



Ourgame International Holdings Limited
 (Stock Code: 6899)



2016 Interim Results Presentation

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1H2016 Key Highlights

1. We continued to operate well and achieved satisfactory operational and financial results, with Q2 growth accelerated.

- 1H Rev RMB415.9 million, YoY +27.9%, Q2 Rev RMB221.3M, YoY +37.5%
- 1H Adjusted Net Profit RMB96.1 million, YoY +13.9%; Q2 RMB62.9M, YoY +42.8%
- 1H Platform MAU 28.1 million, YoY growth -4.2%; Q2 30.4 million, YoY +10.3%
- 1H Total MPU 1.79 million, YoY growth +0.1%; Q2 1.97 million , YoY +13.5%

2. Major business components continued to grow, with mobile making a strong comeback in Q2 and non-game sector becoming an important revenue contributor.

- 1H PC rev RMB205.4 million, YoY +38.0%; Q2 97.7m, YoY +20.7%
- 1H Mobile rev RMB166.5 million, YoY -4.9%; Q2 100.8m, YoY +26.5%
- 1H Non-game rev RMB44.0 million, YoY growth +3,463.6%, and is 10.6% of total revenue

1H2016 Key Highlights (continued)

- 3. In Q1, Ourgame formed the Allied eSports JV with WangYu, Ourpalm, iRena and Kongzhong. With these partners we are making rapid progress in capturing the global eSports market.**
- 4. In May 2016, WPT finalized a historic, 5-year broadcasting deal with FOX Sports Networks. The contract secured the key media distribution partner for WPT the long term.**
- 5. In Q2, Ourgame has formed JV with Beijing iRena to deliver to sports fans the unrivaled sporting experience by combining online games, ticketing sales, tournaments and sports memorabilia.**
- 6. In Q2, we unveiled our new company logo. The new logo is formed by five “G” letters which signifies our expanded mission from “games” to an integrated sports and entertainment global group with five synergistic platforms, namely games, E-sports, mind sports, global poker entertainment and sports E-commerce.**

1H2016 Key Highlights (Cont'd)

Financial Summary	1H2015	1H2016	YoY change
<i>(RMB thousands)</i>			
Revenue			
PC Games	148,822	205,406	+38.0%
Mobile Games	175,012	166,502	-4.9%
Others	1,234	43,975	+3,463.6%
Total Revenue	325,068	415,883	+27.9%
Gross Profit	176,072	237,022	+34.6%
<i>Margin %</i>	<i>54.2%</i>	<i>57.0%</i>	<i>+5.2%</i>
Selling and marketing expenses	47,410	85,669	+80.7%
Administrative expenses	29,080	60,398	+107.7%
Share-based compensation expense	21,834	20,981	-3.9%
R&D Expenses	21,629	18,012	-16.7%
Finance cost	36	-	-100%
Non-IFRS Adjusted Net Profit*	84,379	96,147	+13.9%
Attributable to equity holders of the Company	84,379	96,979	+14.9%
<i>Margin %</i>	<i>26.0%</i>	<i>23.3%</i>	<i>-10.4%</i>

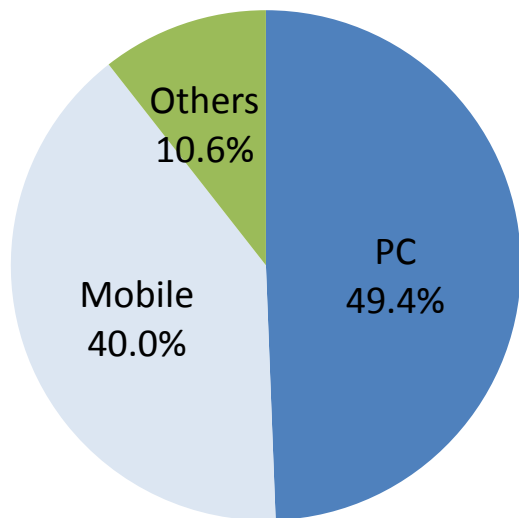
*Non-IFRS adjusted net profit was derived from the audited profit for the year excluding (i) share-based compensation expense; and (ii) expenses relating to the listing of the Company on The Stock Exchange of Hong Kong Limited.

1H2016 Key Highlights (Cont'd)

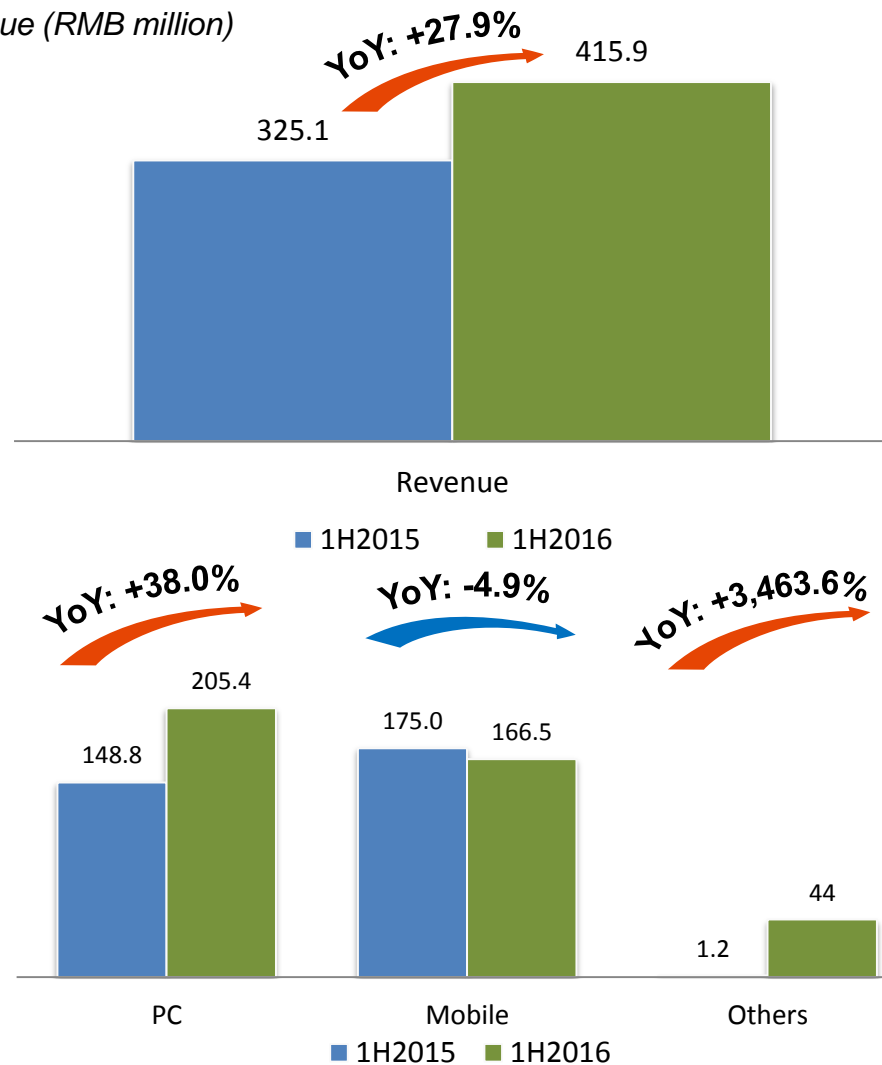
Operational Summary	2Q 2015	2Q 2016	1H 2015	1H 2016
<i>(thousands)</i>				
MAUs				
Self-developed games				
Texas Hold'em	445	1,007	479	871
Mahjong	4,736	5,936	4,834	5,283
Fight the Landlord	16,692	18,551	18,229	17,032
Other self-developed games	5,729	4,938	5,785	4,923
Total	27,602	30,432	29,327	28,109
MPUs				
Self-developed games	1,735	1,970	1,783	1,785
<i>Paying Ratio %</i>	6.3%	6.5%	6.1%	6.4%
ARPPU (RMB)				
Self-developed games	30	33	29	34

Revenue growth continued, with non-game revenue becoming important contributor

Revenue breakdown of 1H2016

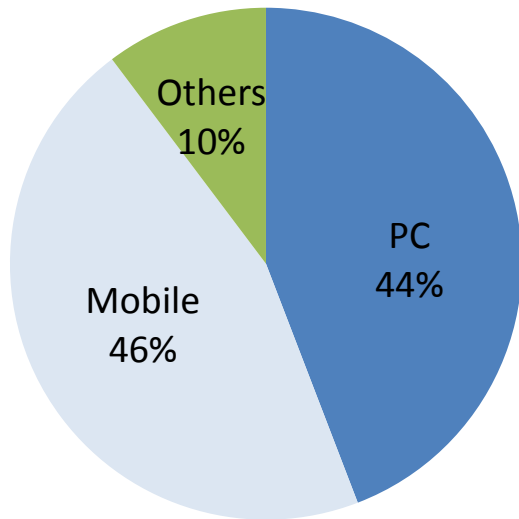


Revenue (RMB million)

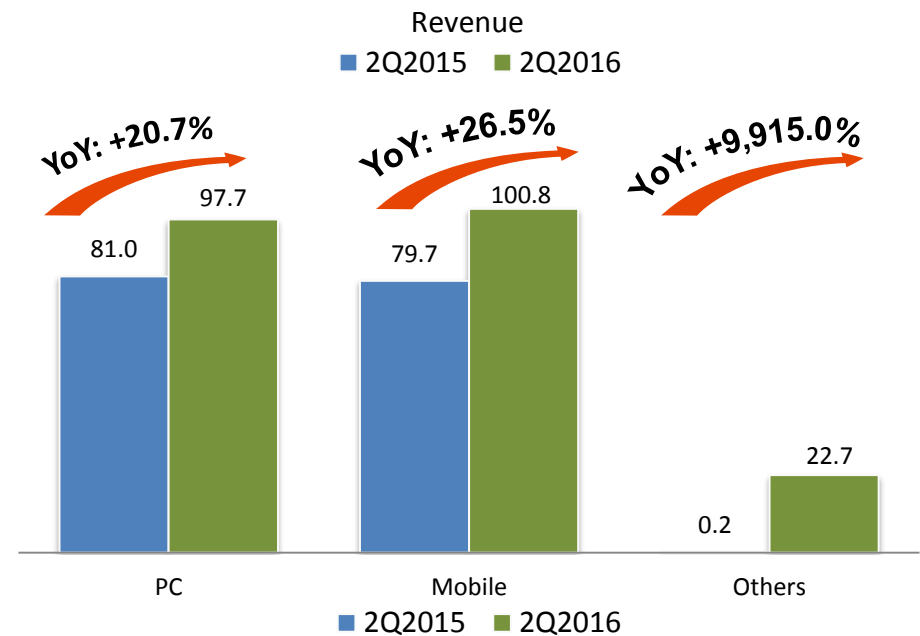
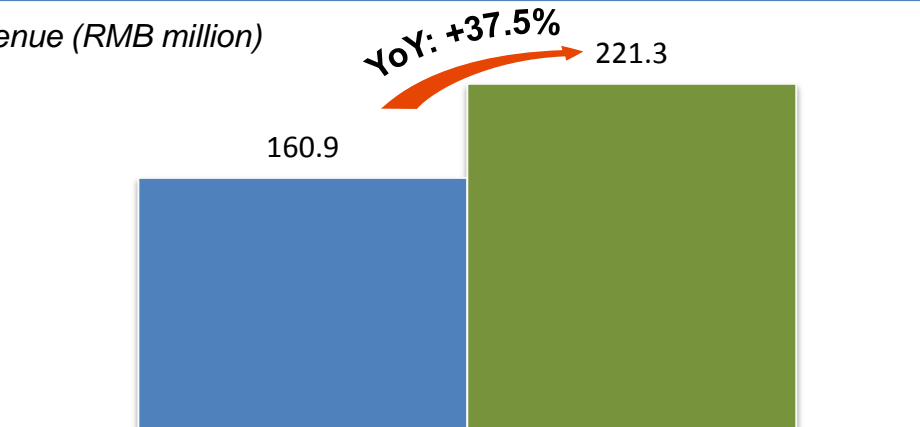


Revenue growth continued, with non-game revenue becoming important contributor (Cont'd)

Revenue breakdown of 2Q2016



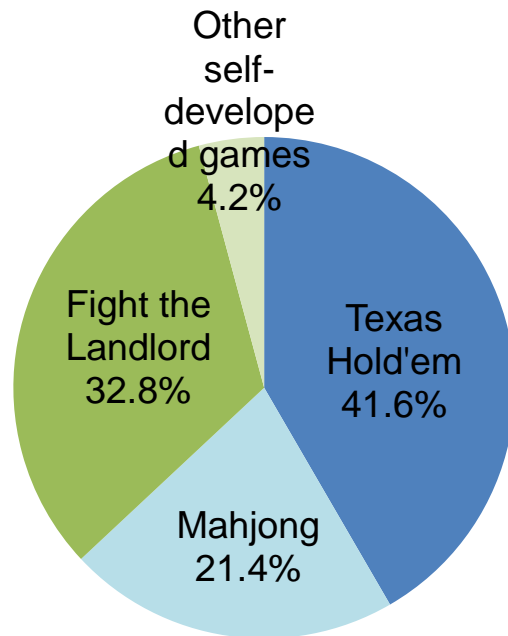
Revenue (RMB million)



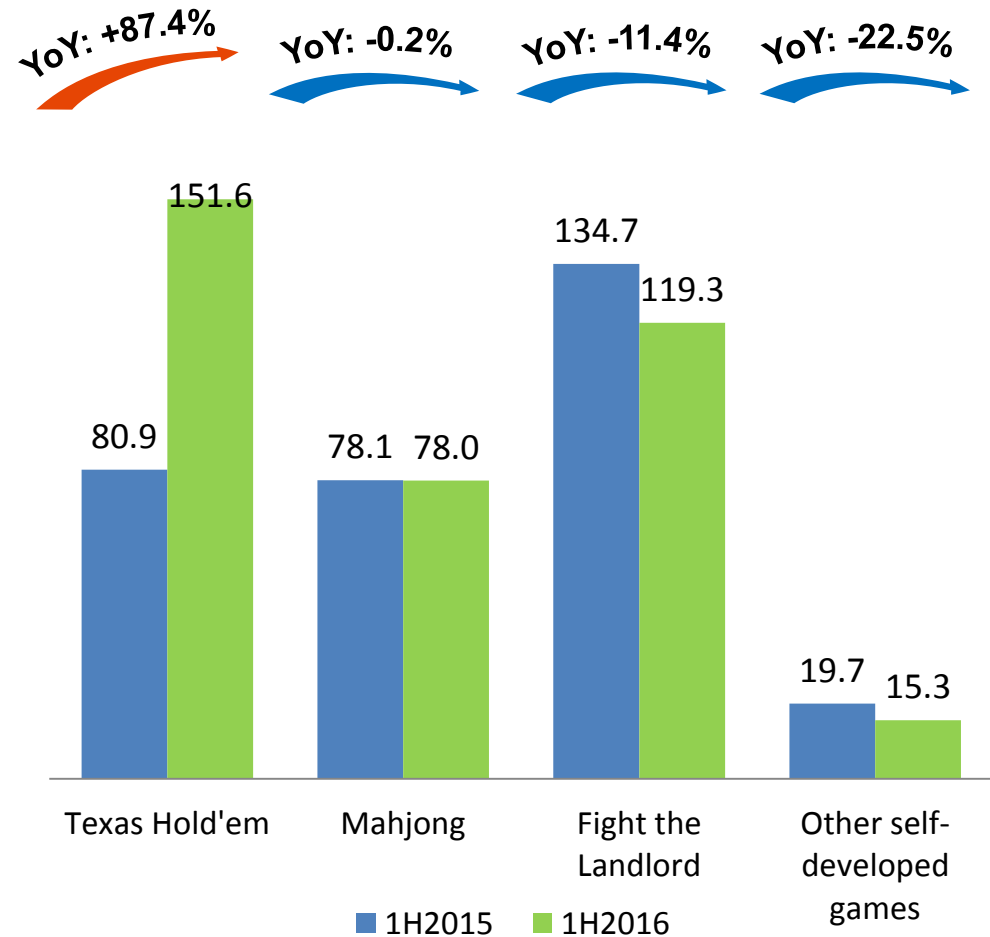
Major game categories demonstrated steady growth YoY, with Q2 outperforms

Revenue by Games

Revenue breakdown of 1H2016



Revenue (RMB million)

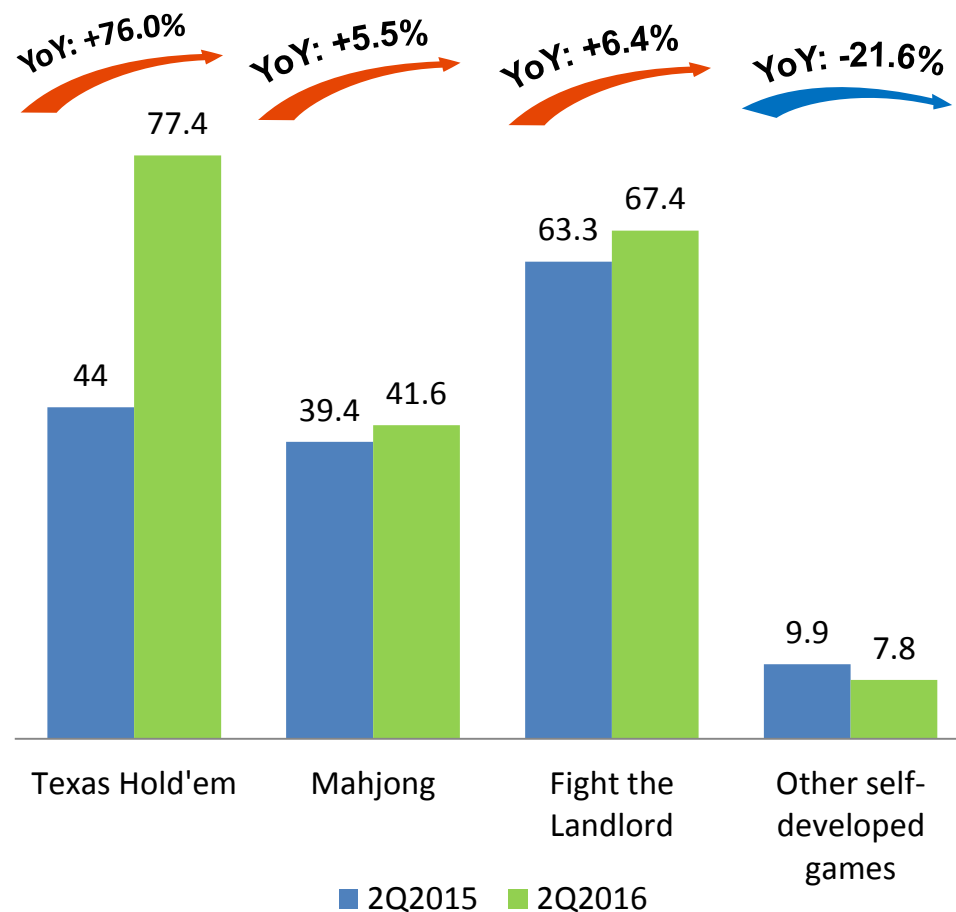
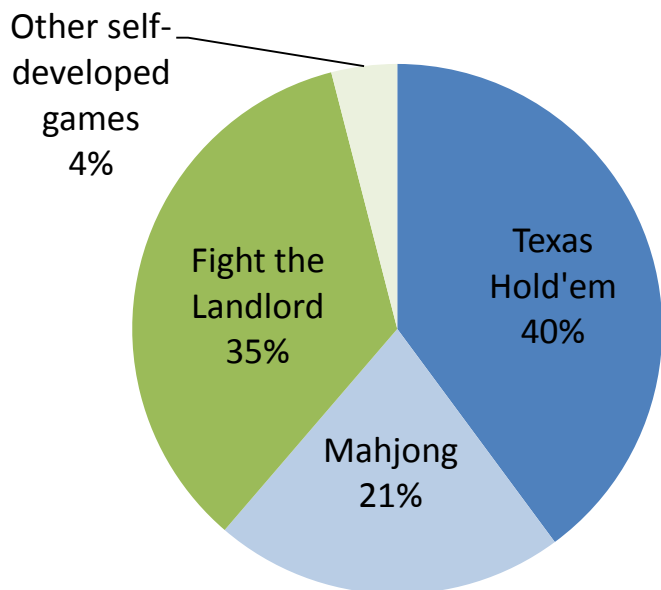


Major game categories demonstrated steady growth YoY, with Q2 outperforms (Cont'd)

Revenue by Games

Revenue breakdown of 2Q2016

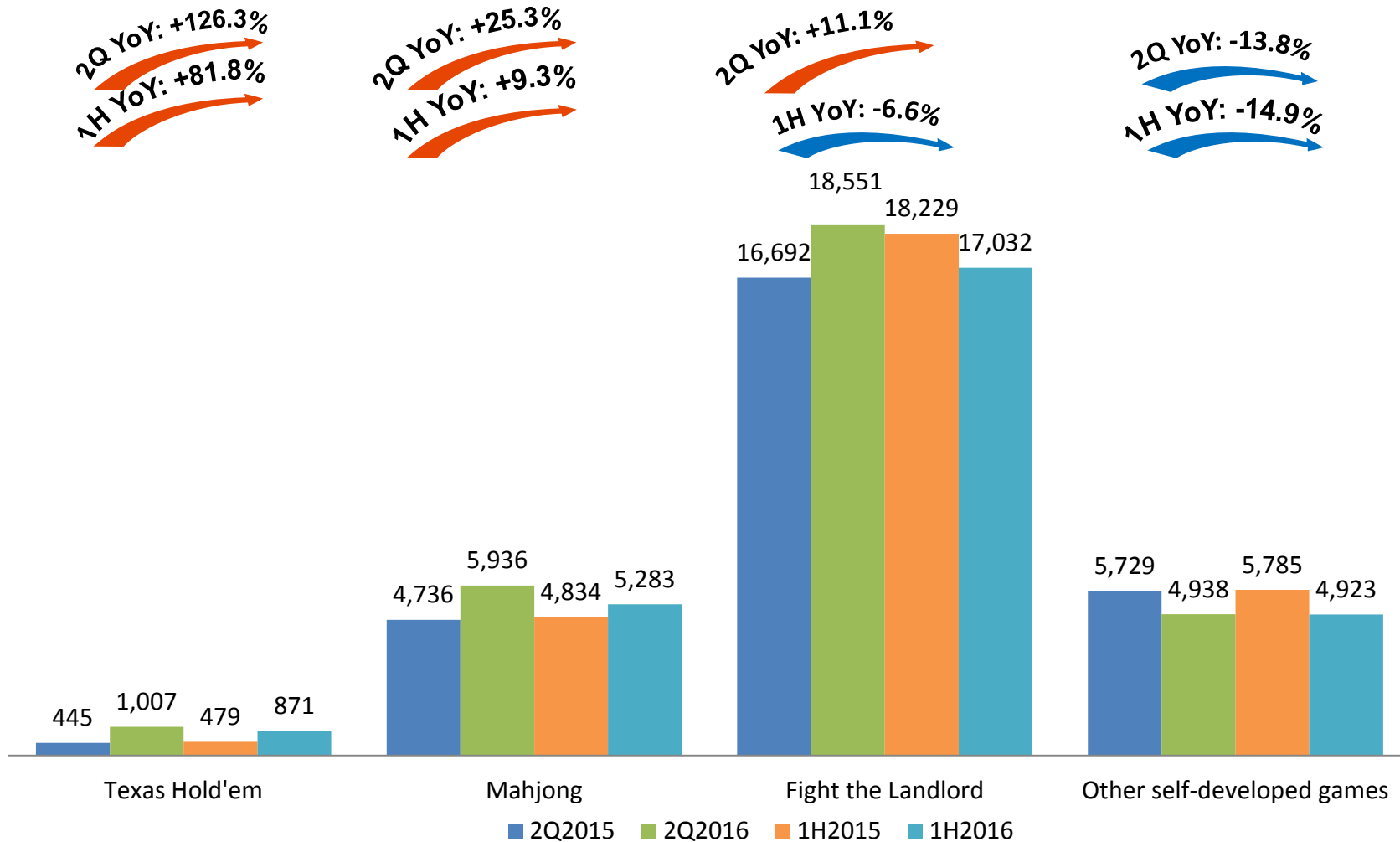
Revenue (RMB million)



Overall user base remain stable with expansion

MAUs

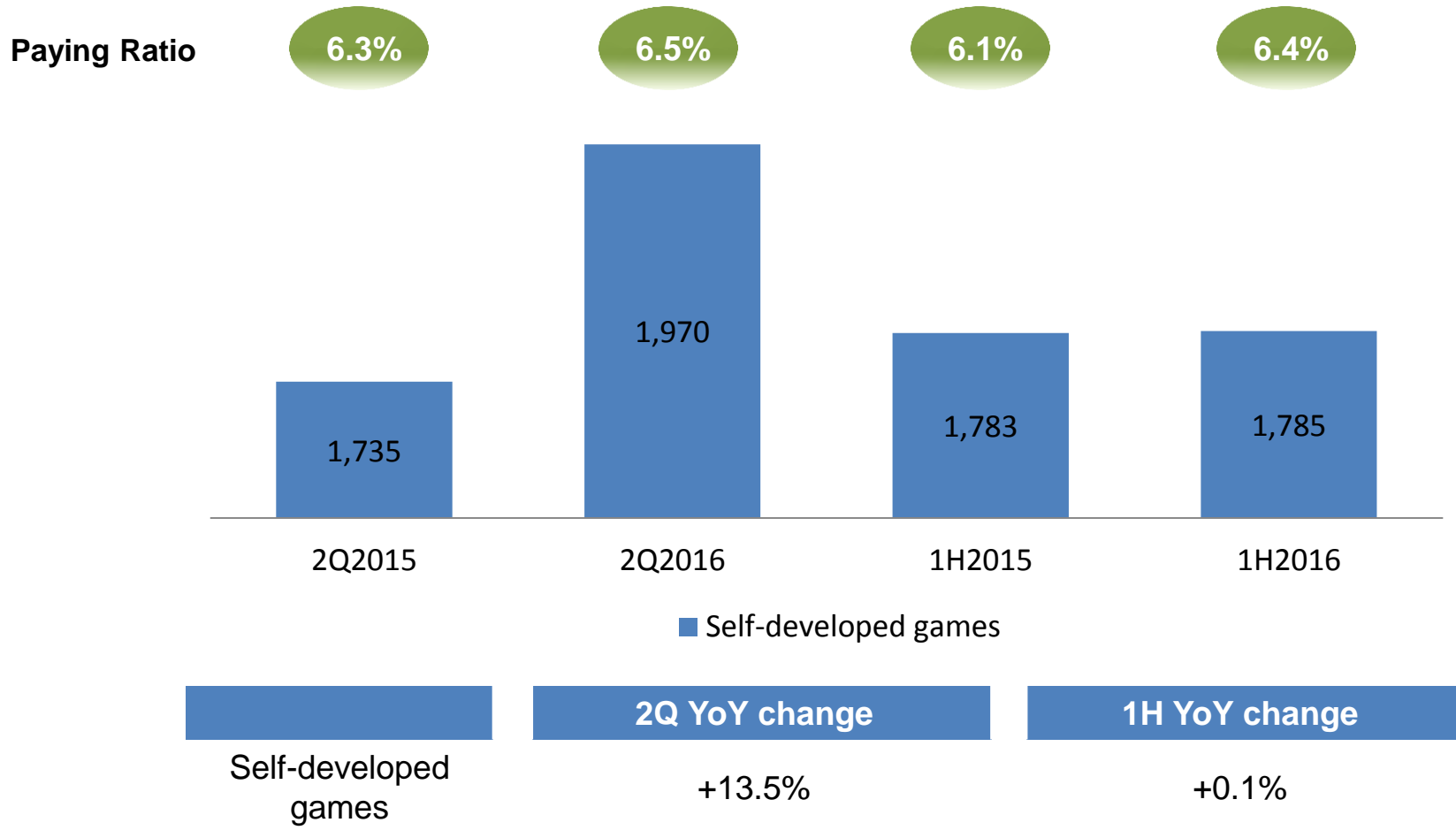
(thousands)



Paying users continue to grow

MPUs

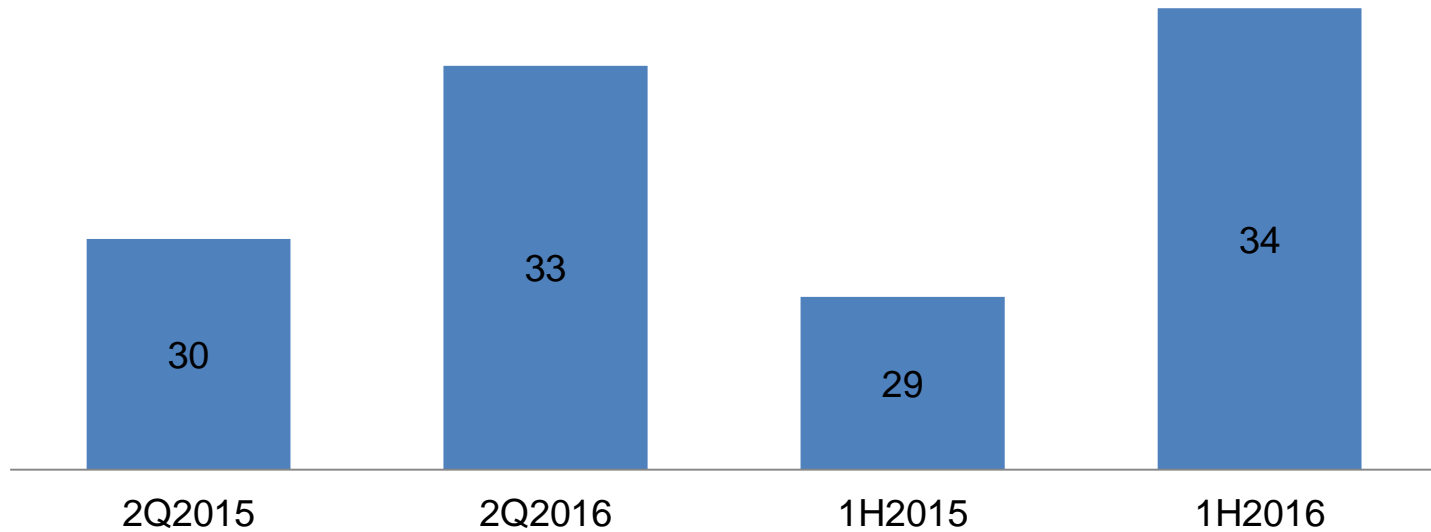
(thousands)



ARPPU maintained upward growth trend

ARPPU

(RMB)



■ Self-developed games

Self-developed games

2Q YoY change

+10.0%

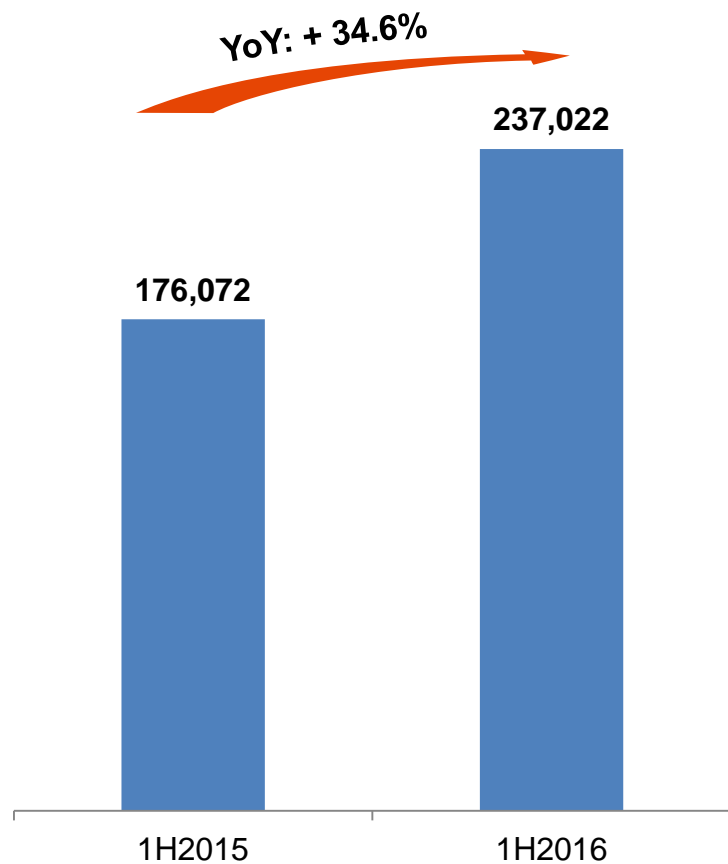
1H YoY change

+17.2%

Profitability maintained growth trend

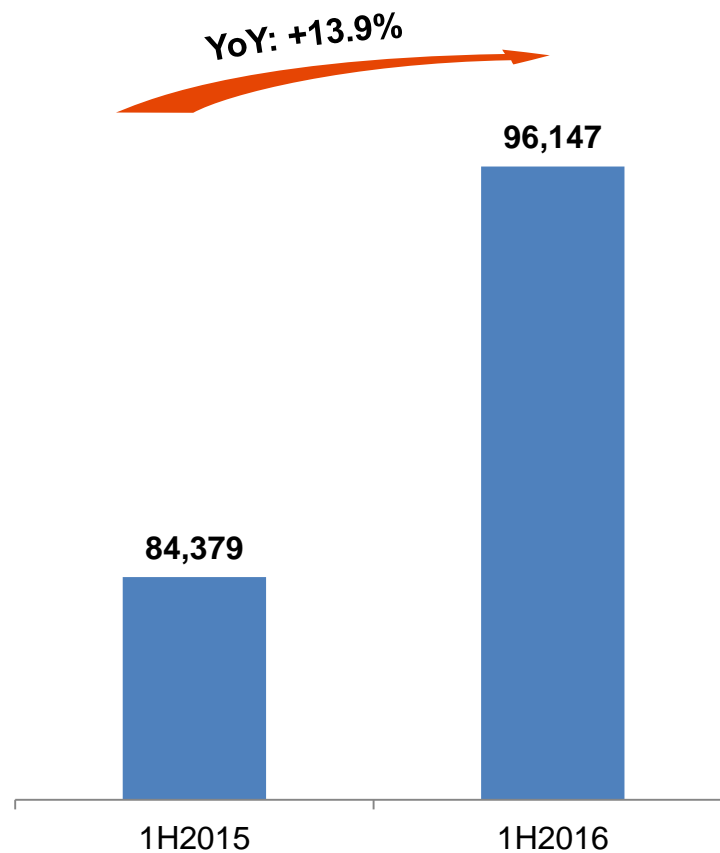
Gross Profit

(RMB thousands)



Adjusted Net Profit*

(RMB thousands)



Note: Adjusted Net profit is defined as the unaudited profit for the Period excluding (i) share-based compensation expense; and (ii) expenses relating to the listing of the Company on the Stock Exchange in 2014.

Future Prospects



1

We will have unprecedented focus on our games portfolio and will continue to innovate across PC and mobile.

2

We look to build stronger, strategic partnership with major mobile carriers.

3

WPT will be launching all new freemium Poker and Slots games worldwide and aims for global leadership in the space.

4

Allied eSports will be establishing major presence in North America and Europe thus forming a global eSports Arena network.

5

The JV between Ourgame and iRena will be releasing its first set of products.

6

We will continue to actively look for acquisition opportunities to accelerate our growth.

Future Prospects: look for our continued growth and progress along the axis of these five platforms





Q&A