



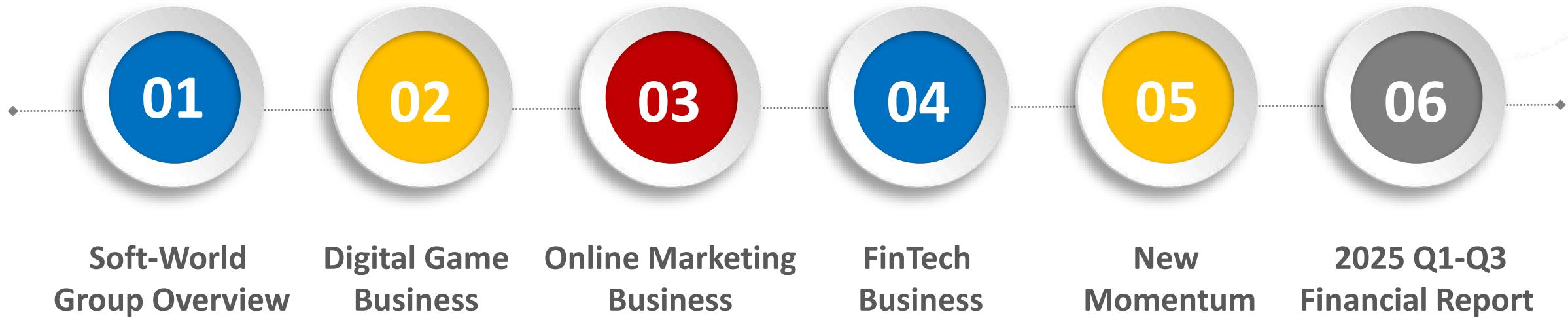
*Soft-World Group 5478.TW  
Chinese Gamer 3083.TW  
Q3 Group Introduction*

2025.11

# 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



# Top Gaming Company in Taiwan

## Soft-World, Provide One-Stop Services



- Founded: 1983/7/15
- Stock Symbol: 5478(OTC-listed in 2001)
- Capital: NT\$1.56 Billion
- Employees: 1,100

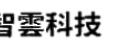
## MyCard · Leading Brand in Game Industry



- The **most widely used** game point card in Taiwan, Hong Kong and Macau.
- Expand **Southeast Asia & global markets!**
- Professional game marketing team.



線下活動 規劃	全方位 代操	金流代收付 服務	遊戲音樂 製作	美術外包	雲端系統 方案	線上廣告 投放	社群客服 服務	專業遊戲 代理	IP授權合作	通路宣傳 地推	支付管道
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# Soft-World Group Overview

## A Diversification Strategy in Internet Industry



財團法人  
智冠科技文化藝術基金會  
Soft-World Arts and Culture Foundation



遊戲音樂  
創作基地  
Game Music Creation Base



SOFT-WORLD

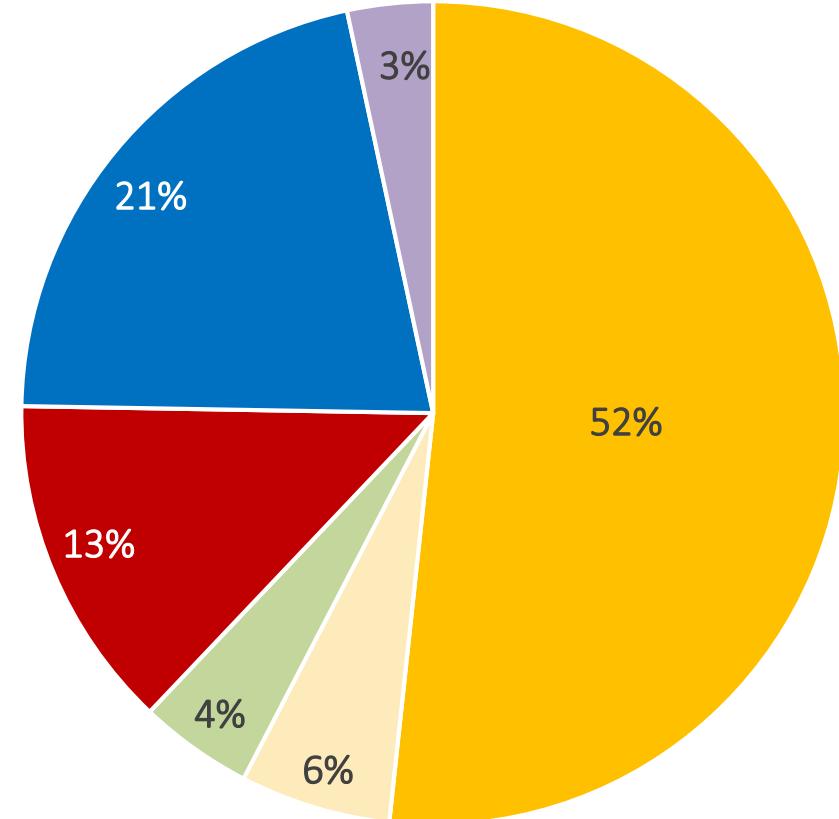
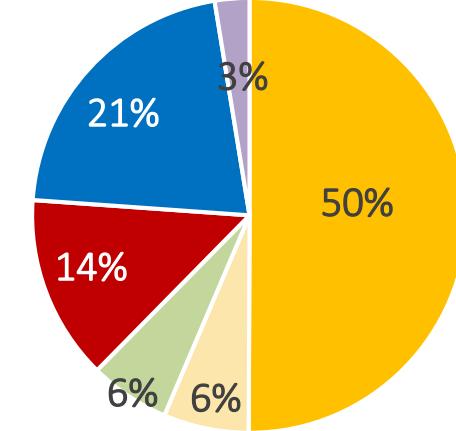
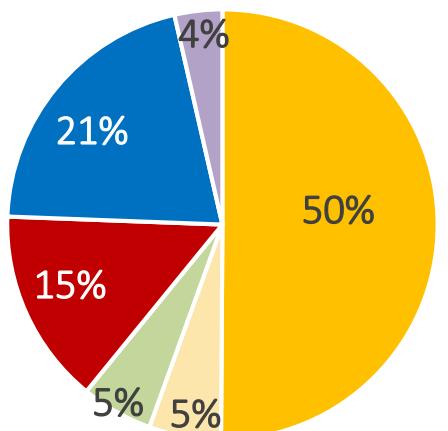
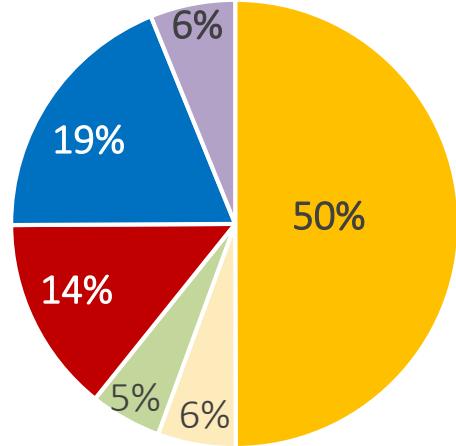
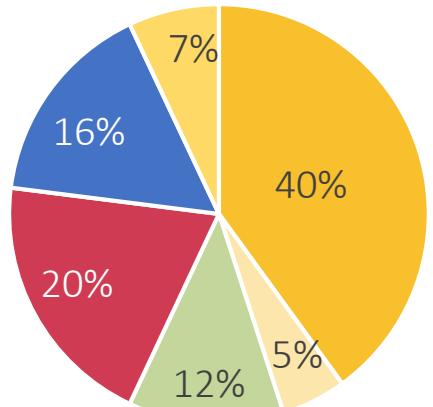


READ  
REVITALIZE ADVERTISING DIMENSION  
智酷媒體股份有限公司

Online Marketing Business



# Soft-World Group Revenue Breakdown by Business



Game Distribution

Online Marketing Business

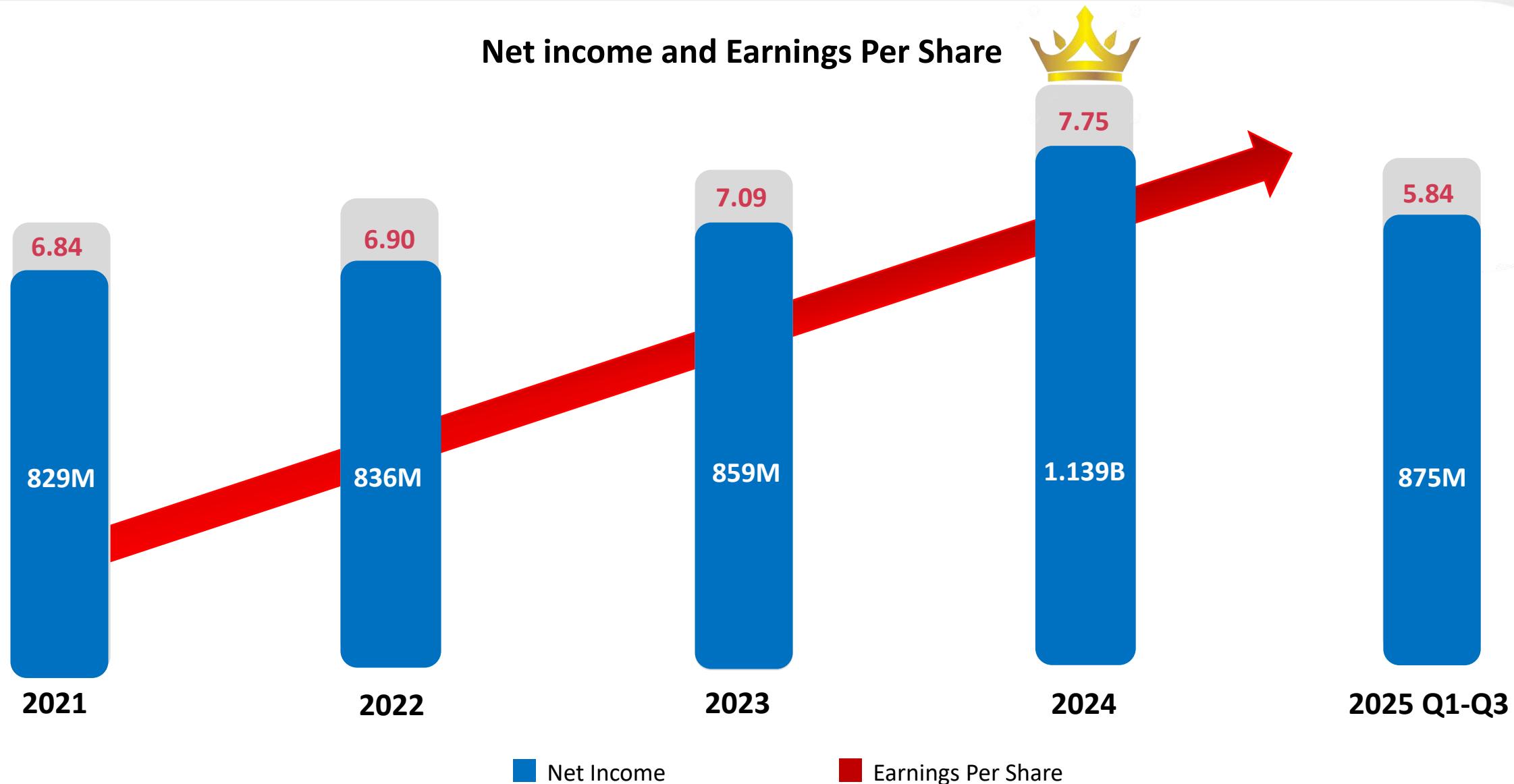
Game Development

FinTech Business

Game Publishing & Operation

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

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



# Digital Game Business

Distribution / IP Licensing / Development / Publishing & Operation



Game

Martech

Fintech



Global Game Business



FinTech Business

Game  
Distribution

Education  
& CSR

Game  
Development

E-Commerce  
& Payment

Game  
Publishing &  
Operation

Online  
Marketing &  
Advertising

Cloud  
Computing

Online Marketing Business



ezPay

群心網路  
Service



# Gaming Industry Flow



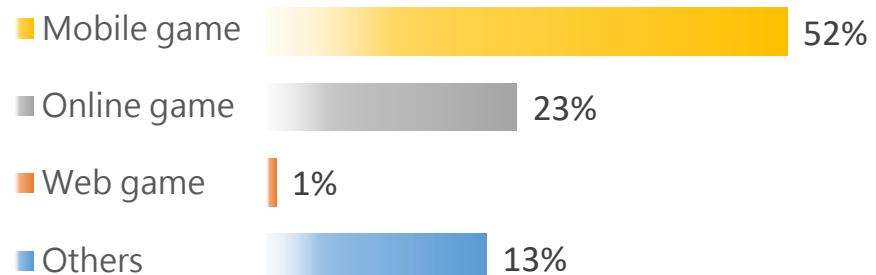
# Leading Brand in Game Industry

## Soft-World's Integrated Marketing Services



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

### 2025 Q1-Q3 MyCard Sales Breakdown by Product





# Soft-World Marketing Exposures

## Extensively Industrial Resources to Increase the Service Performance

- e-PLAY is an **exclusive selling system** operated by Soft-World.
- There are **approx. 10,000 stores** in Taiwan, mostly are **popular chained stores** such as supermarkets, electronic stores, cyber café , books stores, telecoms and so on.



Electronics retail chain

≈ 730 Stores



Supermarket

≈ 2,000 Stores



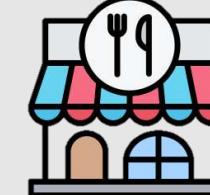
Mobile/Computer

≈ 3,500 Stores



Fun and Games

≈ 450 Stores



Food & Beverage

≈ 1,400 Stores



Others

≈ 2,000 Stores

# Soft-World Exhibition & Event/Marketing

All in One: Exhibition setup and installation



**Mass exhibition and event design**  
**800+ events with 130+ partners**  
**Designated long-term partner of**  
**worldwide clients**





# Soft-World Music Multimedia Center



- Producers can remotely monitor the recording in real time
- Provide sound design tailored for the game.
- Wind band / Chinese orchestra
- Provide large rehearsal rooms.

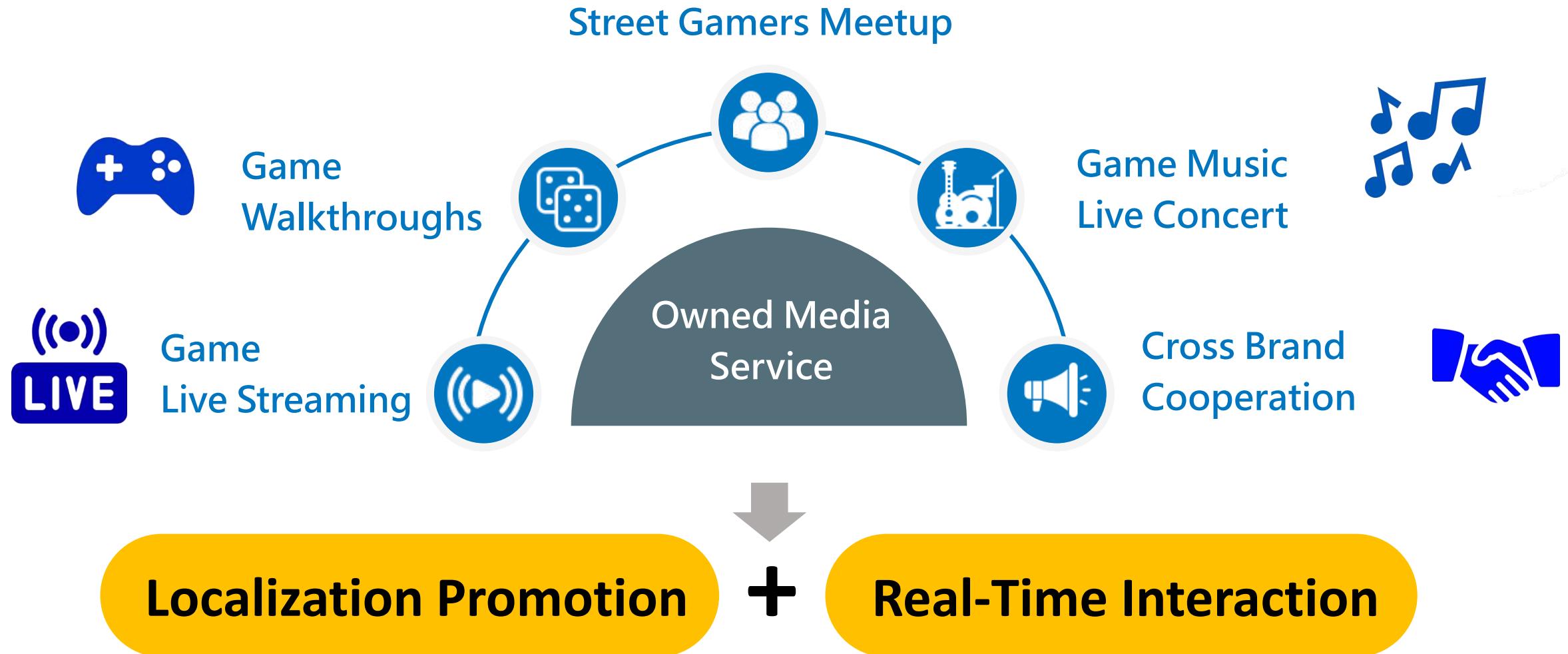
♪ Service: Soundtrack and Sound Effect of Games/ Animations/ Commercial Ads/ TV Series, MVs Shooting, Video Producing.



♪ Cooperation: Mobile game soundtrack of King of Kings 3D, Back to the Qin Dynasty, Theme Song of Wind Fantasy NeXus, Tower of Saviors, TS S, Wulin, Huang Yi, The Emperor, Sakurascroll, Heroes of Jin Yong



# Soft-World “Owned Media Hub”



# Online Merge Offline Visual Interactive Experience

## Physical Channels

**2,000+** channels across Taiwan

Convenient stores / 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





Onsite momentums



Streaming screen

# 《Back to the Qin Dynasty》 with OMO promotion



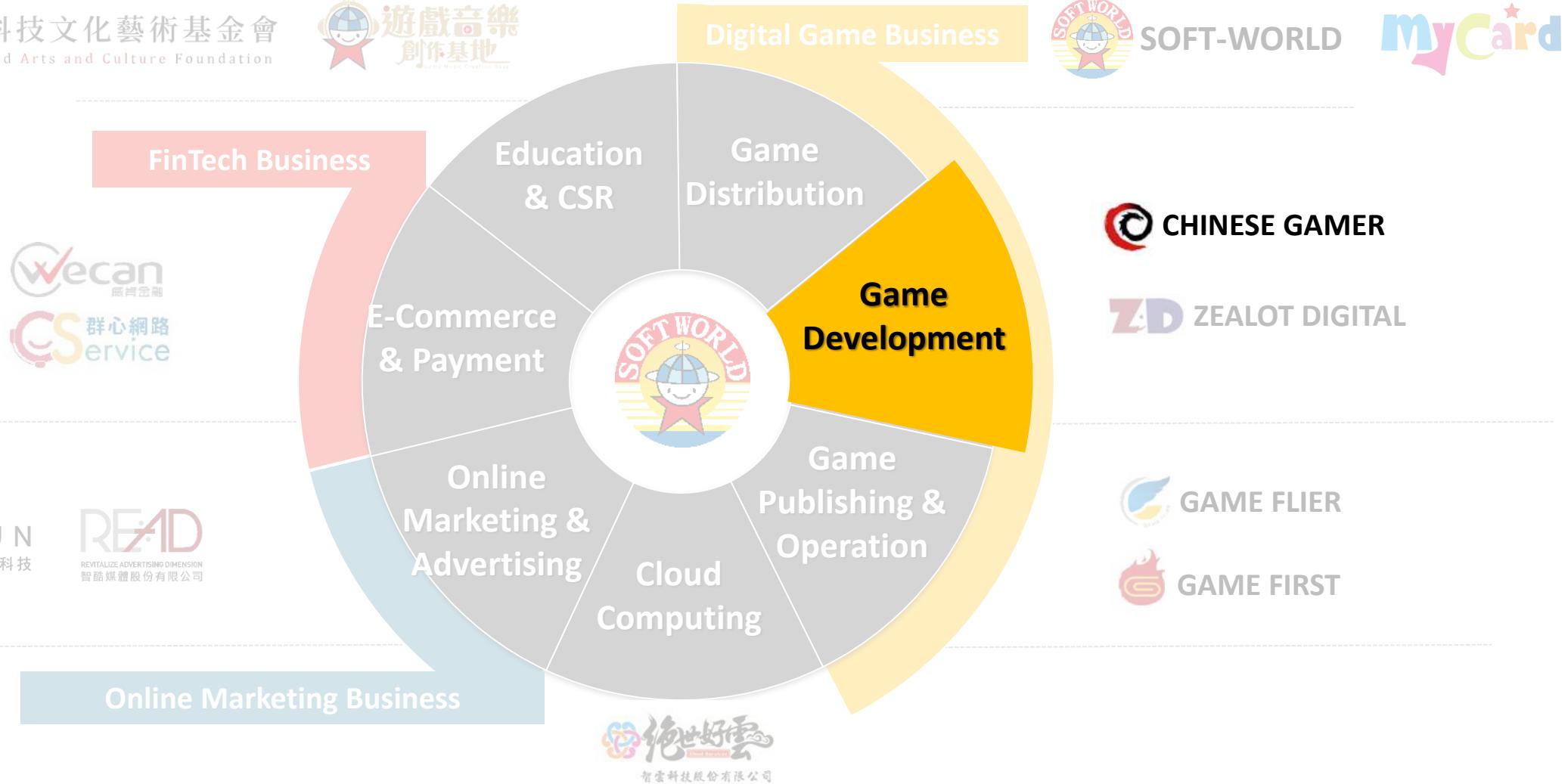
Soft-World creates innovative OMO experience  
with a series of 5 consecutive consumer events



# 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》

# *Soft-World International Corporation teams up to create the game 《Back to the Qin Dynasty》*

**Wongyi World**



**IP Licensing**

**Chinese Gamer**



**Game Developer**

**Soft-World Music  
Multimedia Center**



**Game Sound Effects**



**Game Operator**



**ZEALOT DIGITAL**

**Game graphic**





# 《Back to the Qin Dynasty》

## ● *Will be launched in 2026 Q1*

- *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*

*Classic martial arts MMORPG*



## *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.*

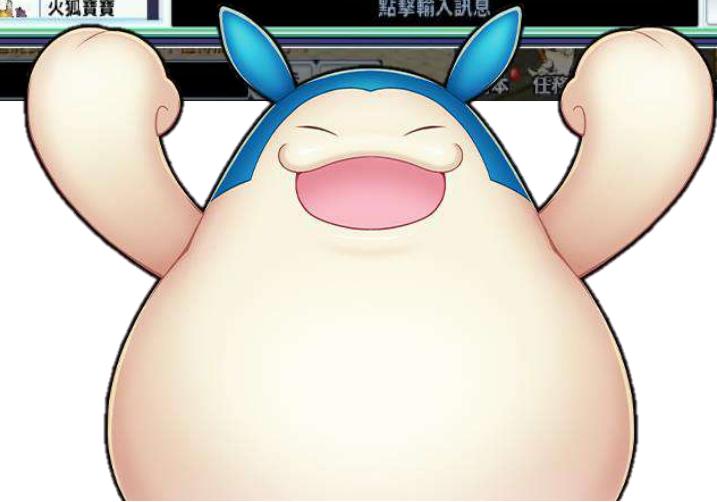
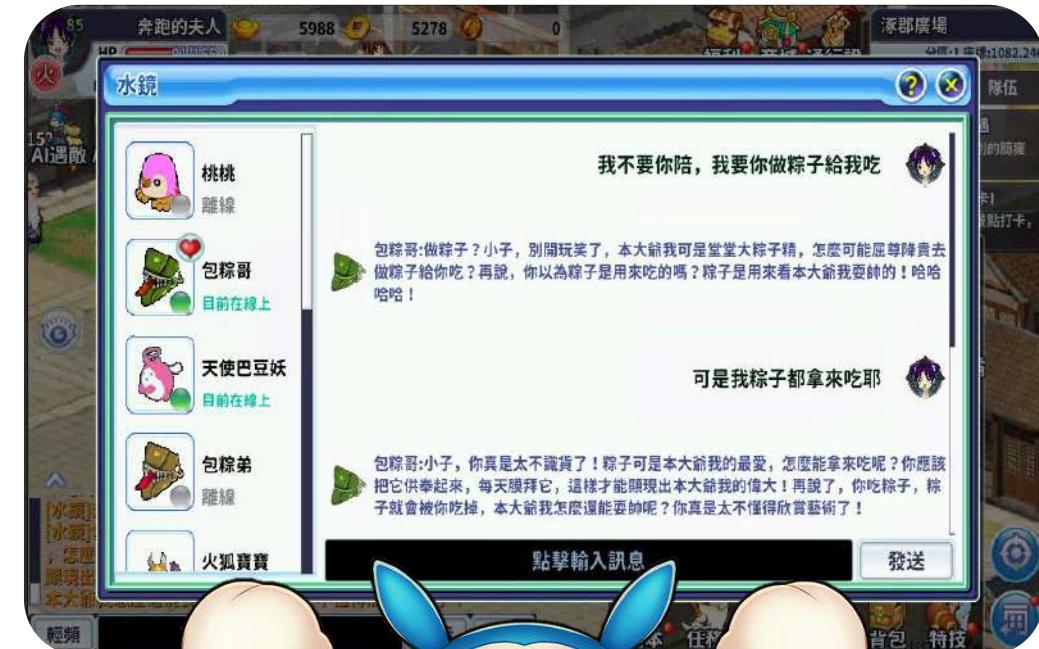


### **AI Strategy Assist:**

*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.*



Digital Game Business



SOFT-WORLD



FinTech Business

Game Distribution

Education & CSR

Game Development

E-Commerce & Payment

Game Publishing & Operation

Online Marketing & Advertising

Cloud Computing

Online Marketing Business



# 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





# 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

7,500+ Concurrent daily users

10,000+ 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

- **Master piece:** Awarded Guinness World Record for "World's Most Popular MMORPG"
- **Exclusive agency operation experience in TW, HK and Macau:**

Awarded "World's Best Customer Service" by Blizzard Entertainment in 2008.

More than 10 years of professional customer service experience.  
Proficient in: **Chinese, English, Korean.**



- **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.

- **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.

**BROWN DUST II**  
棕色塵埃2

 上古世紀:戰爭  
ArcheAge WAR

 MCL  
MYCARD CYBERCAFE LEAGUE





# 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.



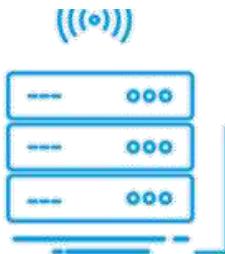




## MyServer Dual-engine Strategy

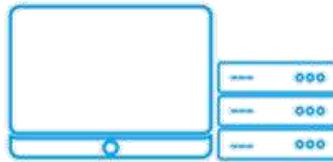


Powered by growth in both cloud services and cybersecurity,  
MyServer delivers comprehensive solutions for enterprise needs.



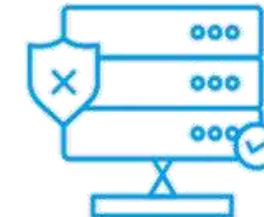
### IDC computer room rental service

Three major telecom equipment room rentals, 7\*24 support services.



### DBSAFER Integrated Security Solution

Top choice in the market  
6,000+ enterprises adopted



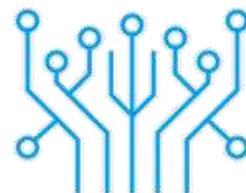
### Server equipment rental

No need to buy a server, rent at any time and charge on a daily basis without binding contract.



### Cloud service

AWS, GCP, Azure, UCloud various cloud platforms challenge the lowest price in the market.



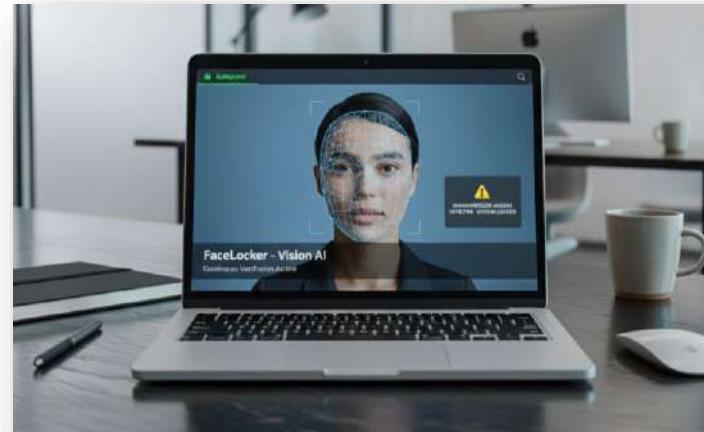
### CDN service

Collective sharing, without binding, can enjoy the binding unit price of 3000T.



### DDoS service

IDC computer room DDoS protection, cloud cleaning protection, dual solutions.



**70% of Korean market share**  
**20 years experience**

6,000+ enterprises adopted  
including banking and finance,  
e-commerce, and manufacturing

**Function highlights**

Database Access Management (DAM)  
Privileged Account Management (PAM)  
FaceLocker continuous identity authentication technology

**Unique selling points**

The only DAM + PAM solution  
Localization and customization for TW  
Improves efficiency and reduces costs

# DBSAFER vs other competitors

Description	DBSAFER	Other competitors
<b>Key Advantages</b>	Total solution with DAM + PAM 	Package product Standard framework
<b>Pricing</b>	1/4 of the price of comparable products reasonable and flexible licensing 	Higher price with fixed budgets
<b>Support environments</b>	on-premises + cloud 	Mainly on-premises
<b>Regulartory comploance</b>	Taiwan Personal Data Protection Act, Cyber Security Management Act, ISO 27001, and GDPR 	International standard

**DBSAFER offered integrated function with flexible modules and competitive price**

# Online Marketing Business

## Advertising / Marketing Consulting/ Digital Platform



Game

Martech

Fintech



Digital Game Business



SOFT-WORLD



FinTech Business



Education & CSR

E-Commerce & Payment

Game Distribution

Game Development

Online marketing & Advertising

Game Publishing & Operation

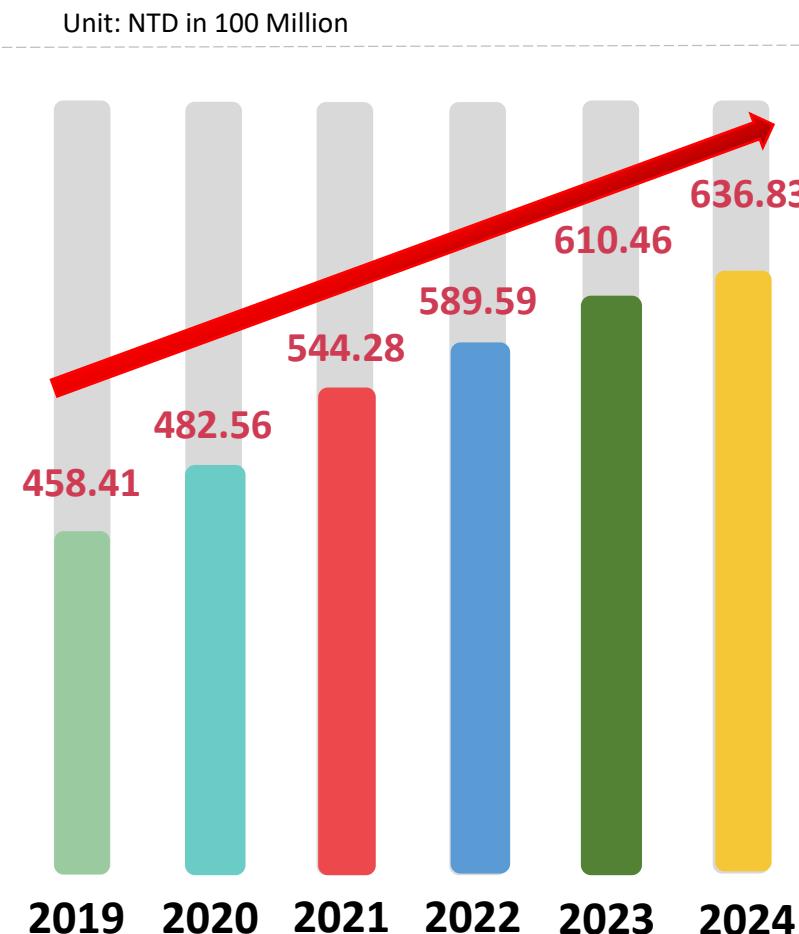
Cloud Computing

Online Marketing Business



# 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 Milestones



LINE Display Solutions  
Sales Partner 2025

**Diamond**

2025 LINE Display  
Diamond Partner

LINE Account Solutions  
Sales Partner 2025

**Silver**

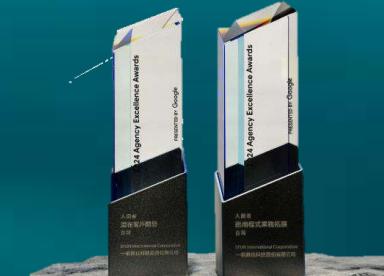
2025 LINE official account  
Silver Partner



2025 LINE Biz-  
Solutions  
Diamond & Silver  
Certification



ISO27001  
Certification



3 Consecutive year  
Google Agency  
Excellence Awards

# 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

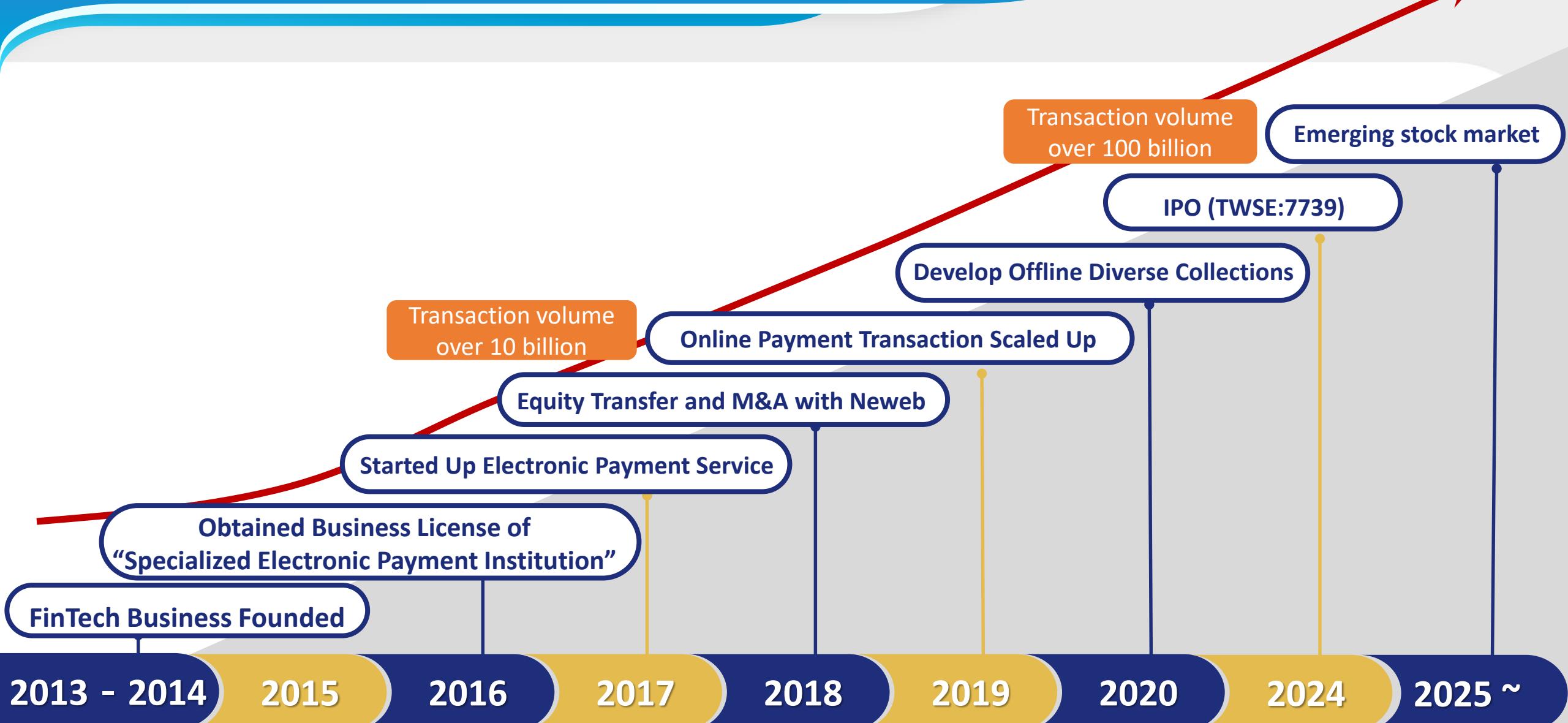
**ezPay**簡單付

Game

Martech

Fintech

# Development Milestones





(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

ezAIO 簡單收

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

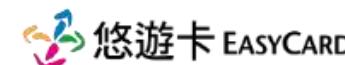


*Diverse physical stores / cross-border collections service, complete payment integration in one equipment*

Credit card payments



Electronic/  
TWQR  
payments



# Off-Line Mobile Payment

## ezPay 簡單付



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

### Withdraw

Convenient withdrawal  
Flexible use of money



### Transfer

Transfer easily without  
going out



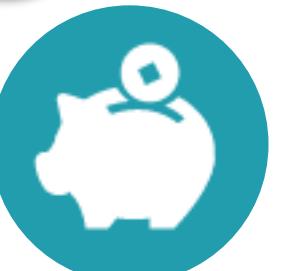
### Collection

Diverse collection tools



### Payment

Complete shopping payment  
swiftly and safely



### Deposit

Deposit anytime without  
interruption

# 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

### Payment Aggregation

One-stop multi-payment and logistics services

## Government-Licensed

### Electronic Payment Institution

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

### 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



## Produce volleyball team theme song

Soft-World Music Multimedia Center collaborates with the sports industry to create exclusive cheer theme songs.



## Fintech services for the health industry and the fan economy

Neweb provides payment services for TSG's membership, online ticketing platform, and JIAJIE e-commerce.



## Gaming × Professional Baseball

Popular Games & Audience Reach  
On-site promotions at baseball games



## Integrating AI Technology into Game Cheering

EFUN collaborates with the TSG Hawks to integrate AI technology into exclusive player cards, strengthening brand connection and member engagement.



# **2025 Q1- Q3 Financial Report**



# 2025 Q1-Q3 Soft-World Consolidated Income Statements

(Unit: NTD in Thousand)	2025 Q1	%	2025 Q2	%	2025 Q3	%	2025 Q1 - Q3	%
<b>Operating Revenue</b>	1,612,046	100	1,556,424	100	1,600,501	100	4,768,971	100
<b>Operating Costs</b>	765,865	48	700,535	45	762,364	48	2,228,764	47
<b>Gross Profit</b>	846,181	52	855,889	55	838,137	52	2,540,207	53
<b>Operating Expenses</b>	583,700	36	572,683	37	557,208	35	1,713,591	36
<b>Operating Income(Loss)</b>	262,481	16	283,206	18	280,929	18	826,616	17
<b>Non-Operating Income and Expenses</b>	42,915	3	194,129	13	49,943	3	286,987	6
<b>Net Income Before Tax</b>	305,396	19	477,335	31	330,872	21	1,113,603	23
<b>Net Income After Tax</b>	248,020	15	413,593	27	266,073	17	927,686	19
<b>Net Profit Attributable to Shareholders of the Parent</b>	220,540	13	401,316	26	253,855	16	875,711	18
<b>EPS</b>	1.47	-	2.68	-	1.69	-	5.84	-



# 2025 Q1-Q3 Soft-World Consolidated Income Statements

(Unit: NTD in Thousand)	2025 Jan - Sep	%	2024 Jan - Sep	%	YOY	%
<i>Operating Revenue</i>	4,768,971	100	5,195,203	100	(426,232)	(8)
<i>Operating Costs</i>	2,228,764	47	2,402,707	46	(173,943)	(7)
<i>Gross Profit</i>	2,540,207	53	2,792,496	54	(252,289)	(9)
<i>Operating Expenses</i>	1,713,591	36	1,829,097	35	(115,506)	(6)
<i>Operating Income(Loss)</i>	826,616	17	963,399	19	(136,783)	(14)
<i>Non-Operating Income and Expenses</i>	286,987	6	270,382	5	16,605	6
<i>Net Income Before Tax</i>	1,113,603	23	1,233,781	24	(120,178)	(9)
<i>Net Income After Tax</i>	927,686	19	1,016,813	20	(89,127)	(8)
<i>Net Profit Attributable to Shareholders of the Parent</i>	875,711	18	925,597	18	(49,886)	(5)
<i>EPS</i>	5.84	-	6.33	-	-	-

