

Soft-World Group 5478.TW Group Introduction

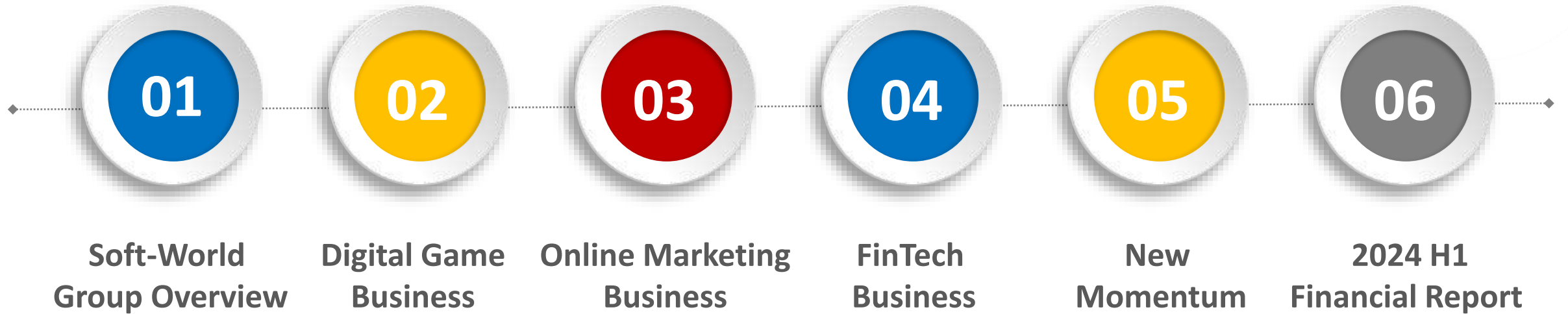


2024.08

Disclaimer

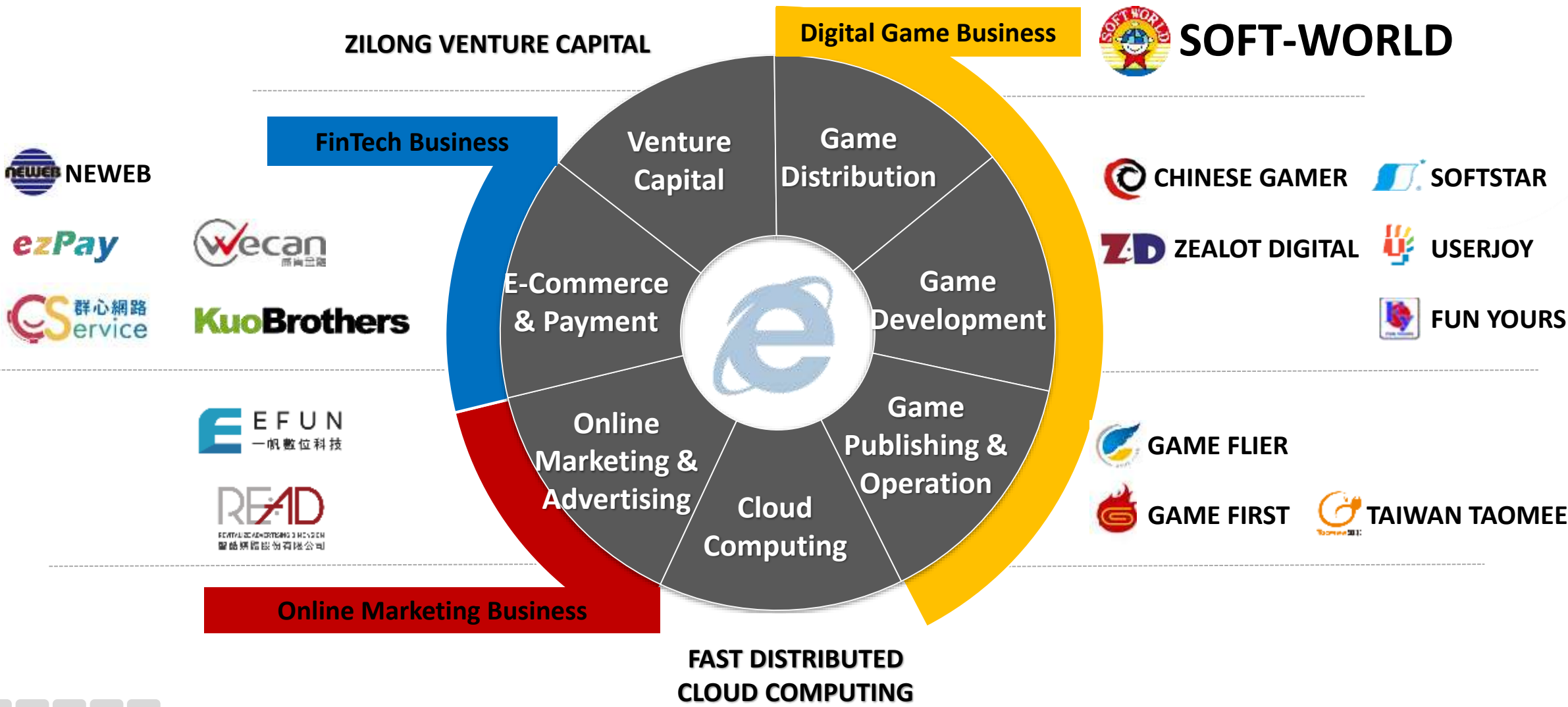
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Outline

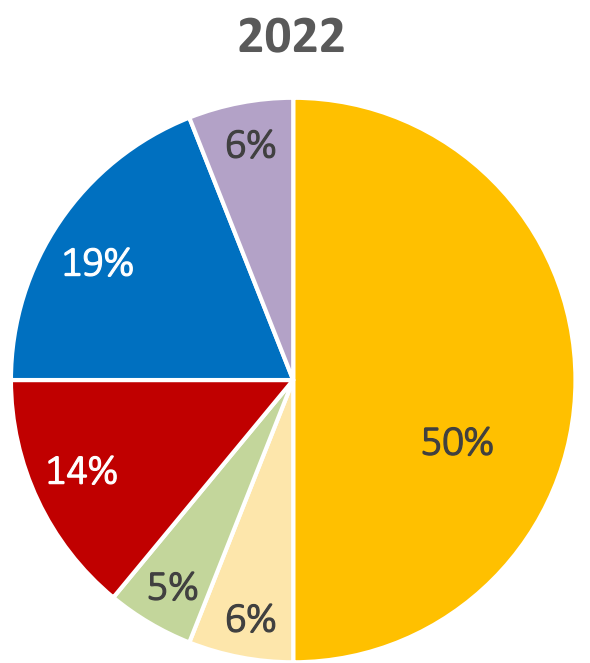


Soft-World Group Overview

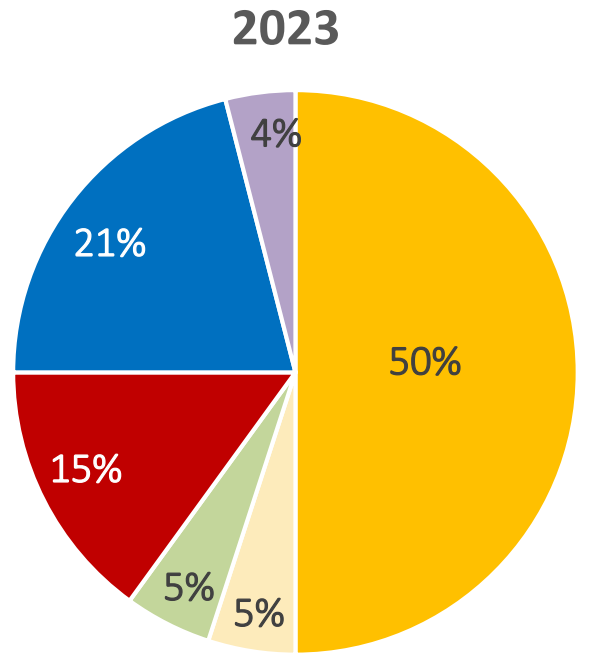
A Diversification Strategy in Internet Industry



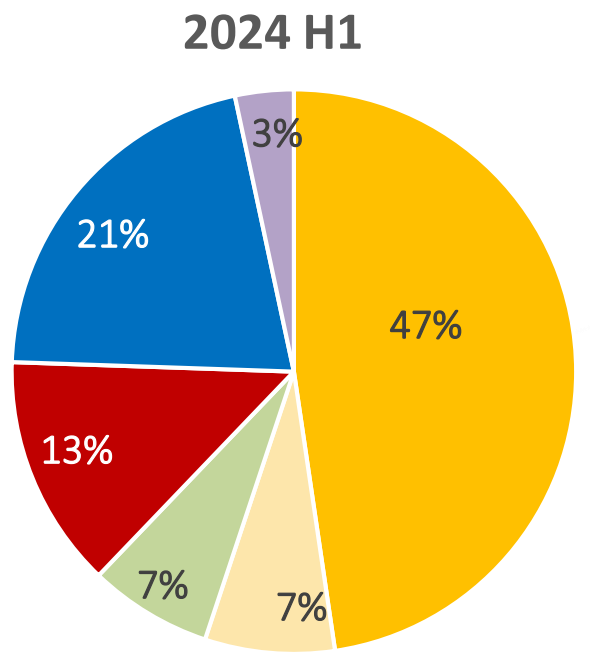
Soft-World Group Revenue Breakdown by Business



Revenue **6.09 Billion** NTD



Revenue **6.24 Billion** NTD



Revenue **3.37 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



Game

Martech

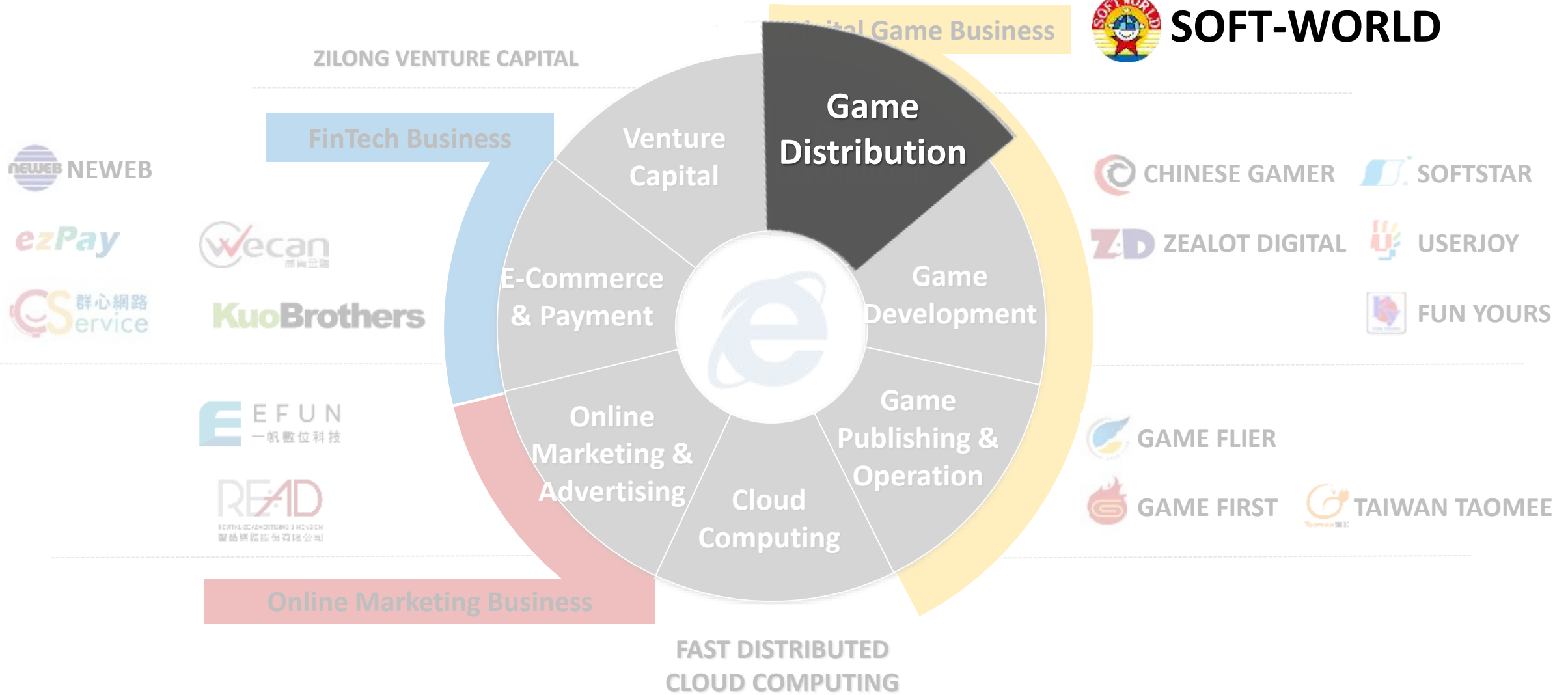
Fintech

Gaming Industry Flow





SOFT-WORLD



Leading Brand in Game Industry

Soft-World's Integrated Marketing Services



★ **60%** of market Share in Taiwan, HK, and Macao

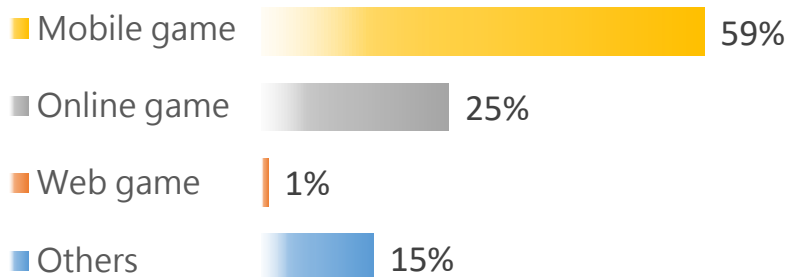
★ **7 Million+** members

★ **2,400+** games & services

★ **600+** cooperated partners

★ **50,000+** physical stores

2024 H1 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
800+ events with **130+** partners

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

e-PLAY
新加坡數位遊戲中心



Omni-channels covered **10,000+** 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 recording studios accommodate over **100+** musicians

- Provide services of soundtrack and sound effect of games/ animations/ commercial ads/ TV series, MVs shooting, video production

Online Merge Offline Visual Interactive Experience

Physical Channels

1,100+ channels across Taiwan

Supermarkets / 3C Retailers, Telecommunications Stores / Restaurants / ACG Hub: Taipei City Mall



Virtual Experiences

50+ Live events annually

Customized live streaming / Real-time interaction with gamers / Interactive games with prize



Online Merge Offline Visual Interactive Experience

Enhance Player Community Engagement: Drive online popularity to physical channels

Monetize Traffic: Expand scope and integrate resources



Target **1,000,000+** participants



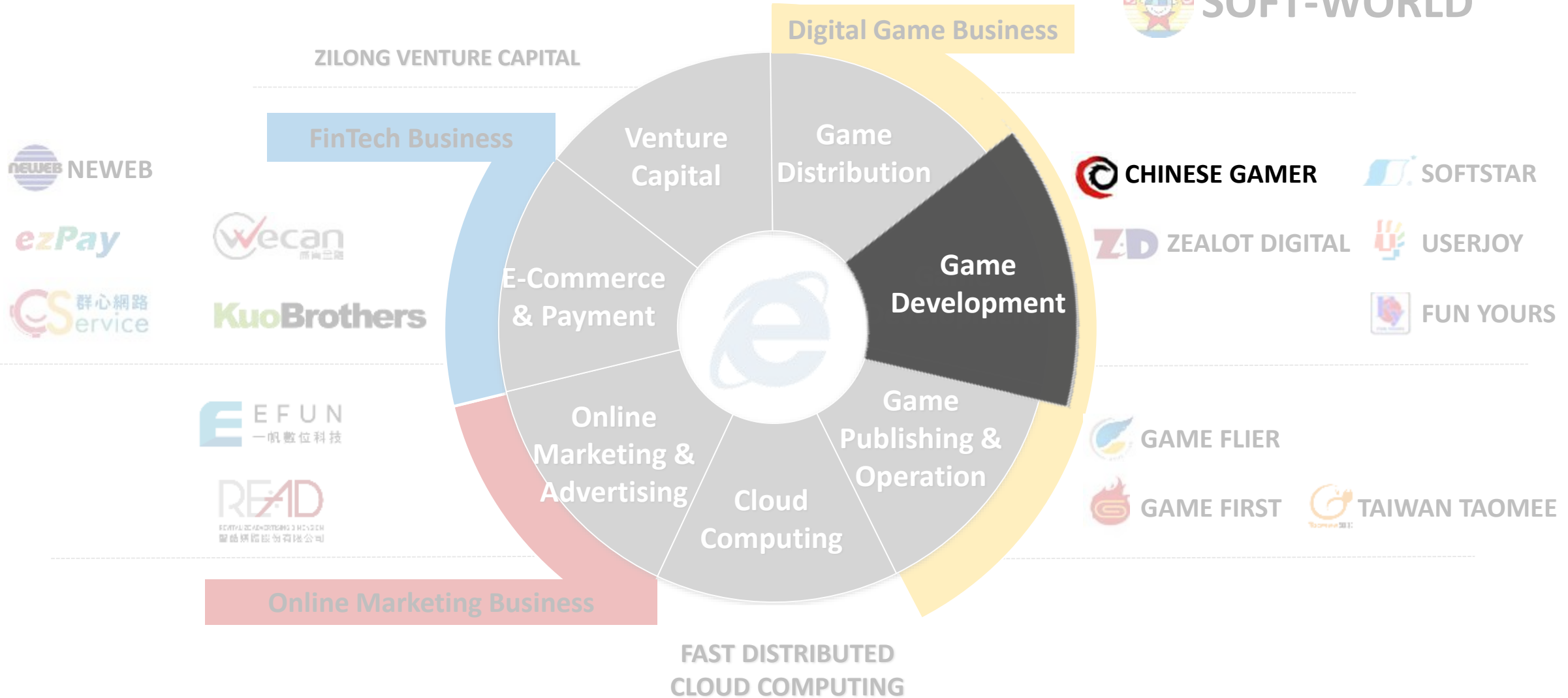
Classic Games IP for Licensing

← Game · Anime · Drama & Movie · Merch Crossover Cooperation →





SOFT-WORLD



Game Products





2024 Game Pipeline

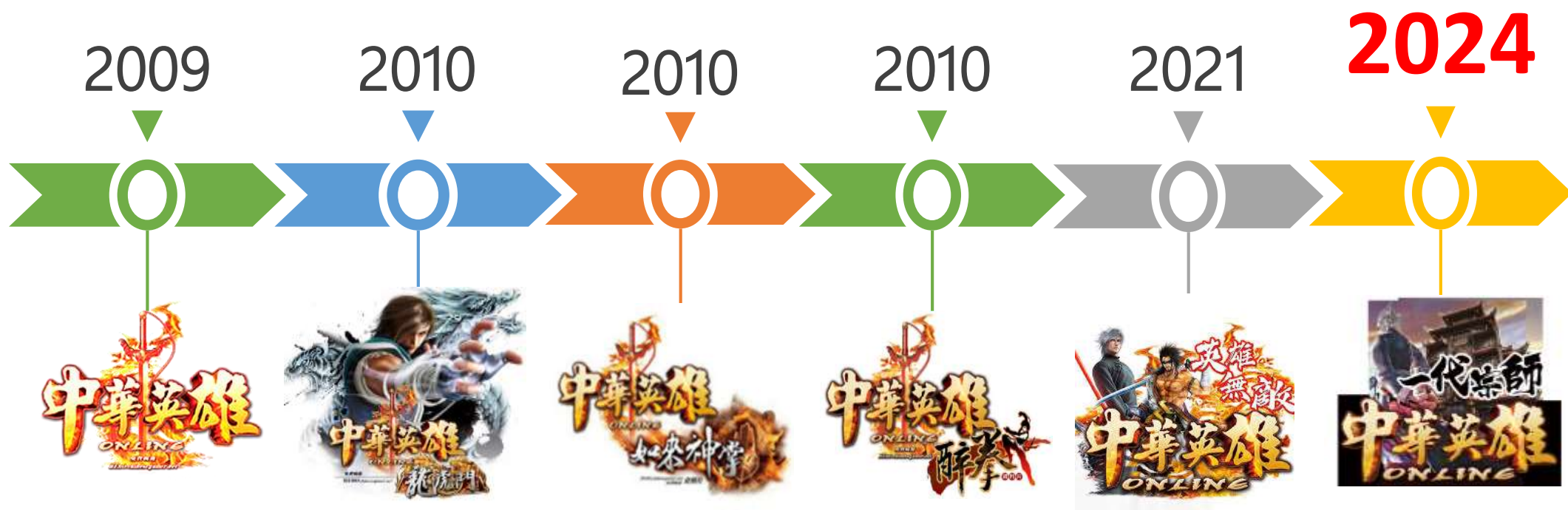
2024 H1

1. 《TS 2:Reborn》 STEAM
2. 《TS Multiverse》
3. 《Wonderland M》 STEAM

2024 H2

《Chinese Hero Online》
New Version

《Chinese Hero Online》 IP Series games





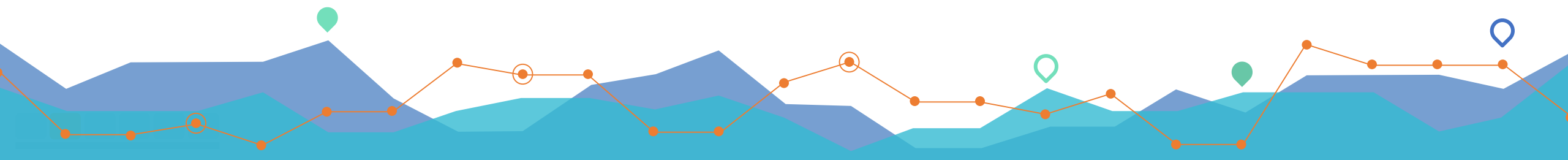
《Chinese Hero Online》 The Grandmaster

- *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.*
- *Expecting to be launched simultaneously in Taiwan, Hong Kong, Macao, Singapore and Malaysia Asia in Q4.*
- *Online and STEAM versions will be launched simultaneously.*





《Wonderland》 IP Series games



《Wonderland Re : Star Ark》

- ***Under development in 2024***
- ***Classic feelings***
Keep the core gameplay
Experience the fun of the game back then
- ***Operation optimization***
Convenient operation
Reduce the frustration of getting started
- ***Continue innovation***
Improve game balance
Expand your adventure
Made with AI art
Increase creativity: new drawing design and island functions



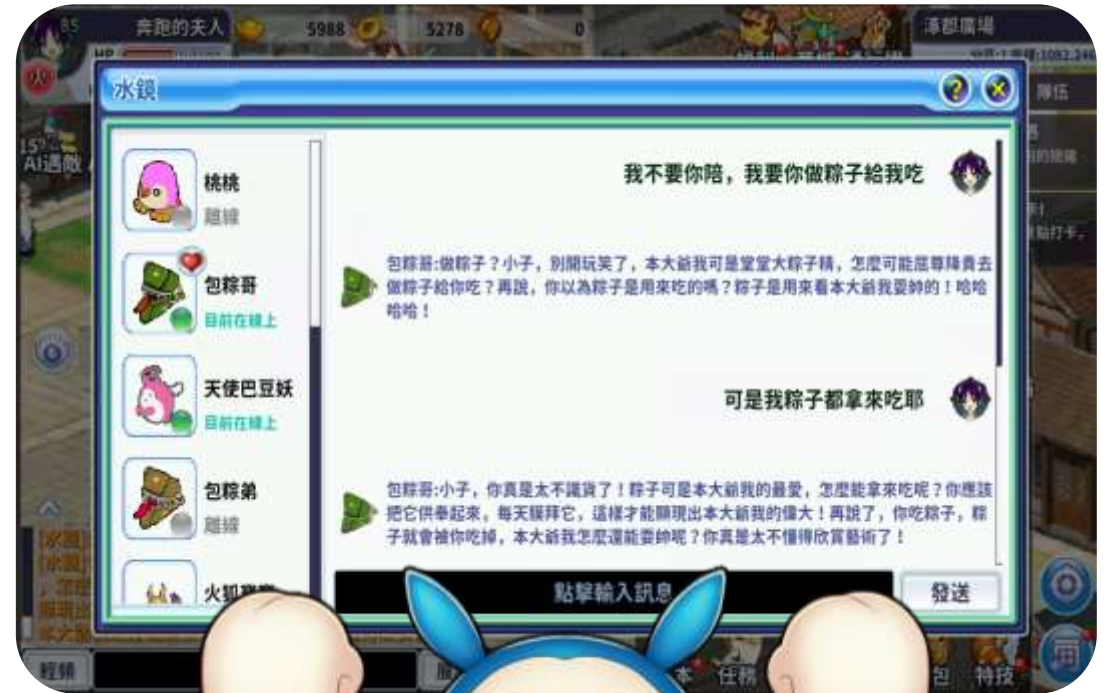
AI Application in Games





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 our game products.*





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



Q4 launch new mobile game

Others

Game Operation in SEA /
User Experience of Innovative Digital Marketing Field



Anime Style RPG Mobile Game “WHITE CHORD”



Launched on Dec 2022 Unique style to keep the momentum

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

Updates are planned for March, June, and September 2024

100M+ Cumulative Revenue

Top 10 on GNN PC Popularity Ranking

4,000+ Concurrent daily users

5,000+ Daily player logins





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 TW, HK and Macao:
 - Korea's mobile game "ArcheAge War" "The Legend of Legacy", "LUNA MOBILE" and "Blades of Three Kingdoms - War"
- Overseas marketing and player services:
 - Collaborated with "ArcheAge War" to provide marketing, gamer community and localized customer support in TW, HK, Macau, Singapore, Malaysia, Philippines, and Indonesia.



eSports Organization

- Cooperation with **20+** popular games from PC, mobile and console game: "PUBG", "Pretty Derby", "Hearthstone", "Overwatch", "League of Legends: Wild Rift", "Dynasty Wars M" and more

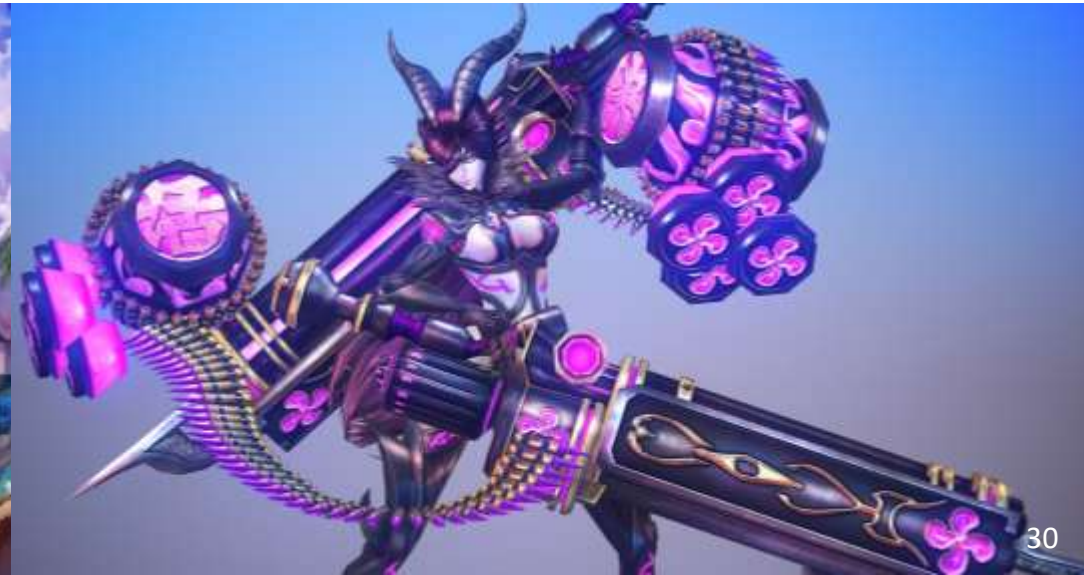


ZD Zealot Digital Game Art Design

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

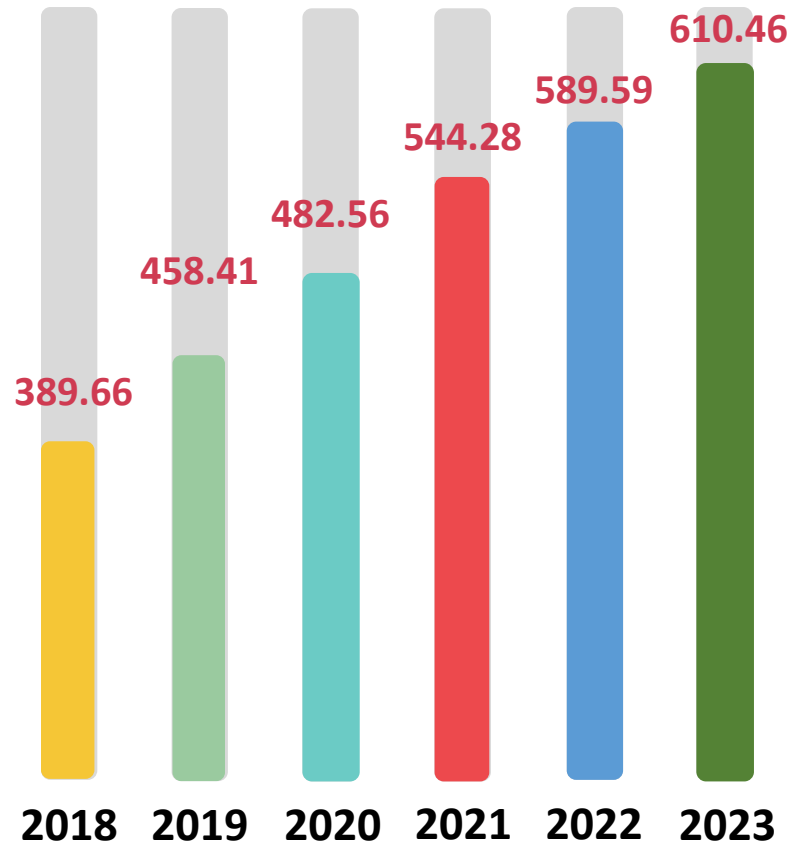
Martech

Fintech

Online Marketing Trends in Taiwan

The Market Size of Online Marketing in Taiwan

Unit: NTD in 100 Million



2023 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	16.1%	98.2	8.4%
2	Game Industry, Applications	12.0%	73.3	-10.8%
3	Finance & Insurance	9.4%	57.4	4.1%
4	Cosmetics, Care products, Cosmetology & Hairdressing Services	9.0%	54.9	15.9%
5	Fast Moving Consumer Goods, Daily Necessities	7.7%	47.9	-4.5%

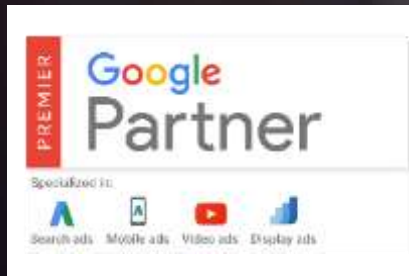
Source: The Digital Marketing Association(DMA)

The Expert in Online Marketing: Maximize Marketing Performance

- Certificated official partners of major global media platforms and collaborated with **700+** enterprises
- Clientele including gaming, e-commerce, 3C, real estate, healthcare, catering & retail, fashion & cosmetics, finance & insurance and more leading brands.

- Collaborations with media platforms include:    
  

   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 services with optimized ad technology and online marketing plan, aims to Improve ad performance and guide brand partners to the global market





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



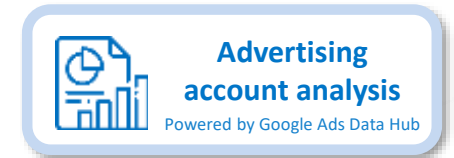
KOL & Community

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

Digital Advertising Platform “AdHero”

The New AI Platform of Marketing Technology

EFUN 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



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

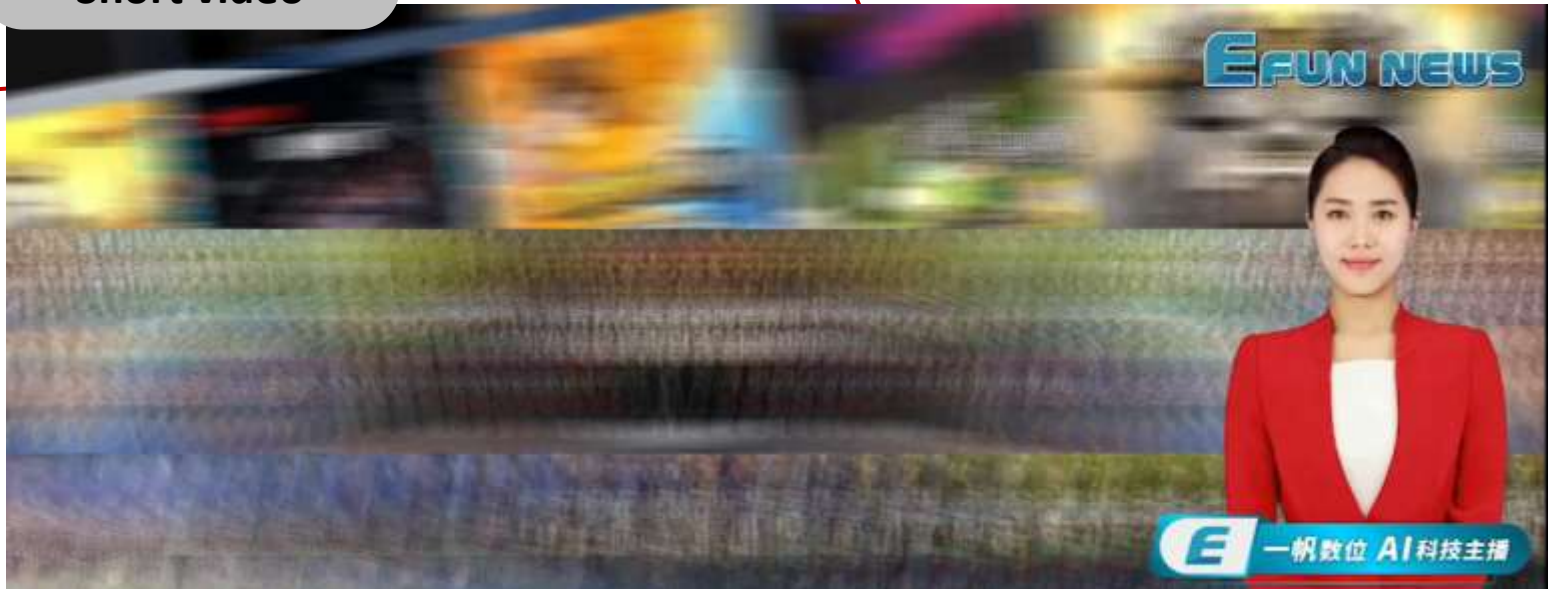
Cute version / LINE Stickers



Simulation Coser



Short video



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

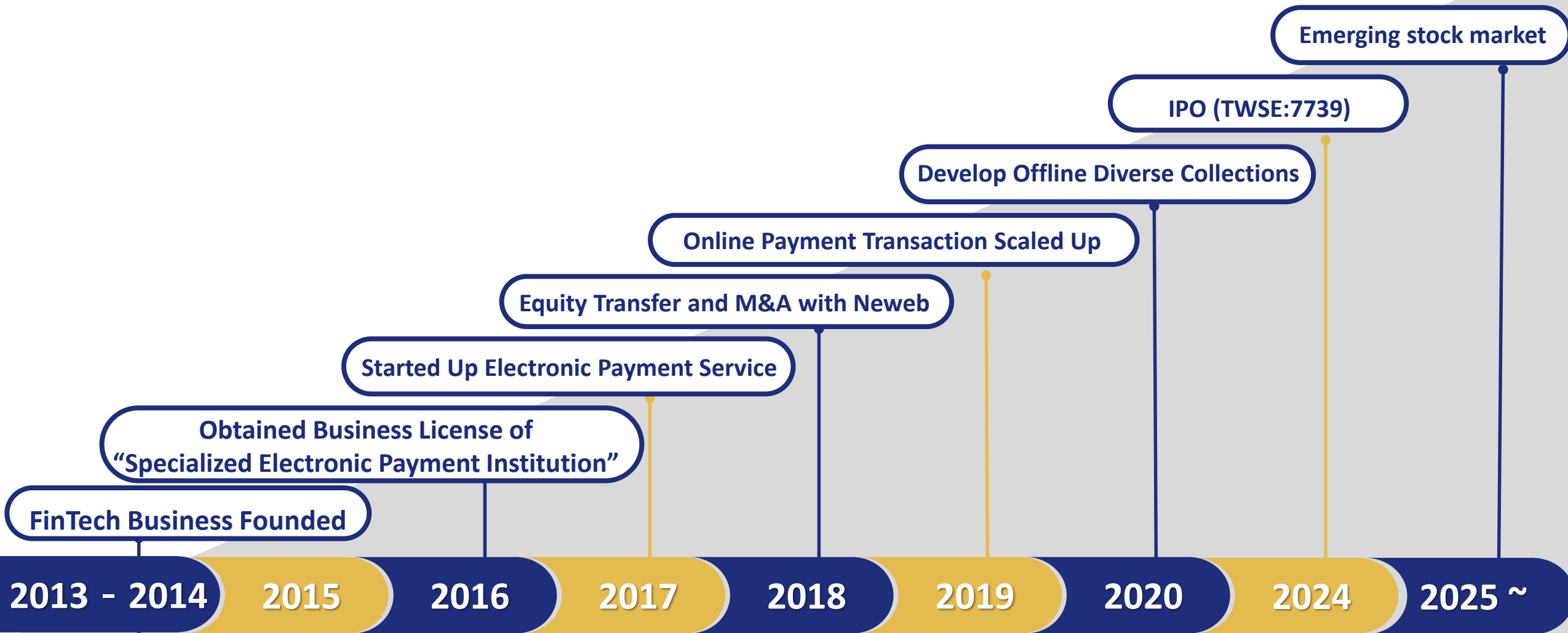
Game

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
- Various Mobile Wallets (Alipay, WeChat Pay, etc.)
- TWQR (Supports all electronic payments)

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
- Smart Vending Machines (Coming soon)

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 using “NewwebPay”



只為給你好生活



Streaming platform

Chain retail

Cosmetics brand

Pet brand

Luxury brand

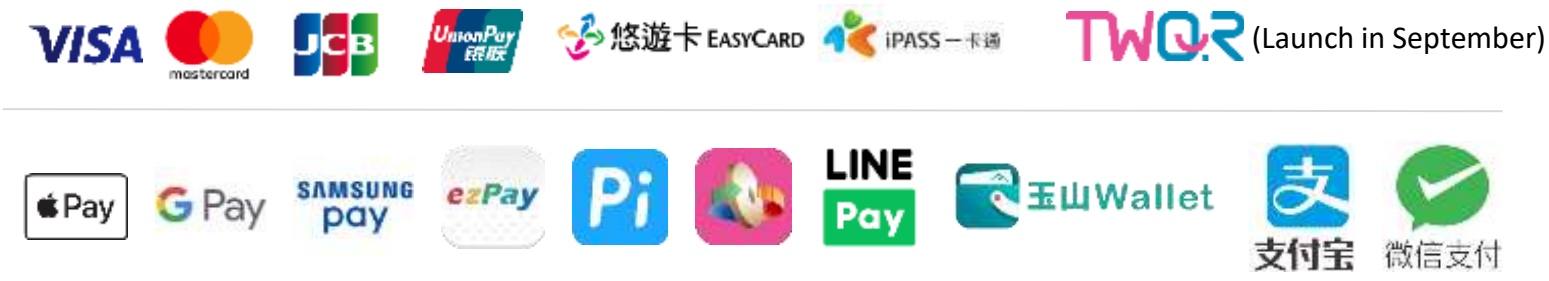
Electronics brand



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

20+

Accept Mainstream Payment
Tools in Taiwan

300 *Thousand*

Cooperation with Online and
Physical Stores

100+ *Billion(NTD)*

2024 Target Online Payment Volume

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**



**TSG - Gloria Material
Technology Corp.**

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

Soft-World x TSG: Show Cases

台鋼雄鷹 × MyCard
TSG HAWKS



TSG Hawks establishment
launch crossover collaboration

Enhanced fans' and gamers' Cross-field experience



Gaming and major league
baseball team crossover

Gamers experienced baseball culture with creative promotions

上古世紀:戰爭
ArcheAge WAR



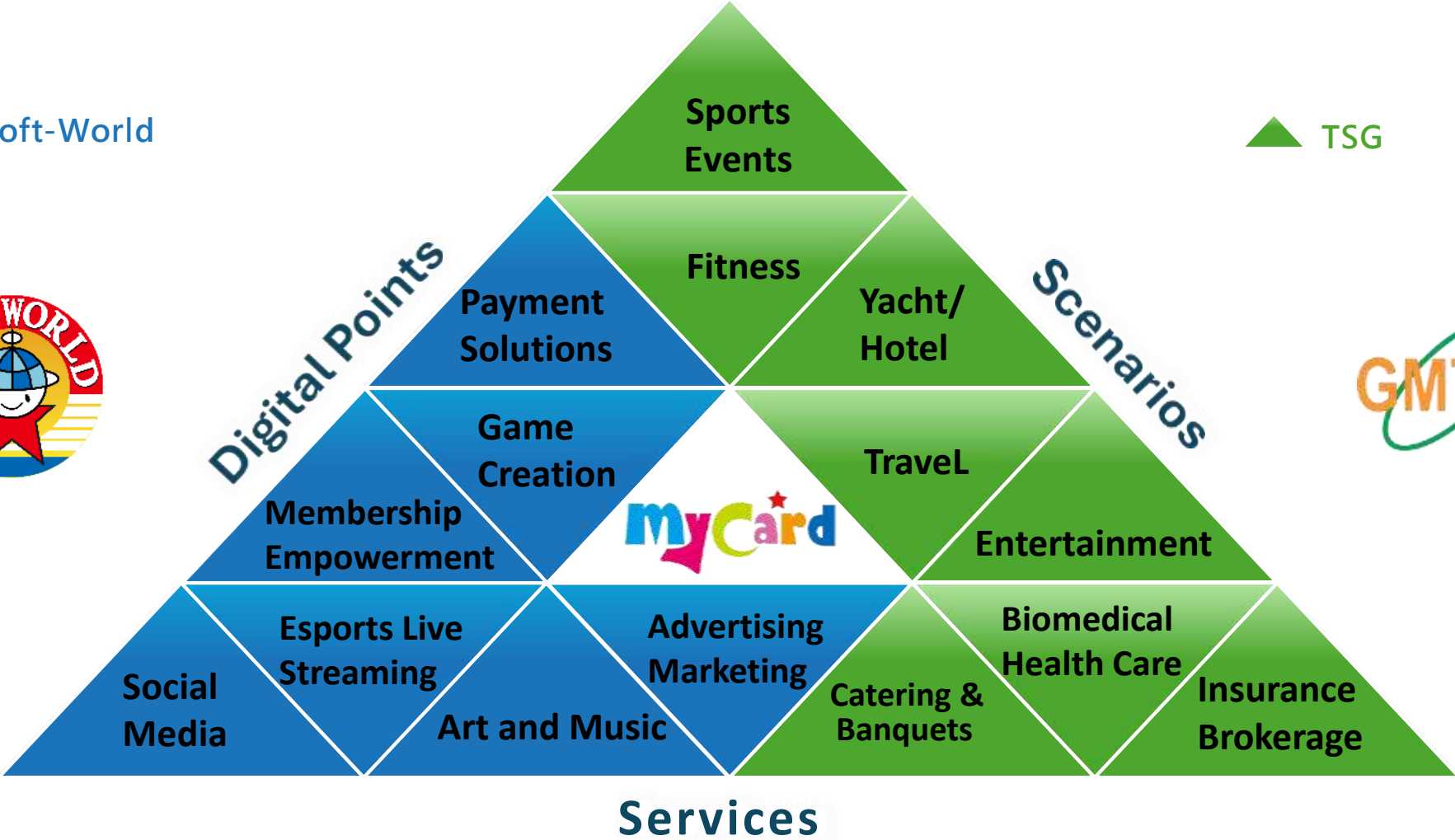
TSG Hawks and Wing Stars
cooperation

Channel promotion / Marketing events onsite and online

Merging Virtual and Physical to Build an Integrated Healthy Entertainment Ecosystem

Soft-World

TSG





2024H1 Financial Report



2024 H1 Soft-World Consolidated Financial Report

(Unit: NTD in Thousand)	2024 Q2	%	2024 Q1	%	2024 H1	%	2023 H1	%	YoY%
Operating Revenue	1,652,470	100	1,724,632	100	3,377,102	100	3,259,970	100	4
Operating Costs	727,312	44	784,612	45	1,511,924	45	1,558,444	48	-3
Gross Profit	925,158	56	940,020	55	1,865,178	55	1,701,526	52	10
Operating Expenses	631,840	38	596,957	35	1,228,797	36	1,129,662	35	9
Operating Income	293,318	18	343,063	20	636,381	19	571,864	18	11
Non-Operating Income and Expenses	187,112	11	46,076	3	233,188	7	75,589	2	308
Net Income Before Tax (Loss)	480,430	29	389,139	23	869,569	26	647,453	20	34
Net Income After Tax (Loss)	422,675	26	302,910	18	725,585	21	509,630	16	42
Net Profit (Loss) Attributable to Shareholders of the Parent	393,995	24	256,072	15	650,067	19	477,339	15	36
EPS	2.64	-	1.83	-	4.50	-	3.94	-	-



