%
3	Finance & Insurance	9.3%	55.1	8.1%
4	Fast Moving Consumer Goods, Daily Necessities	8.5%	50.2	7.2%
5	Cosmetics, 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

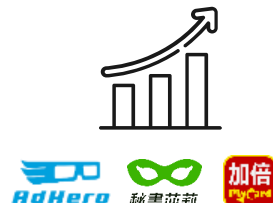
Ads Optimization Consultant · Multimedia Art Design · Big Data Research · Ads Technological Platform

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



**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

Big Data

US\$ 100M

Ads Delivered

Creative Analysis

100,000+

Images & Videos

Information Security

Google Cloud

Security and Privacy Standards

AI Technology

1,000,000+

Ad Campaigns



AI Applications to Create More Possibilities of Marketing

Original character portraits



Diverse applications like character actions, styles, backgrounds, voice acting, animation, and video generation

Cute version / LINE Stickers



Simulation Coser



Provide Comprehensive Digital Marketing Solutions to Enhance Effectiveness for Our Clients

Boost game downloads by 60%

- ◆ Through diversified media integration, coupled with word of mouth marketing and KOL cooperation, increase game visibility and discussion volume, and drive downloads through mainstream media operations.
 - ◆ Localized advertising materials
 - ◆ AI-assisted technology
 - ◆ Big data analysis
- ➔ Enhance engagement

Gaming

Increase visitor numbers by 30%

- ◆ Regularly push notifications with robots to discuss effectiveness, adjust strategies in real-time, and provide market trends and material suggestions.
 - ◆ Display-Ads
 - ◆ Search Advertising
- ➔ Increase number of visitors

Real Estate

Raise account openings by 20%

- ◆ Provide digital media strategies to meet customer demands, assist in creating both graphic and video advertising materials, and plan collaborations with KOLs.
 - ◆ Professional advertising placement
 - ◆ Diverse ads materials production and KOL promotion planning
- ➔ Improve the number of account openings and involvement.

Financial

FinTech Business

Payment/ Capital Flow/ Added Value Sevices/ Integrity



藍新金融科技集團
Neweb FinTech Group

ezPay 簡單付

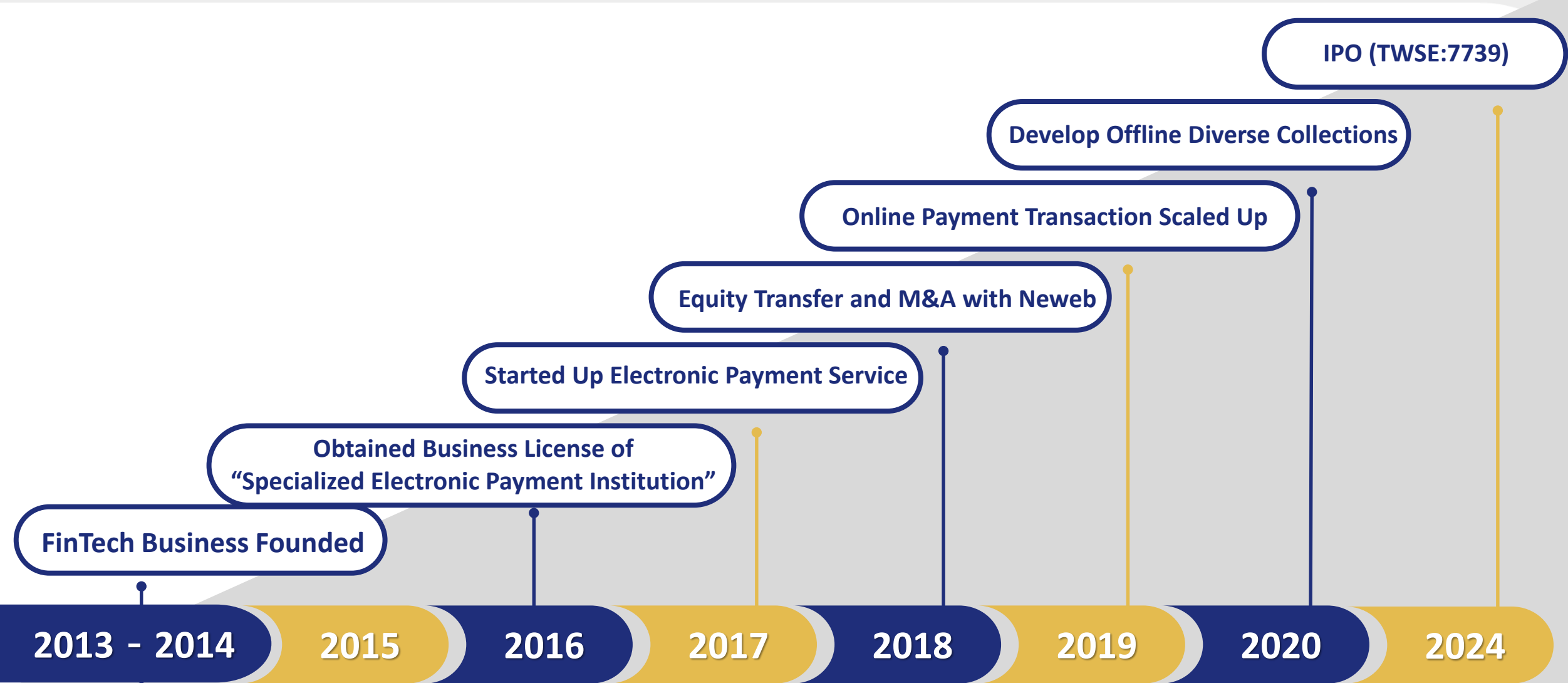
Game

Martech

Fintech



Development Milestones



Structure of Group Development: Online & Offline Vertical Integration



(Held 51% by Soft-World Group)

Parent Company > Third-party payment provider

**First batch approved by the Ministry of Digital Affairs for
“Third-Party Payment Service Provider Capability Registration”**

- Main Services : NewebPay Diverse Payment Platform
- Service Target : Various brand of online Stores, Various Types of Online Payment Service Providers



(Held 100% by Neweb)

Subsidiary > Specialized Electronic Payment Institution

**Cross-Border Payments (WeChat Pay & Alipay), POS Integration,
E-Payment Accounts Top-up**

- Main Services : <ezAIO> The solution of multi-payment POS
<ezPay> Local/Cross-border, Online/In-person E-Payment
and Utility Bill Payment
- Service Targets : <ezAIO> Physical Retailers
<ezPay> Online Cross-border Payment Service Providers, E-commerce Consumers

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
- BNPL (Buy Now, Pay Later)
- Various Mobile Wallets (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
- Online donation

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, Crowdfunding & Live Streaming Platforms to use “NewwebPay”



只為給你好生活



松果購物



嘖嘖



Off-Line Diverse Collections

Integrated Multifunctional Payment Services for Physical Stores

ezAIO 簡單收

EMV Chip Credit Cards Magnetic Stripe Cards NFC Card Payment NFC Mobile Payment QR Code Payment



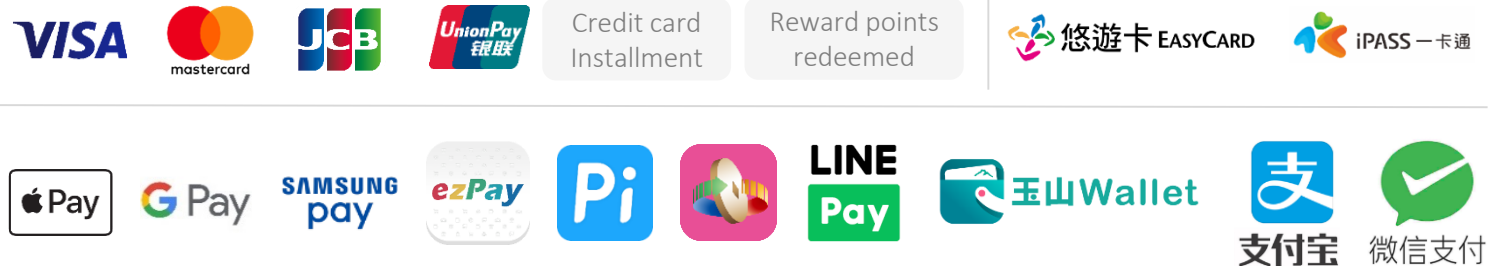
Diverse physical stores / cross-border collections service, complete payment integration in one equipment

Single small store

Franchise brand

applicable

Support



Diverse integration of transactions' payment management system

Directly connected to credit cards' channels of banks

Diverse transactions accounting management system

Terminal Equipment management system



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 Provides Complete Online to Offline Payment Functions

On-Line Payment
Solution

Off-Line Diverse
Collections

Cross-Border
Payment Application

16

Accept Mainstream Payment
Tools in Taiwan

300 *Thousand*

Cooperation with Online and
Physical Stores

80 *Billion(NTD)*

Online Payment Volume in 2023

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

New Momentum

Strategic Alliances and Construct New-generation Industrial Momentum



Soft-world

**Digital Game, Online Marketing,
FinTech Business Group**

**Strategic Alliances
Deepen Cooperation**



**Taiwan Steel Group
- Gloria Material
Technology Corp.**

**Health and Sports (Sports Events, Travel, Fitness, etc.),
Network Communications
Business Group**

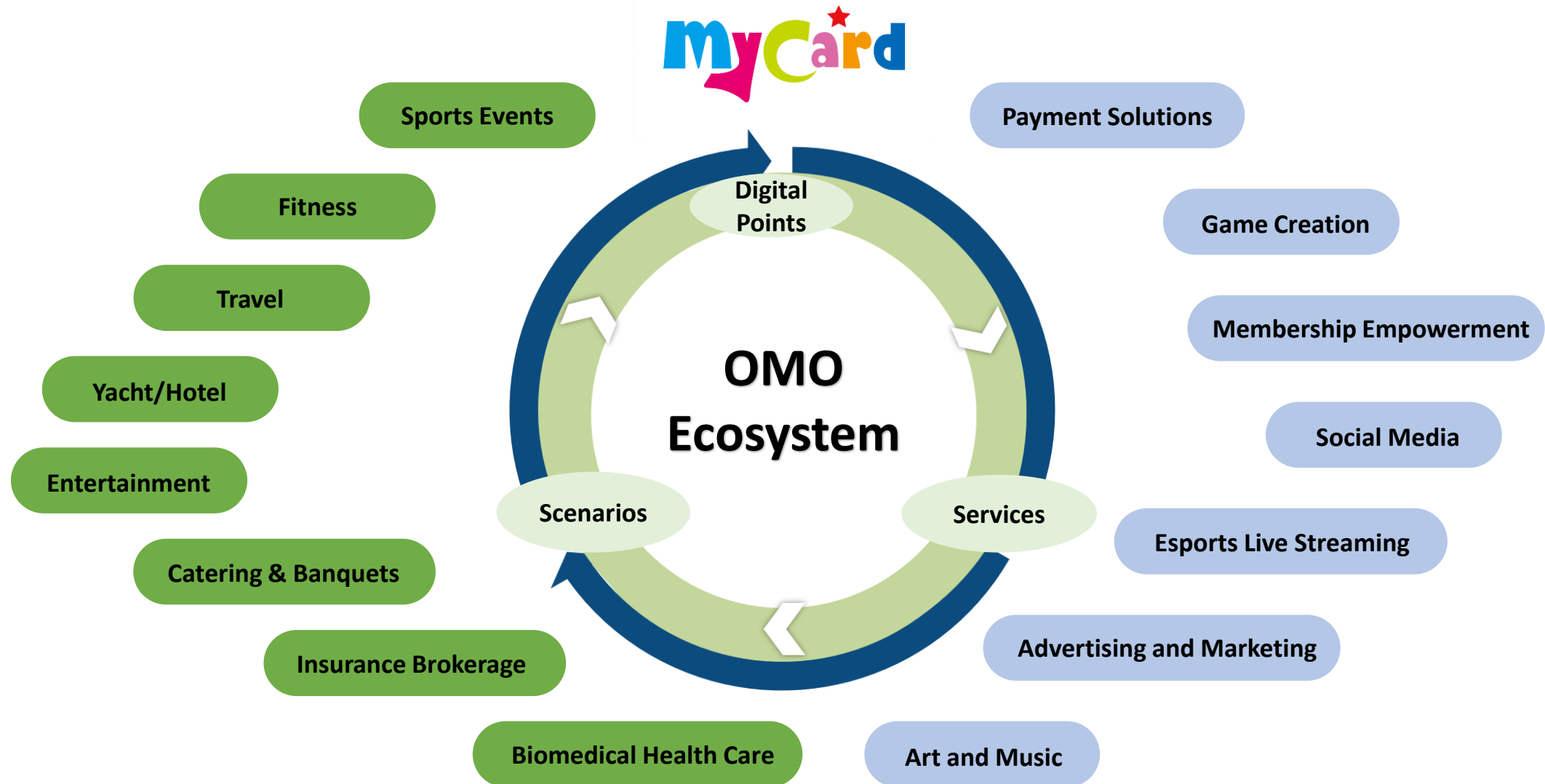
➤ **Issue New Shares for Exchange**

The total number of issued shares is 156 million,
holding **10.44%** of Gloria Material shares.

➤ **Issue New Shares for Exchange**

The total number of issued shares is 602 million,
holding **18.32%** of Soft-World shares.

Merging Virtual and Physical to Build an Integrated Healthy Entertainment Ecosystem



Note: OMO, Online Merge Offline



2023 Financial Report

2023 Soft-World Consolidated Financial Report

(Unit: NTD in Thousand)	2023 Q1	%	2023 Q2	%	2023 Q3	%	2023 Q4	%	TOTAL	%
Operating Revenue	1,659,573	100	1,600,397	100	1,434,189	100	1,555,234	100	6,249,393	100
Operating Costs	768,957	46	789,487	49	704,792	49	770,047	50	3,033,283	49
Gross Profit	890,616	54	810,910	51	729,397	51	785,187	50	3,216,110	51
Operating Expenses	596,696	36	532,966	33	524,946	37	586,640	38	2,241,248	36
Operating Income	293,920	18	277,944	17	204,451	14	198,547	13	974,862	16
Non-Operating Income and Expenses	40,175	2.4	35,414	2	40,393	3	41,697	3	157,679	3
Net Income Before Tax	334,095	20	313,358	20	244,844	17	240,244	15	1,132,541	18
Net Income After Tax	264,449	16	245,181	15	196,177	14	189,074	12	894,881	14
Net Profit Attributable to Shareholders of the Parent	262,775	16	214,564	13	189,466	13	193,021	12	859,826	14
EPS	2.17	-	1.77	-	1.56	-	1.59	-	7.09	-

