



Ourgame International Holdings Limited
(Stock Code: 6899)



2014 Third Quarterly Results Presentation

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Q3 2014 Key Highlights

- **Strong growth in substantially all major financial and operational metrics**
- **Mobile growth is particularly strong with deepened monetization and launch of new games**
- **Channel continued to be extended**
 - Internet Café – launch of 1st China Chess and Cards Competition
 - Lottery Operators – People Okooo cooperation
 - Deepen partnership with Telco operators

Q3 2014 Key Highlights (Cont'd)

Financial Summary	Q3 2013	Q3 2014
<i>(RMB thousands)</i>		
Revenue		
PC Games	53,414	78,317
Self-developed PC Games	46,343	71,930
Mobile Games	4,266	48,809
Total	59,340	129,781
Gross Profit	36,862	77,903
<i>Margin %</i>	62.1%	60.0%
Selling and Marketing Expenses	9,788	17,299
Administrative Expenses	8,120	13,761
R&D Expenses	8,636	9,059
Non-IFRS Adjusted Net Profit⁽¹⁾		
Attributable to Shareholders	7,734	43,667
<i>Margin %</i>	13.0%	33.6%

(1) Non-IFRS adjusted net profit was derived from 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 of Hong Kong Limited.

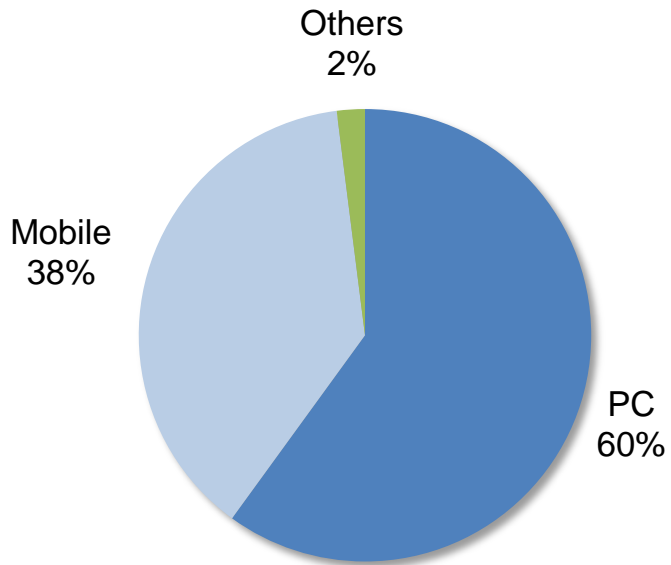
Q3 2014 Key Highlights (Cont'd)

Operational Summary	Q3 2013	Q2 2014	Q3 2014	9M 2013	9M 2014
<i>(thousands)</i>					
MAUs					
Self-developed PC games					
Texas Hold'em	60	108	111	38	109
Mahjong	1,504	1,989	2,086	1,436	1,988
Fight the Landlord	3,247	3,758	3,691	3,233	3,601
Other self-developed games	5,456	4,766	5,001	5,205	4,752
Mobile games	12,499	14,533	15,695	10,314	14,782
Total	22,766	25,154	26,584	20,226	25,232
MPUs					
Self-developed PC games	276	317	333	237	320
<i>Paying Ratio %</i>	2.7%	3.0%	3.1%	2.4%	3.1%
Mobile games	111	570	772	57	534
<i>Paying Ratio %</i>	0.9%	3.9%	4.9%	0.6%	3.6%
Total	387	887	1,105	294	854
<i>Paying Ratio %</i>	1.7%	3.5%	4.2%	1.5%	3.4%
ARPPU (RMB)					
Self-developed PC games	55.9	69.6	72.0	51.9	71.1
Mobile Games	10.0	19.8	21.1	10.0	19.7

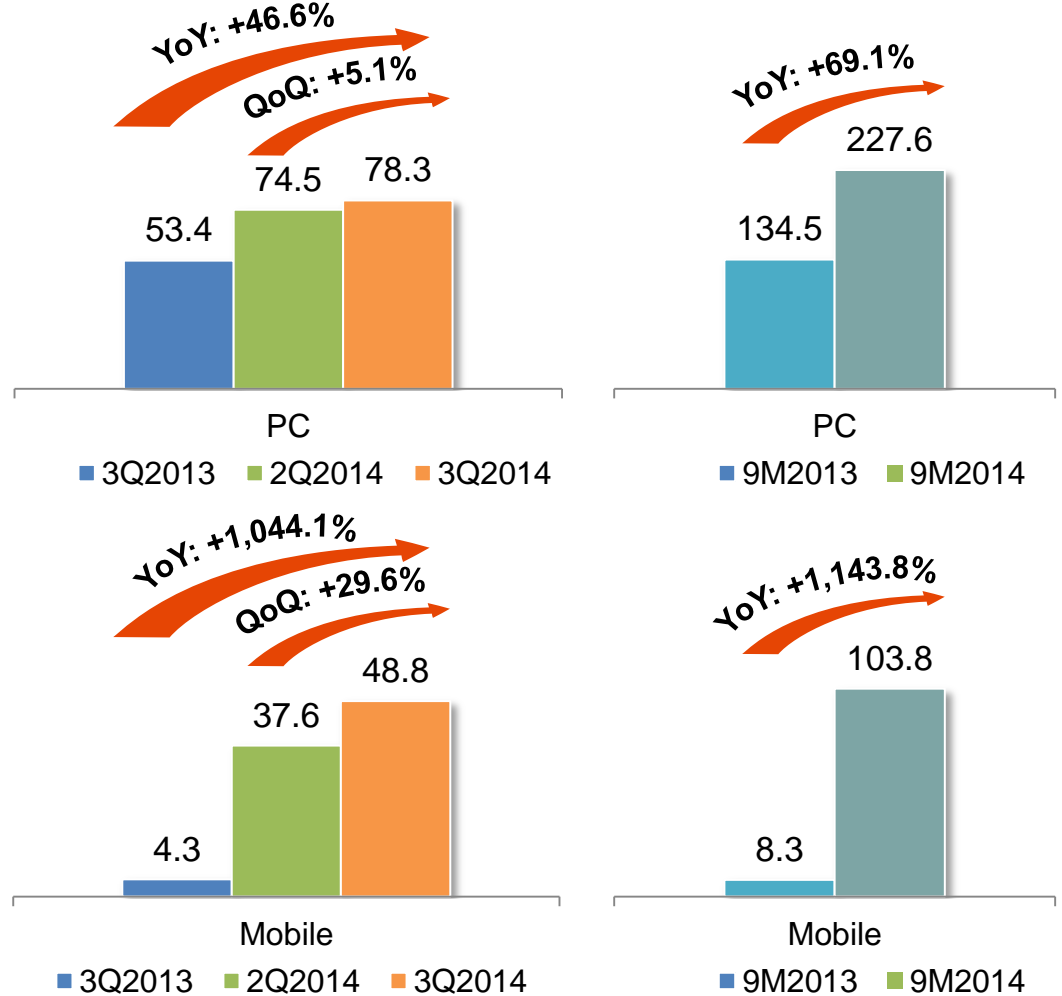
Growth Continue to Accelerate

Revenue by Platforms

Revenue breakdown of 3Q 2014



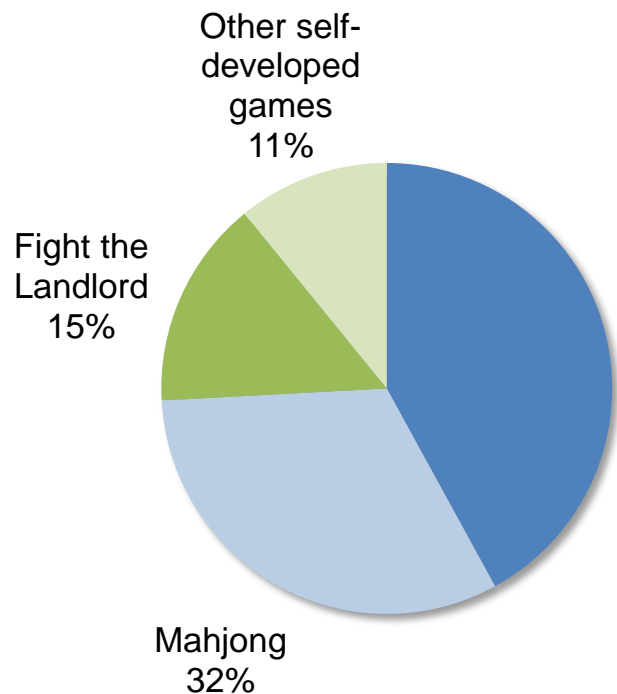
Revenue (RMB million)



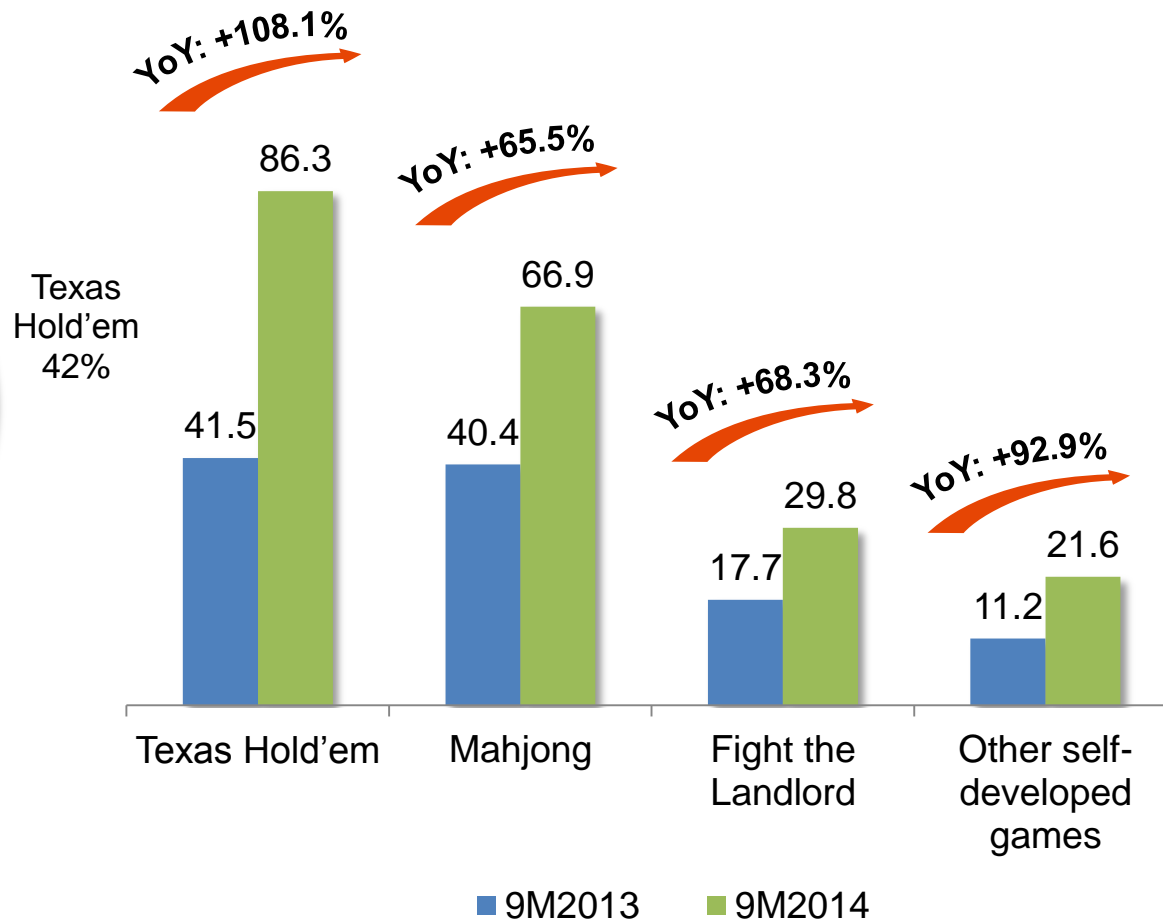
Sustainable growth on PC self-developed games

Revenue by Games

Revenue breakdown of 3Q 2014



Revenue (RMB million)



Sustainable growth on PC self-developed games

Revenue by Games

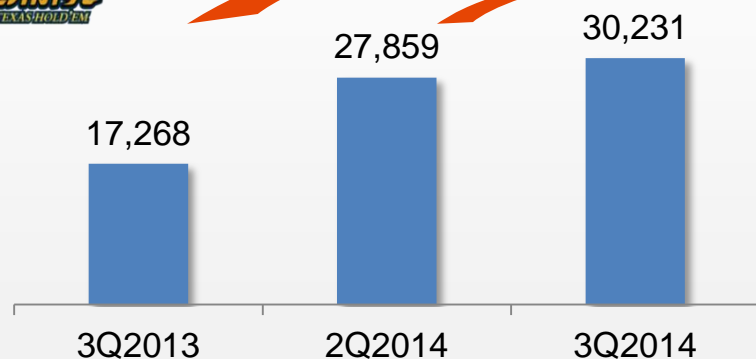
(RMB thousands)

Texas Hold'em



YoY: +75.1%

QoQ: +8.5%

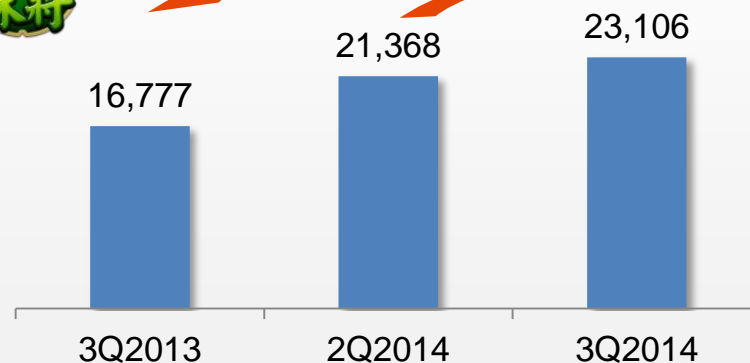


Mahjong



YoY: +37.7%

QoQ: +8.1%

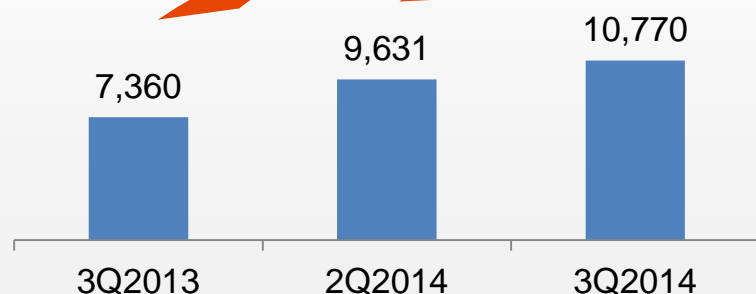


Fight the Landlord



YoY: +46.3%

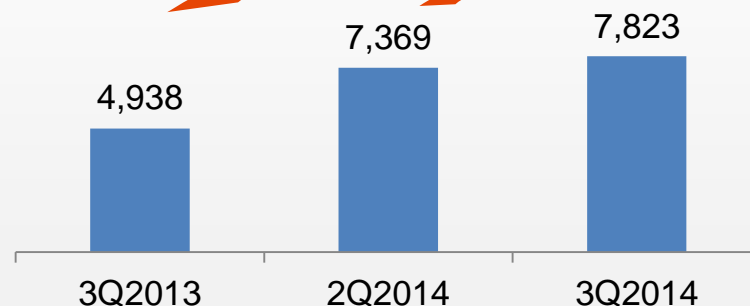
QoQ: +11.8%



Other self-developed games

YoY: +58.4%

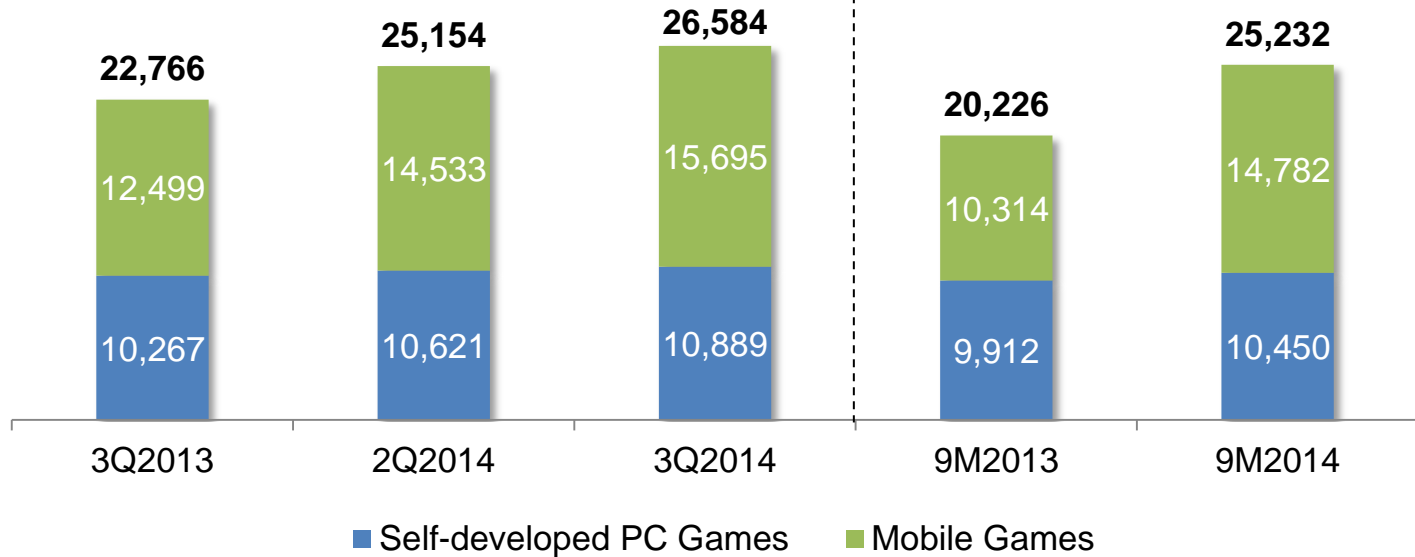
QoQ: +6.2%



User base continue to expand with quality

MAUs

(thousands)

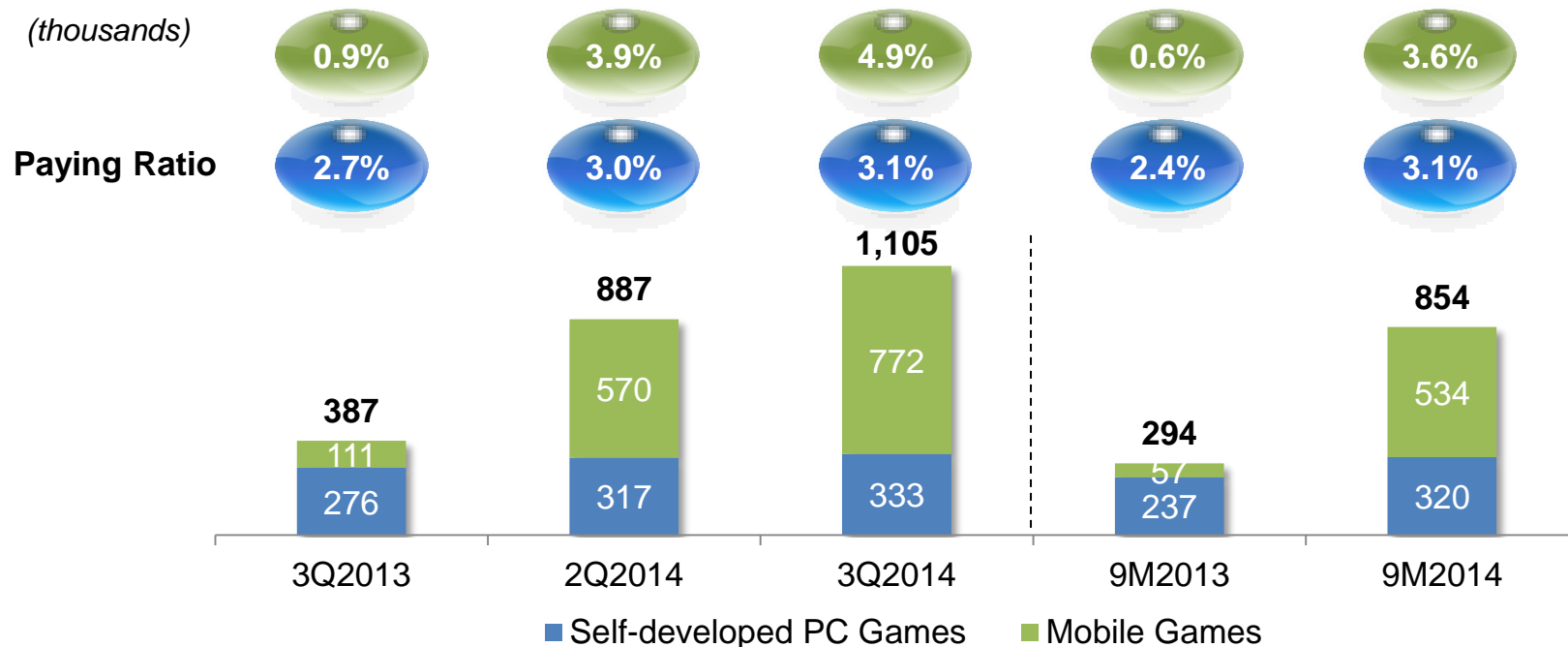


	YoY change	QoQ change	YoY change
Mobile	25.6%	8.0%	43.3%
PC	6.1%	2.5%	5.4%
Overall	16.8%	5.7%	24.8%

Paying users continue to grow rapidly with deepened monetization, particularly on Mobile

MPUs

(thousands)

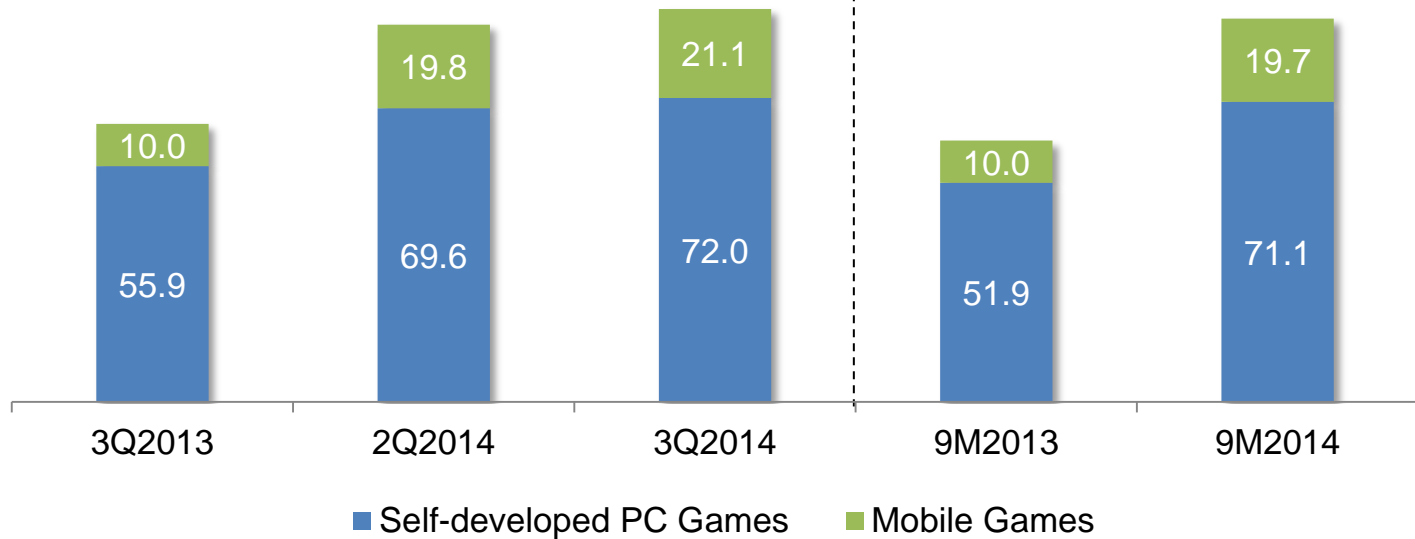


	YoY change	QoQ change	YoY change
Mobile	595.5%	35.4%	836.8%
PC	20.7%	5.0%	35.0%
Overall	185.5%	24.6%	190.5%

ARPPU grew simultaneously and maintained upward growth trend

ARPPU

(RMB)

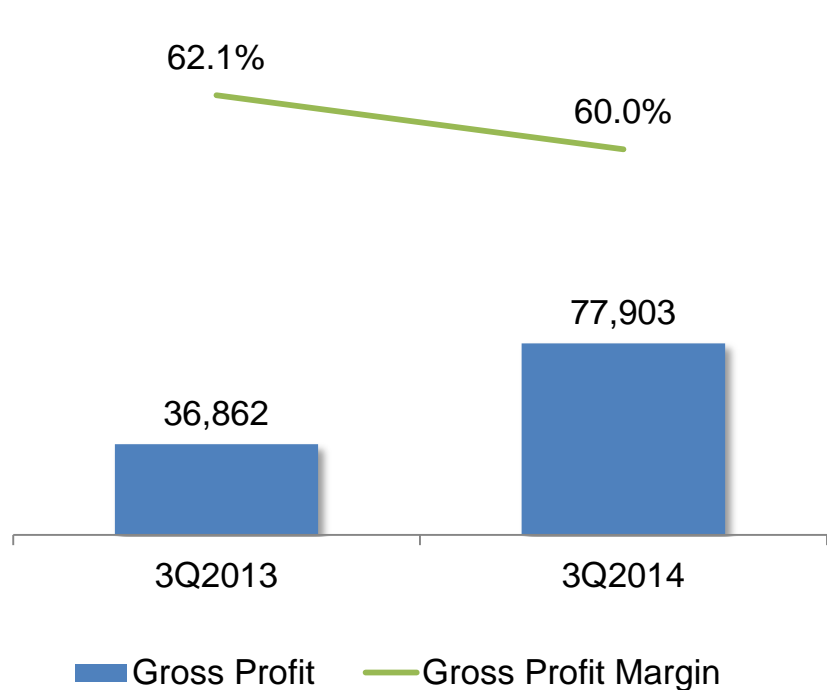


	YoY change	QoQ change	YoY change
Mobile	111.0%	6.6%	97.0%
PC	28.8%	3.4%	37.0%

Continuous Strong Growth in Profitability

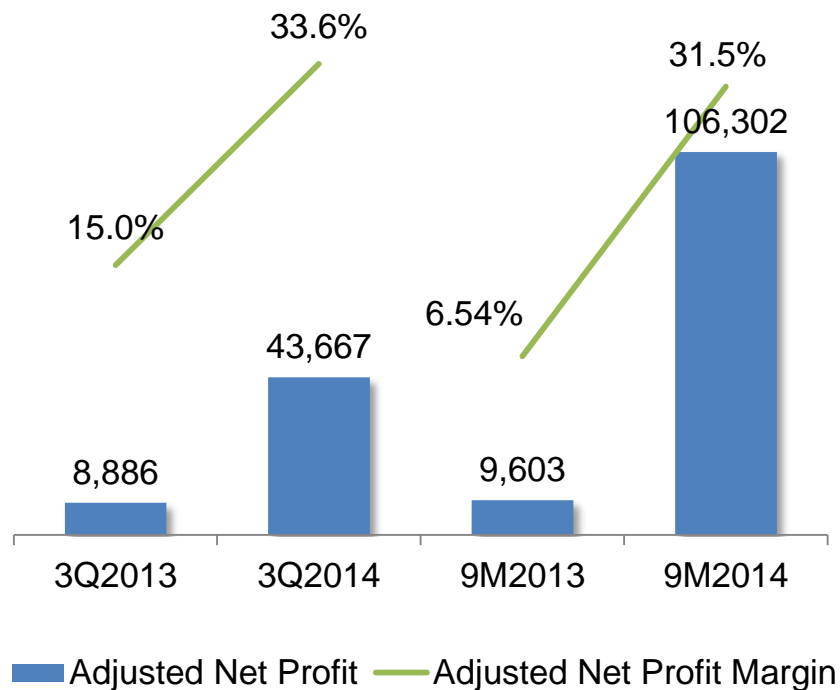
Gross Profit and Margin

(RMB thousands)



Adjusted Net Profit and Margin

(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 of Hong Kong Limited.

Future Prospect



1

Launch more new innovative games to continue reaching out to new users

2

Continue to expand our online/offline model to continuously extend our market leadership and acquire high quality users

3

From our leadership position in PC and Mobile, we will be seeking partnership in the television space

4

Continue to invest in our technology platform and infrastructure to build the solid foundation of our business growth



THANK YOU

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