

# *Soft-World Group 5478.TW*

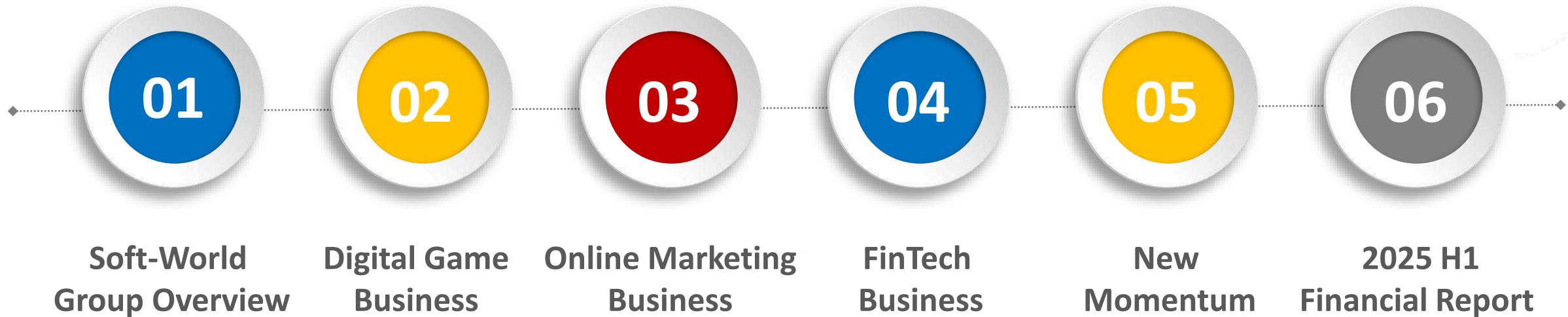
## *Group Introduction*



# Disclaimer

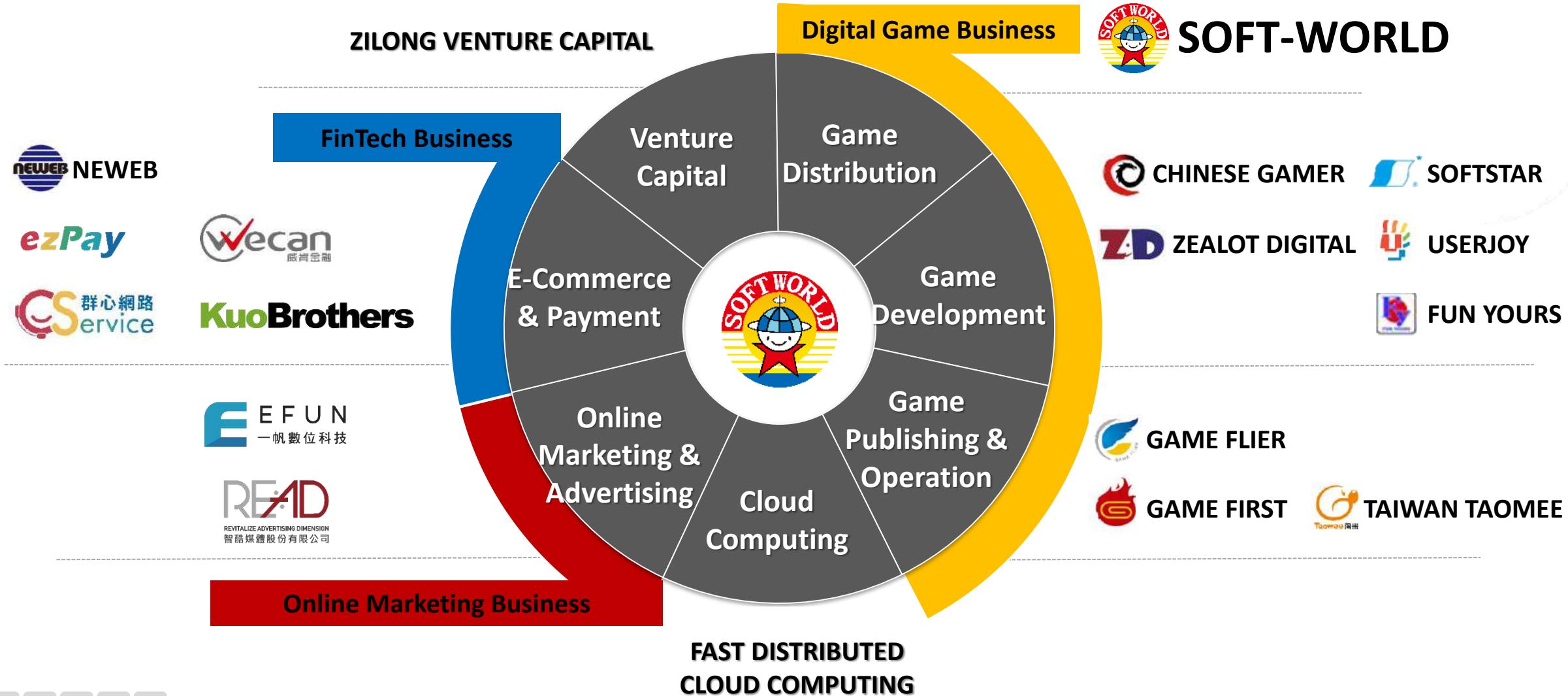
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# Outline

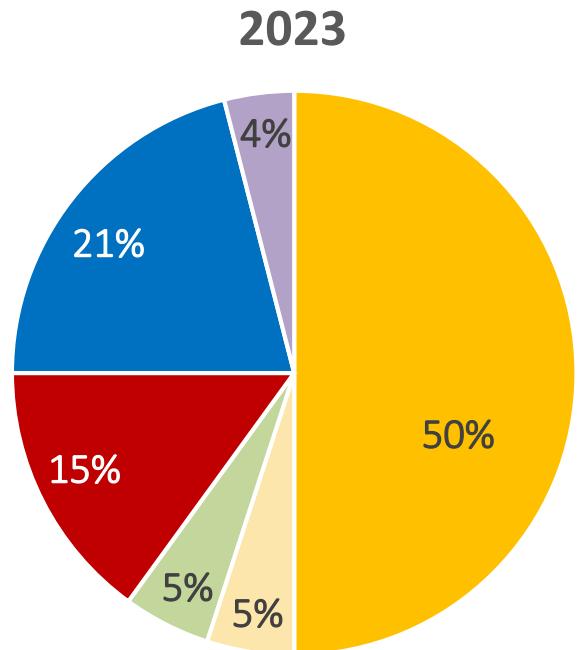


# Soft-World Group Overview

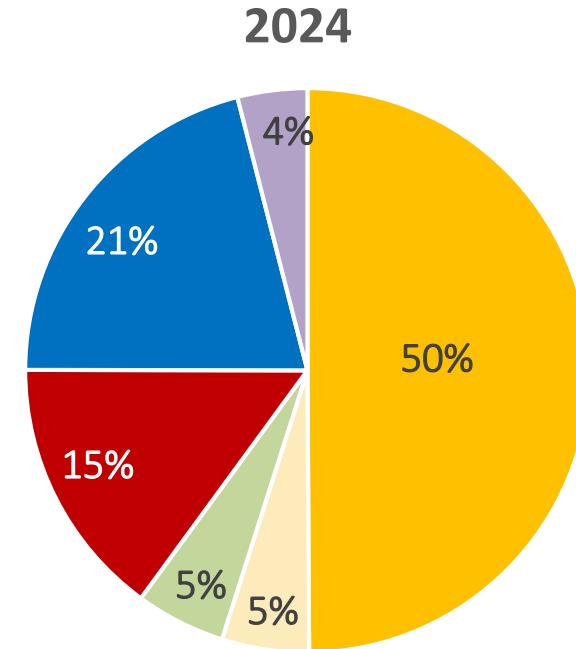
## A Diversification Strategy in Internet Industry



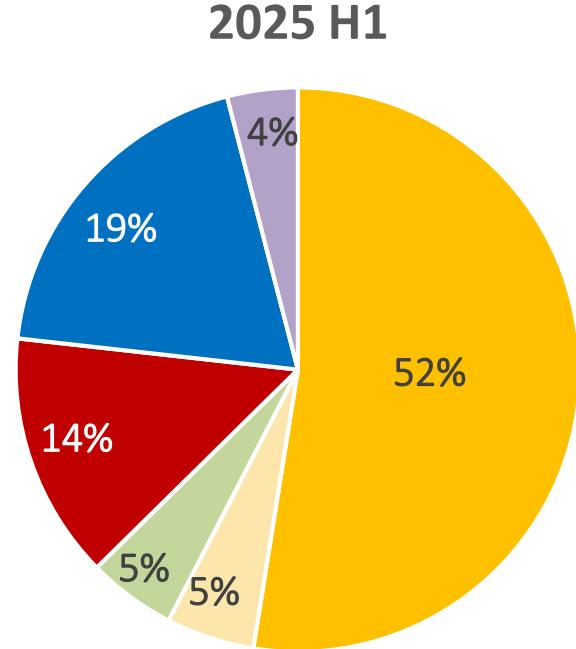
# Soft-World Group Revenue Breakdown by Business



Revenue **6.24 Billion NTD**



Revenue **6.77 Billion NTD**



Revenue **3.16 Billion NTD**

Game Distribution

Online Marketing Business

Game Development

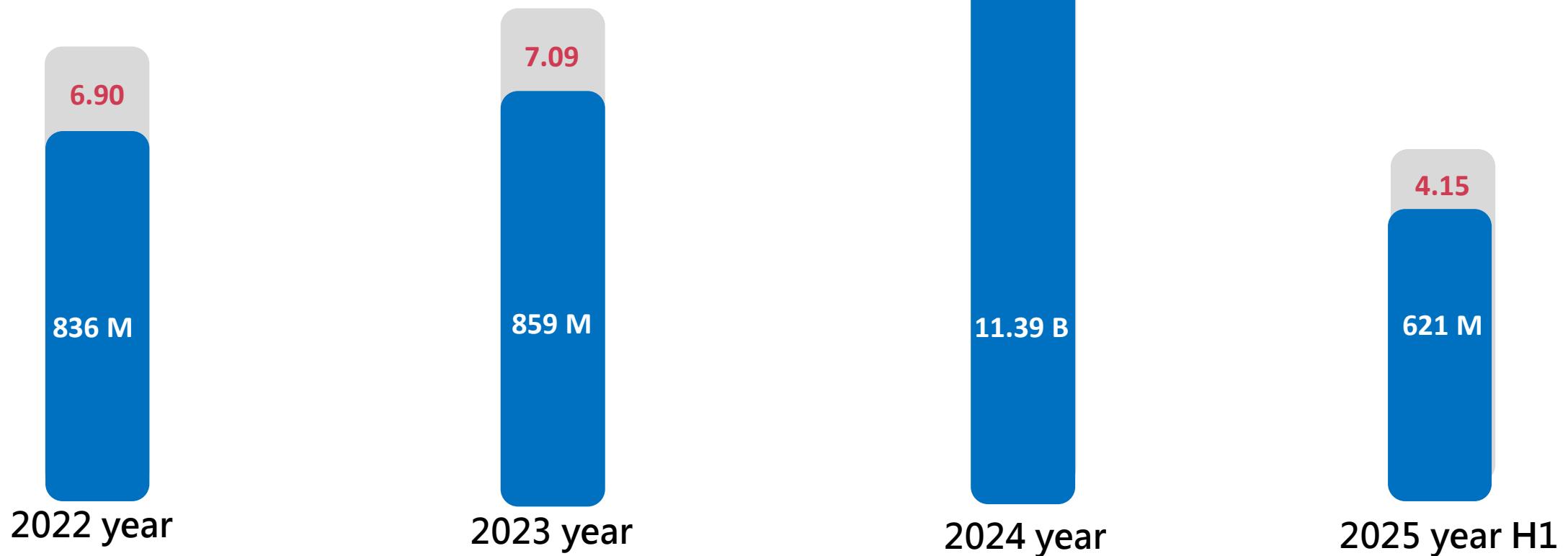
FinTech Business

Game Publishing & Operation

Others (Cloud Computing, Game Art Design, etc.)

# Soft-World Group Net income and Earnings Per Share Trend

## Net income and Earnings Per Share



Net Income

Earnings Per Share

Unit : NTD

# Digital Game Business

Distribution / IP Licensing / Development / Publishing & Operation



Game

Martech

Fintech

# Gaming Industry Flow





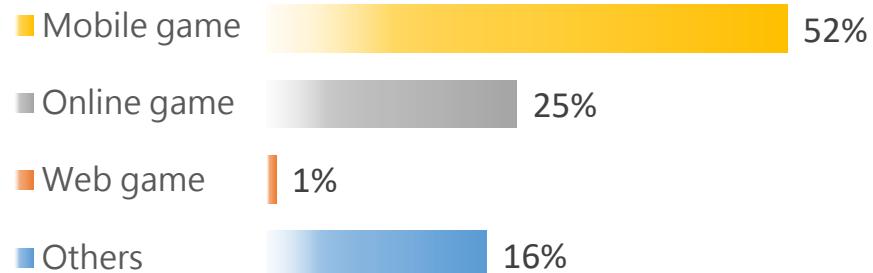
# Leading Brand in Game Industry

## Soft-World's Integrated Marketing Services



- ★ 60% of market Share in Taiwan, HK, and Macao
- ★ 7.35 Million+ members
- ★ 2,400+ games & services
- ★ 700+ cooperated partners
- ★ 50,000+ physical stores

### 2025 H1 MyCard Sales Breakdown by Product



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

## Extensively Industrial Resources to Increase the Service Performance



### 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



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



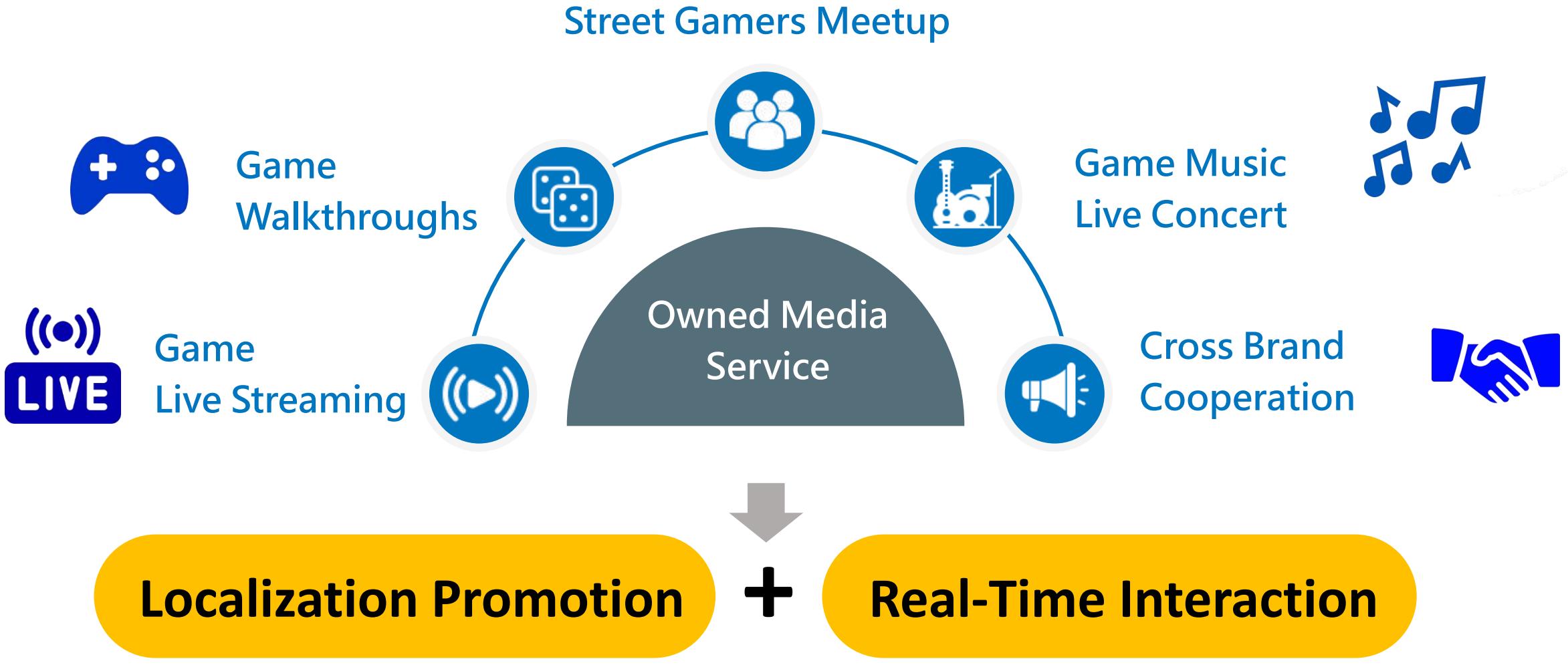
### Premium recording studios

**accommodate over 100+ musicians**

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



# Soft-World “Owned Media Hub”



# Online Merge Offline Visual Interactive Experience

## Physical Channels

**1,500+** 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





## 預測分貝王 抽大獎

※僅限台灣地區手機號碼參加

掃描參加 → → →  
預測倒數

02:47

哪個地點的現場民眾會喊出最高分貝？成功預測或投票給最熱門點位，將有機會獲得【TT電競三件組：滑鼠+鍵盤+滑鼠墊】！





# 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 →







# Game Products





# 2025 Game Pipeline

H1

《Wonderland Re : Star Ark》

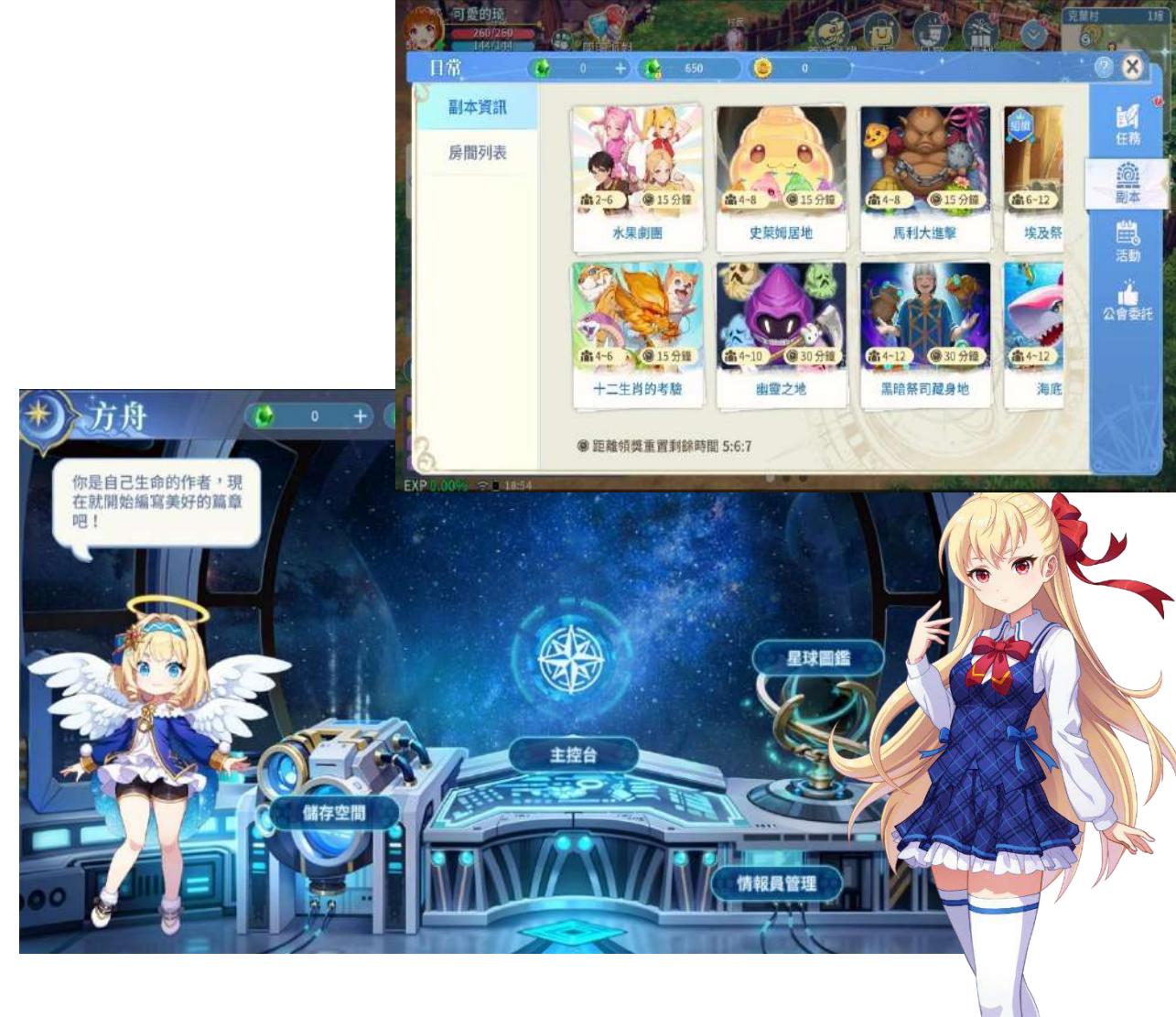
H2

《TS Virtual World》  
《Back to the Past 》



# 《Wonderland Re : Star Ark》

- *Launched in 2025 June*
- *Classic feelings*  
*Preserve the core gameplay*  
*Experience the fun of vintage game*
- *Operation optimization*  
*Convenient operation*  
*Reduce the frustration of getting started*
- *Continue innovation*  
*Improve game balance*  
*Expand your adventure*  
*Made with AI art*



# 《TS Virtual World》

- "TS" series, this turn-based MMORPG breaks new ground with no fees !
- Game optimization and redesign, adding "Advertising Reward System"
- Will be launched in August at IOS/GOOGLE/STEAM.
- The most well-known original IP, with multiple series of products released.
- Manage IP value and continue the management strategy of flexible use of IP.





# 《Back to the Past》

## Classic Martial Arts MMORPG

- Well-known IP has been adapted into games, TV series, online dramas and the latest movie
- Famous Korean game artist production. New and modern two-dimensional painting style



## Gameplay Features

- Become a famous storyteller: Experience the plot of the novel and experience historical battles
- AI assistant: provide instant game strategies and suggestions through AI LISA
- Variety of intensity, cooperative missions: scene restoration, brand new sensory challenges
- Gene recombination: evolution & mutation of ancient and modern pets
- Thousands of treasures are collected and rewarded, satisfying the fun of achievement





# *AI Application in Games*





### **AI-Assisted Mapping:**

*Accelerates the R&D process and precisely improves design efficiency.*



### **AI Dialogue Assistant:**

*A smart interactive assistant that enhances user experience and ease of use.*

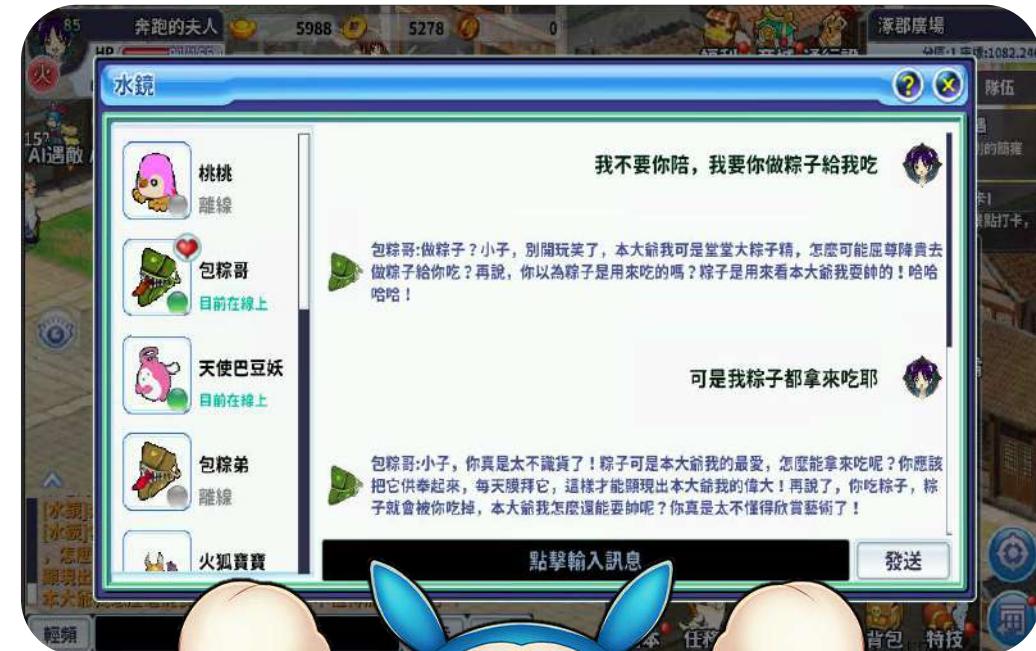


### **AI Strategy Assist:**

*Players can use AI dialogue to formulate and optimize game strategies.*



*Already used in "TS M," "TS Multiverse," and "Wonderland Re: Star Ark."*





# 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 and improve operational efficiency.*





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



**20y**

With 20 years of game operation experiences

**350k+**

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

**120+**

Operating over 120 various Online, Web, Mobile Games

**10M+**

Over 10 million members



Classic Game Operator in Taiwan, Hong Kong, Macao

Localized operation and bring diversified game content

**Online**



**Mobile**



**New Game  
《Back to the Past》**

**Others**

Game Operation in Southeast Asian market / User Experience of Innovative Digital Marketing



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



Major update launching in Q4 2025.

Launched on Nov. 3rd, 2023 in Taiwan

## Character Development, Guild Interaction, Classic Gameplay

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

**100M+ Cumulative Revenue**

Top 10 on GNN PC Popularity Ranking

**8,500+ Concurrent daily users**

**11,000+ Daily player logins**





# Ironic IP with VTubers 《Wind Fantasy NeXus》



New VTubers debuting in Q3 2025

Launched on April 24<sup>th</sup>, 2025 in Taiwan.

## Card Development & Strategy Game

Local elements combined with Japanese ACG

Board game with SRPG gameplay

## 10 VTubers Created Local Storyline

Tens of millions of players were attracted

10 top tier VTubers provided voice acting

Entered the top three in the iOS game  
rankings on launch day





智凡迪

Game First: International Game Operation & Marketing Service

### Game Customer Service

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

### Game Marketing & Social Media Managing

- **Marketing cooperation in TW, HK and Macao**  
Korea's mobile game "Goddess Order", "ArcheAge War", "Brown Dust 2", "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 Competition Live Streaming

- **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.

女神秘令  
GODDESS ORDER

BROWN DUST II  
棕色塵埃2

上古世紀:戰爭  
ArcheAge WAR





# 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 Music Multimedia Center



**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





# Online Marketing Business

## Advertising / Marketing Consulting/ Digital Platform



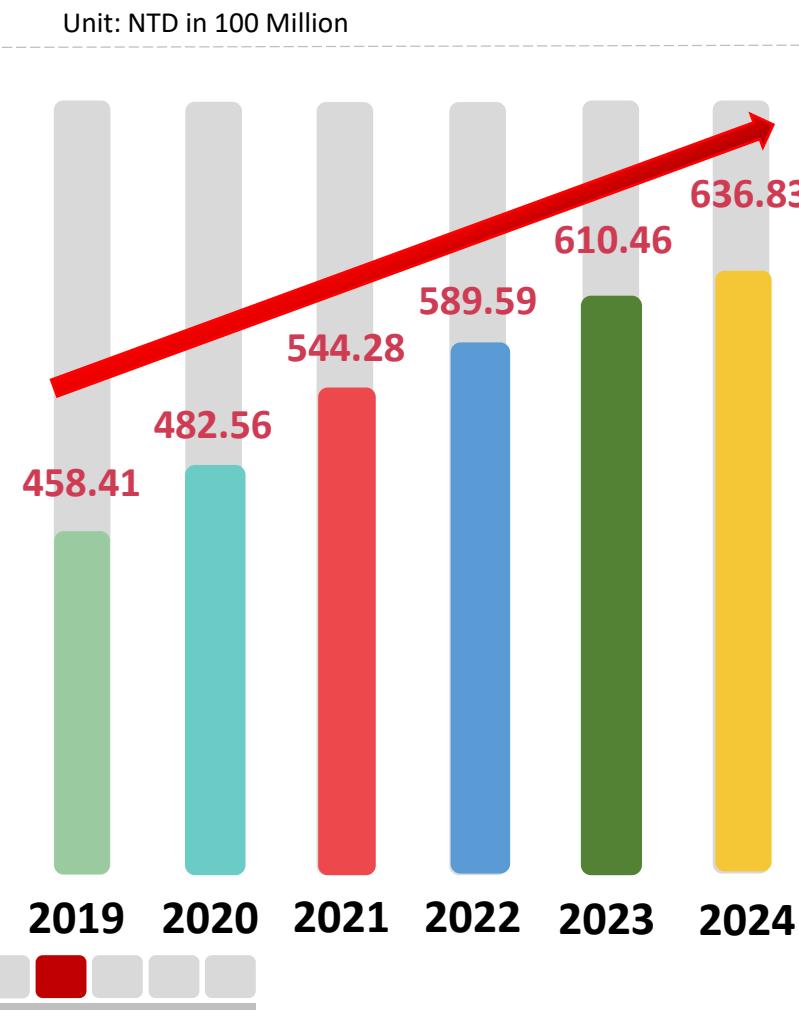
Game

Martech

Fintech

# Online Marketing Trends in Taiwan

## The Market Size of Online Marketing in Taiwan



## 2024 Top 5 Online Marketing Spending by Industry in Taiwan

Rank	Industry Type	Ratio of Digital Ad.	2024 Investing Amount (100 million)	2024 Annual growth rate
1	E-Commerce, Digital-native Brands	16.28%	103.67	5.5%
2	Game Industry, Applications	11.38%	72.45	-1.1%
3	Finance & Insurance	9.22%	58.70	2.2%
4	Cosmetics, Care products, Cosmetology & Hairdressing Services	9.20%	58.59	6.7%
5	Fast Moving Consumer Goods, Daily Necessities	7.74%	49.26	2.8%

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, biotech and more leading brands.
- Collaborations with media platforms include:       
  

## EFUN Digital Award Milestones



2025 LINE Display  
Diamond-Level Partner



2025 LINE Official Account  
Silver-Level Partner



ISO27001  
Cybersecurity  
Certification

# 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

Logos: Google, Facebook, LINE, YouTube, TikTok, Apple, Twitter



**Owned Media & Tool**

AI Technology + DMP to Improve ad performance

Logos: AdHero, 緣書莎莉, 加倍



**Vertical Media**

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

Logos: 蘋果日報, Appier, unity, twitch, ETtoday, 新聞雲, SETI, 三立世紀



**KOL & Community**

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

Logos: Dcard, PTT, 三立世紀, 三立世紀

# AI-Driven Tech Delivering Precision Digital Marketing

EFUN has developed “AdHero”, “Invoice Master” to expand the new frontier in technology and optimization strategy.

With a huge database accumulated by years of advertising experience, providing precise marketing and four core applications enhance the effectiveness of advertising analysis and optimization



# Provide Comprehensive Digital Marketing Solutions to Enhance Effectiveness for Our Clients

## Gaming Industry

Reduce game installation  
costs by 50%

- ◆ Create localized ad materials, copywriting, and optimize ad performance to effectively lower installation costs.
- ◆ Localized advertising materials
- ◆ AI-assisted technology
- ◆ Big data analysis

→ Increase customer acquisition rate

## Catering Industry

1.5 million+  
monthly impressions

- ◆ Maximize exposure of existing promotions with an average of 1.5M+ monthly impressions.
- ◆ Increase post engagement, and a 2.7times growth in interactions
- ◆ Display-Ads
- ◆ Interactive advertising

→ Boost discussion and buzz

## Cosmetics Industry

Monthly conversion rate  
grows over 30%

- ◆ Segment marketing based on diverse content, target and season to increase conversion rates.
- ◆ Consumer profiling analysis
- ◆ Diverse advertising creatives

→ Increase sales volume

# FinTech Business

## Payment/ Capital Flow/ Added Value Services/ Integrity



藍新金融科技集團  
Neweb FinTech Group

**ezPay**簡單付

Game

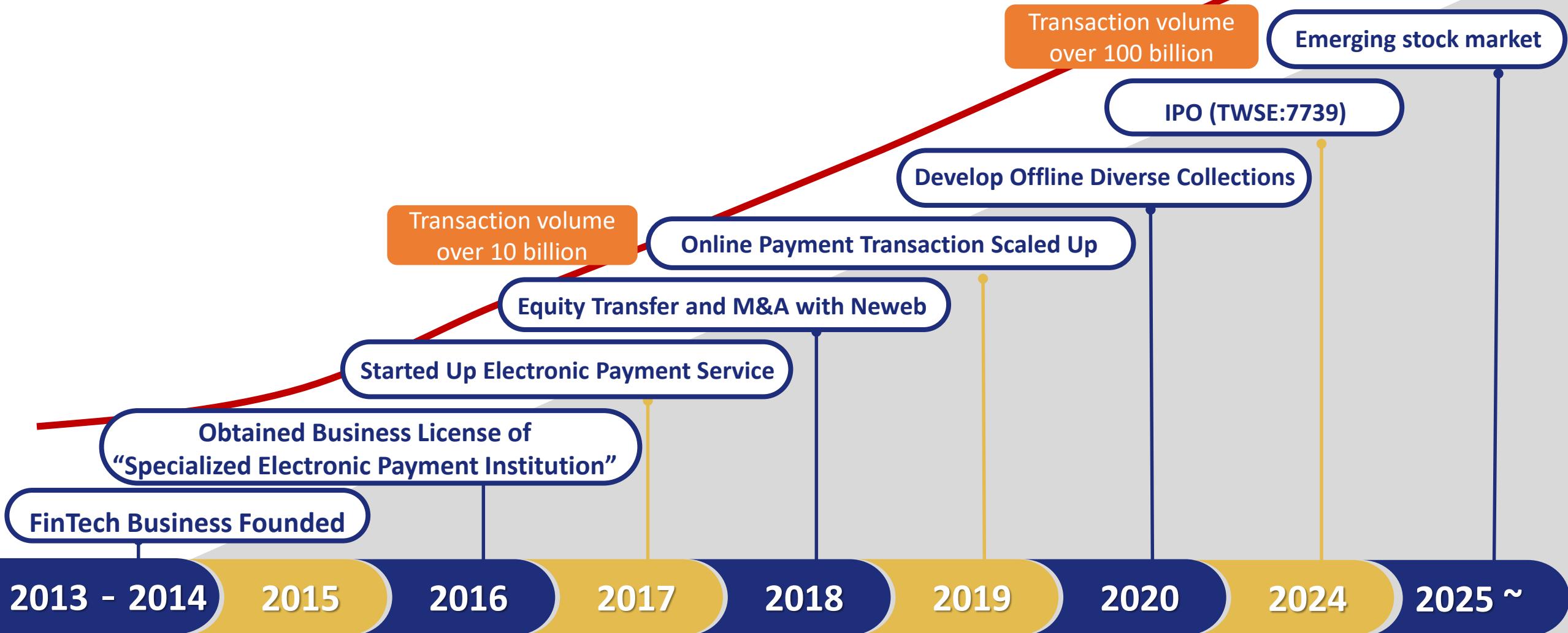
Martech

Fintech

# Development Milestones



藍新金融科技集團  
Neweb FinTech Group





(Held 51% by Soft-  
World Group)



(Held 100% by  
Neweb)

## 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

## 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





## NewebPay 藍新金流 Payment Gateway

Diverse Payment Integration Tools

## ezPay 簡單付 Electronic Payment

QR Code Payment / Cross-Border Payments / Cross-Institution Transfers



## System Integration

Payment Information System Development and Implementation

## Payment Equipment

Diverse Payment Software and Hardware Integration Solutions



## Value-Added Applications

Logistics Integration, Donation Applications, Transaction Risk Monitoring Services, Digital Marketing

NewebPay 捐款平台

## Invoice Receipt

Issue Transaction Certificates

ezPay 電子發票  
旅行業代收轉付電子收據

## NewebPay 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-known E-commerce, Crowdfunding & Live Streaming Platforms using “NewebPay”



松果購物

pinkoi



W a B a y

Streaming  
platform

Chain  
retail

Cosmetics  
brand

Pet brand

Luxury  
brand

Electronics  
brand

# All-in-one online payment solutions

# Credit card payments



## Support TWQR payments



# Off-Line Diverse Collections

Integrated Multifunctional Payment Services for Physical Stores



*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

# Off-Line Mobile Payment

**ezPay 簡單付**



*Specialized Electronic Payment Institution, deeply integrated all payment situation*



# Important Achievements in 2024



藍新金融科技集團  
Neweb FinTech Group



Online transaction  
**over 100 billion.**



Online stores  
**over 300,000.**



**No.1 market share**  
in online donation.



**Over 7,000+**  
payment devices  
across Taiwan.

Exclusive on  
**multi-payment**  
**& redemption**  
hybrid devices.



**Over 43 million**  
e-invoices  
issued annually.

**Over 11 million**  
travel agency-issued  
receipts annually.



**System Integration Partner** for  
financial and e-commerce Industry



# All in One: 6 Key Domains



藍新金融科技集團  
Neweb FinTech Group

## Government-Registered PSP

### Third-Party Payment

- Collection and Disbursement Service
- Payment Gateway

## Government-Licensed

### Electronic Payment Institution

- Cross-border transactions
- Inter-Institutional Small-Amount Remittance
- Inter-Institutional Shopping Function

### Payment Aggregation

One-stop multi-payment and logistics services

### Payment Terminal Solutions

Multi-Payment Integrated Terminals  
EMV / NFC / QR code

### Value-Added Applications

- Electronic invoicing
- Electronic receipts for travel industry
- Donation platforms

### System Integration

- Online & In-store Bank
- Gateway Integration



藍新科技

Neweb FinTech Group has third-Party payment and electronic payment licenses  
Targeting the NT\$10 trillion non-cash market.





## An OMO payment ecosystem

Comprehensive service including  
third-party payment and electronic payment

藍新金流  
NewebPay

ezPay  
簡單付

10 trillion market scale

The total transaction target for 2025 is expected to grow by 10 billion.

TWQR-Ready

Preparing for full support across online merchants, Web-to-App flows, mobile tap-to-pay apps, and next-generation payment platform.

Smart IoT

Smart Vending Machine / Automated Store,  
Diverse Payment Scenario

# New Momentum



# Soft-world Group's Cross-Industry Collaboration Projects



Collaboration between gaming and dining brands

"Azur Lane" collaborated with Ippudo to launch a co-branded set menu and customized exclusive virtual gift cards.



Collaboration between games and virtual idols

"Wind Fantasy NeXus" Game X Dimensional Idol Meet & Greet



Game combined with professional baseball games.

TSG Hawks, Wing Stars, and "ArchAge War" stadium promotion.



Diverse payment options for the baseball game

Partnering with Burger King, heading to the Taipei Dome for the World Baseball Classic 12-team tournament, fully supporting the Chinese Taipei team.



# 2025 H1 Financial Report



# 2025 H1 Soft-World Consolidated Income Statements

(Unit: NTD in Thousand)	2025Q2	%	2025 Q1	%	2025 H1	%	2024 H1	%	YoY%
<i>Operating Revenue</i>	1,556,424	100	1,612,046	100	3,168,470	100	3,377,102	100	-6%
<i>Operating Costs</i>	700,535	45	765,865	48	1,466,400	46	1,511,924	45	-3%
<i>Gross Profit</i>	855,889	55	846,181	52	1,702,070	54	1,865,178	55	-9%
<i>Operating Expenses</i>	572,683	37	583,700	36	1,156,383	37	1,228,797	36	-5%
<i>Operating Income(Loss)</i>	283,206	18	262,481	16	545,687	17	636,381	19	-14%
<i>Non-Operating Income and Expenses</i>	194,129	13	42,915	3	237,044	8	233,188	7	1%
<i>Net Income Before Tax</i>	477,335	31	305,396	19	782,731	25	869,569	26	-10%
<i>Net Income After Tax</i>	413,593	27	248,020	15	661,613	21	725,585	21	-8%
<i>Net Profit Attributable to Shareholders of the Parent</i>	401,316	26	220,540	13	621,856	20	650,067	19	-4%
<i>EPS</i>	2.68	-	1.47	-	4.15	-	4.50	-	-



# Soft-World Consolidated Income Statements of 2025 H1 & 2024 H1 & H2

(Unit: NTD in Thousand)	2025 H1	%	2024 H2	%	2024 H1	%
<i>Operating Revenue</i>	3,168,470	100	3,397,240	100	3,377,102	100
<i>Operating Costs</i>	1,466,400	46	1,664,128	49	1,511,924	45
<i>Gross Profit</i>	1,702,070	54	1,733,112	51	1,865,178	55
<i>Operating Expenses</i>	1,156,383	37	1,194,539	35	1,228,797	36
<i>Operating Income(Loss)</i>	545,687	17	538,573	16	636,381	19
<i>Non-Operating Income and Expenses</i>	237,044	8	85,884	3	233,188	7
<i>Net Income Before Tax</i>	782,731	25	624,457	19	869,569	26
<i>Net Income After Tax</i>	661,613	21	512,481	15	725,585	21
<i>Net Profit Attributable to Shareholders of the Parent</i>	621,856	20	489,365	14	650,067	19
<i>EPS</i>	4.15	-	3.25	-	4.50	-

