



**Ourgame International Holdings Limited**  
 (Stock Code: 6899)

**2015 Interim Results Presentation**



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# 1H 2015 Key Highlights

## 1. Achieved significant overall growth on major financial and operational metrics

- Revenue is RMB325.1 million, YoY growth +56.8%
- Adjusted Net Profit is RMB84.4 million, YoY growth +34.7%
- Platform MAU grew from 24.5 million to 29.3 million, YoY growth +19.7%

## 2. Mobile business continue to grow rapidly YoY, while PC maintained steady growth supported by our eco-system

- Mobile 1H revenue is RMB175.0 million, YoY growth +218.4%
- Self-developed PC 1H revenue is RMB138.5 million, YoY growth +4.3%

# 1H 2015 Key Highlights (Cont'd)

## 3. Significant breakthroughs in developing the mind sports eco-system

- A. 10 year contract with the Board and Card Games Administrative Center of the General Administration of Sport (“BCGA”)
  - ✓ Sole support and implementation partner for BCGA’s Internet Plus transformation of China’s mind sports industry
  - ✓ Will launch a number of initiatives and business models across membership, tournaments, education, training etc. that will open up a new range of opportunities
  - ✓ Filled in the Card & Board Games Internet Plus link of our mind sports eco-system
  
- B. Acquired WPT worldwide
  - ✓ Acquired one of the most valuable brands and most extensive tournament, TV Media and channel footprint in poker entertainment globally
  - ✓ Ourgame now has significant international revenue and footprint
  - ✓ The assets and capabilities of WPT and Ourgame will be integrated synergistically and fuel continued growth
  - ✓ With WPT now an Ourgame company, our global expansion will further accelerate

# 1H 2015 Key Highlights (Cont'd)

Financial Summary	1H 2014	1H 2015
<i>(RMB thousands)</i>		
<b>Revenue</b>		
PC Games	149,251	148,822
Self-developed PC Games	132,718	138,464
Mobile Games	54,961	175,012
Others	3,073	1,234
<b>Total Revenue</b>	<b>207,285</b>	<b>325,068</b>
<b>Gross Profit</b>		
	130,165	176,072
<i>Margin %</i>	62.8%	54.2%
Selling and Marketing Expenses	23,402	47,410
Administrative Expenses	39,719	29,080
R&D Expenses	17,614	21,629
<b>Non-IFRS Adjusted Net Profit*</b>		
Attributable to equity holders of the Company	62,635	84,379
<i>Margin %</i>	30.2%	26.0%
<b>Earnings per share (RMB cents per share)</b>		
Basic	8.03	7.98
Diluted	5.47	7.49

\*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.

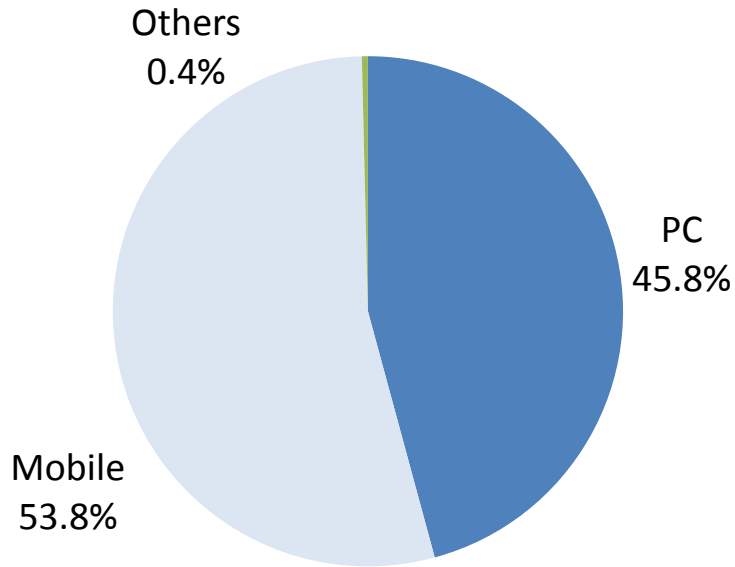
## 1H 2015 Key Highlights (Cont'd)

Operational Summary	1H 2014	1H 2015	YoY Change
<i>(thousands)</i>			
<b>MAUs</b>			
Self-developed PC games			
Texas Hold'em	108	123	+13.9%
Mahjong	1,938	2,005	+3.5%
Fight the Landlord	3,556	3,452	-2.9%
Other self-developed games	4,627	4,255	-8.0%
Mobile games			
Texas Hold'em	-	357	+100%
Mahjong	2,342	2,829	+20.8%
Fight the Landlord	11,930	14,777	+23.9%
Other games	-	1,530	+100%
<b>Total</b>	<b>24,501</b>	<b>29,328</b>	<b>+19.7%</b>
<b>MPUs</b>			
Self-developed PC games	312	333	+6.7%
<i>Paying Ratio %</i>	3.1%	3.4%	
Mobile games	415	1,449	+249.2%
<i>Paying Ratio %</i>	2.9%	7.4%	
Total	727	1,782	+145.1%
<i>Paying Ratio %</i>	3.0%	6.1%	
<b>ARPPU (RMB)</b>			
Self-developed PC games	70.7	69.0	-2.4%
Mobile games	18.5	20.4	+10.3%

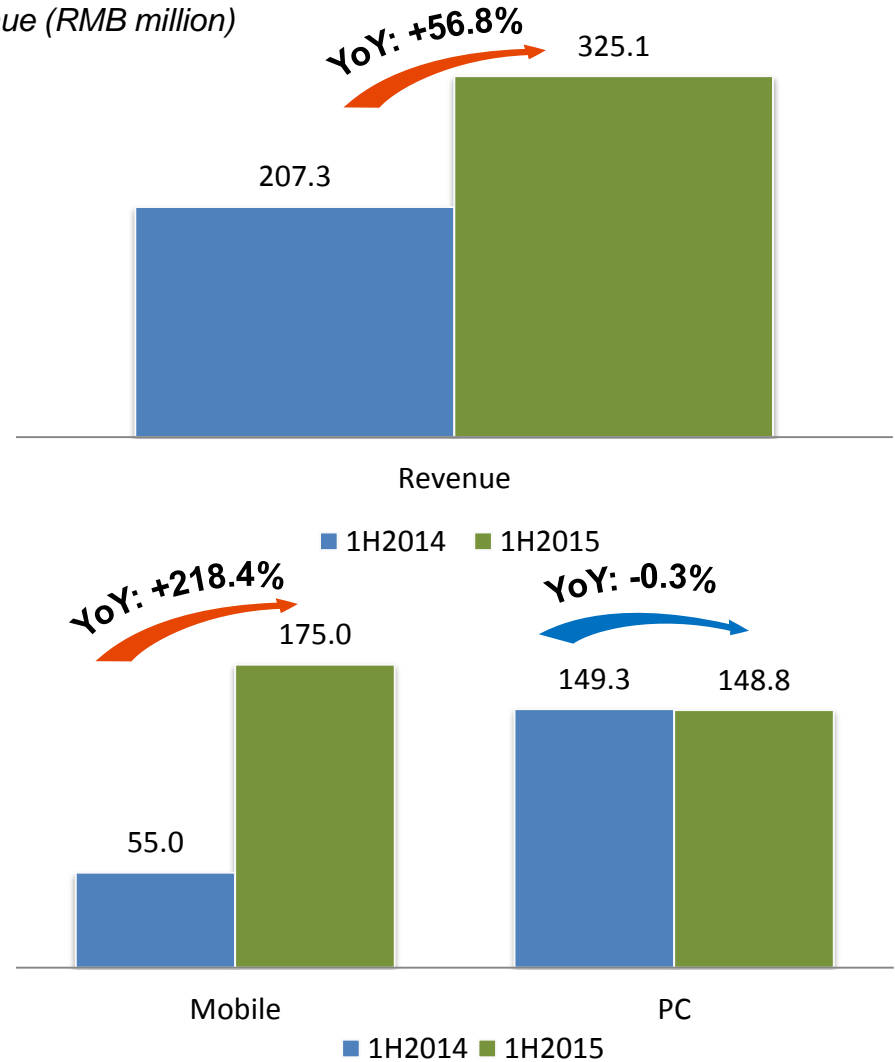
# Rapid revenue growth continues, with mobile now exceeds PC

## Revenue by Platforms

Revenue breakdown of 1H 2015



Revenue (RMB million)

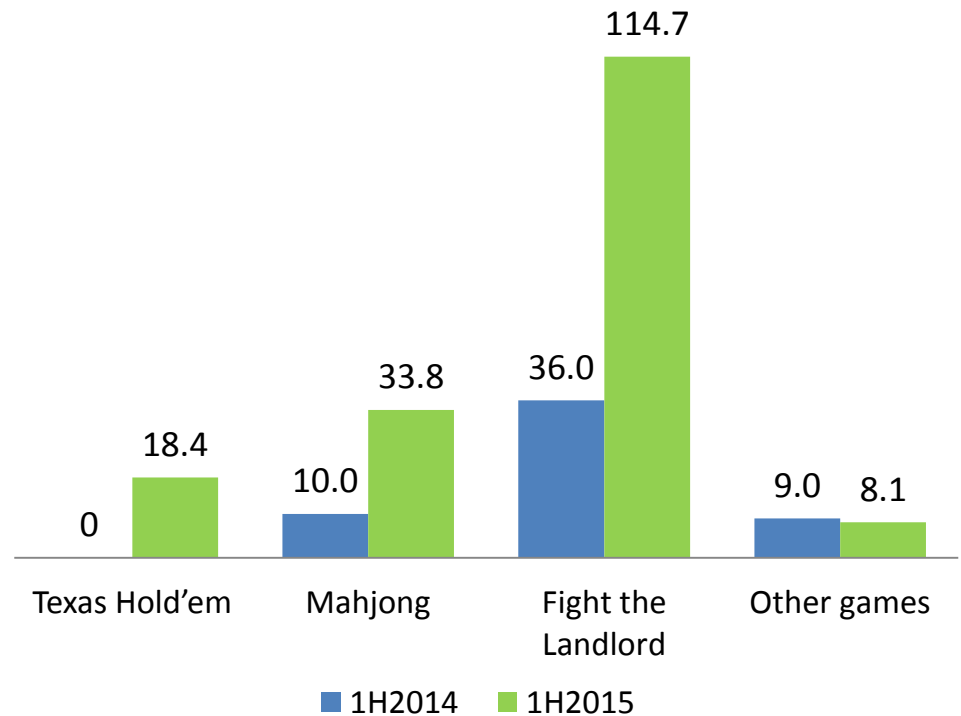
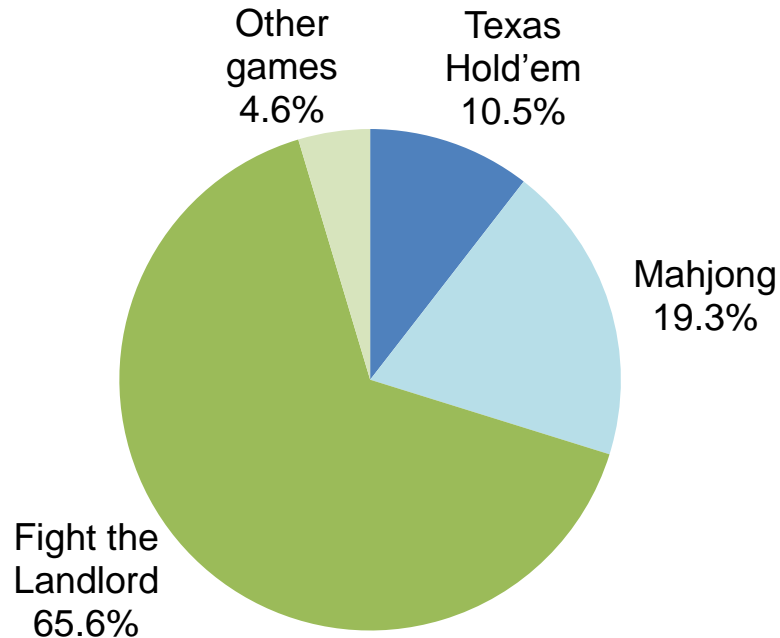


# Major mobile game categories achieved substantial growth YoY

## Revenue by Games

Revenue breakdown of 1H 2015

Revenue (RMB million)

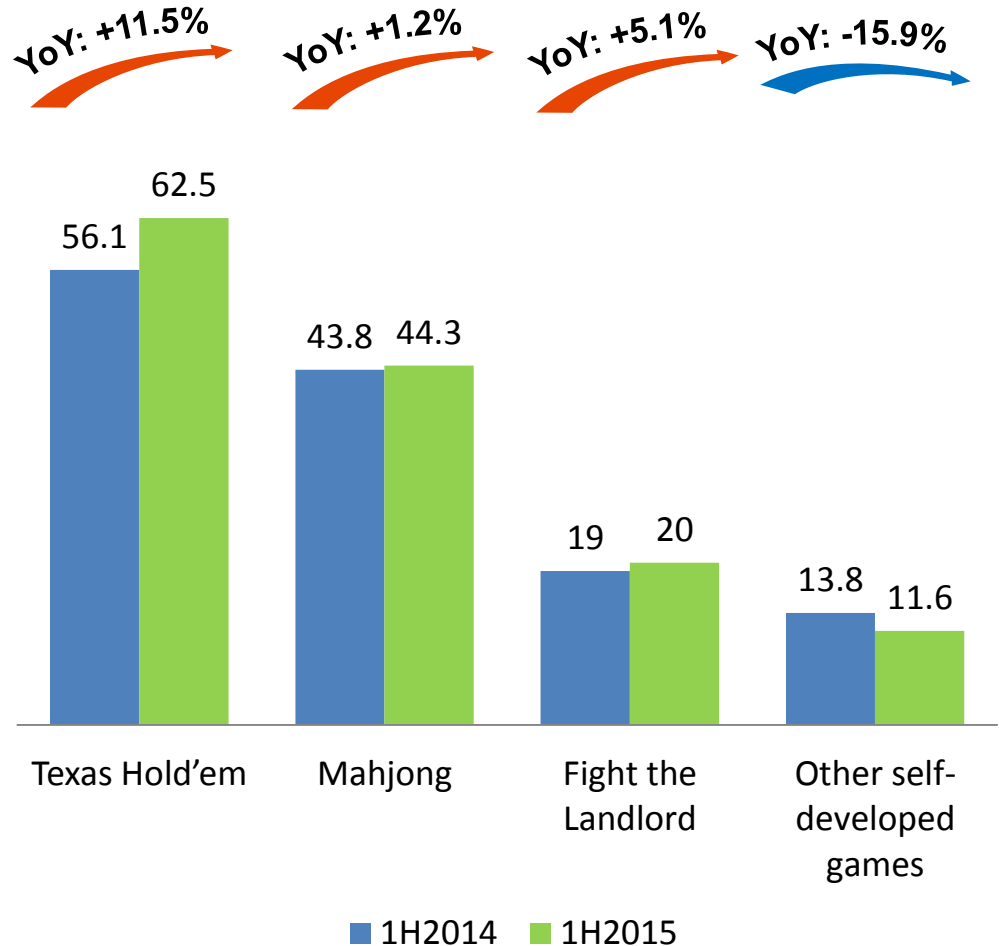
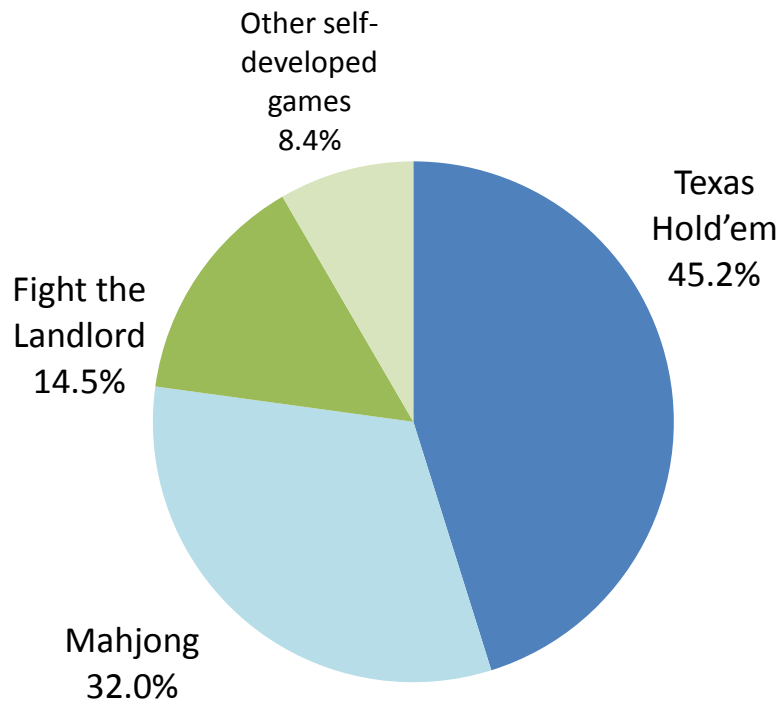


# PC revenue maintained steady growth across games categories

## Revenue by Self-developed Games

Revenue breakdown of 1H 2015

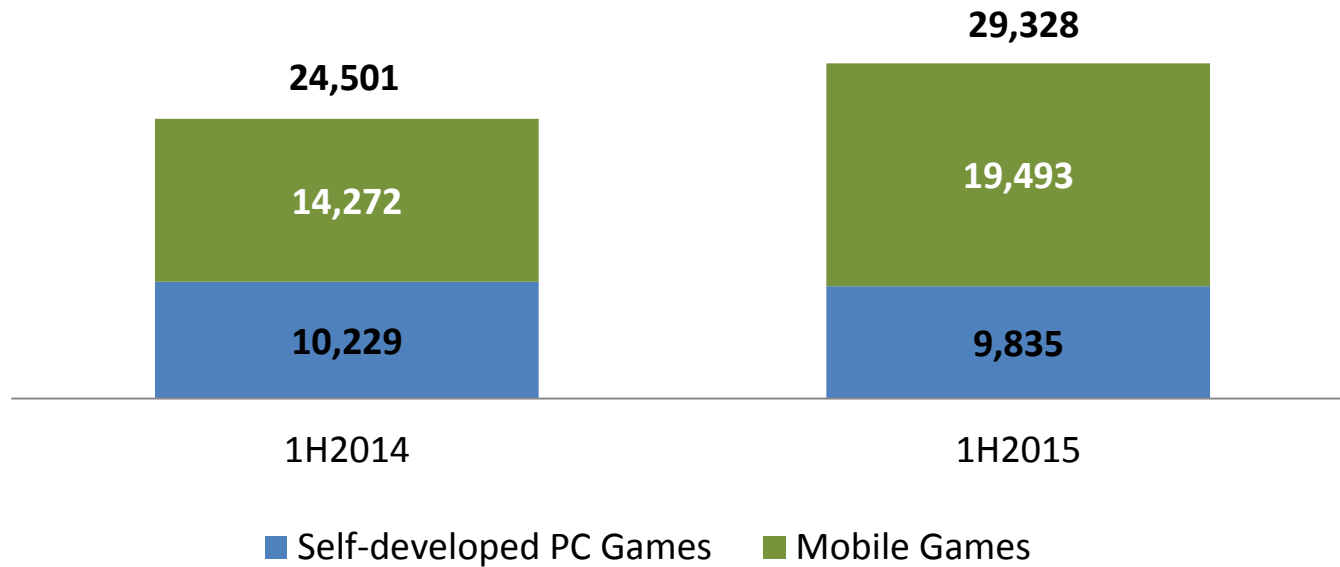
Revenue (RMB million)



# User base continues to expand, with mobile growing faster

## MAUs

(thousands)



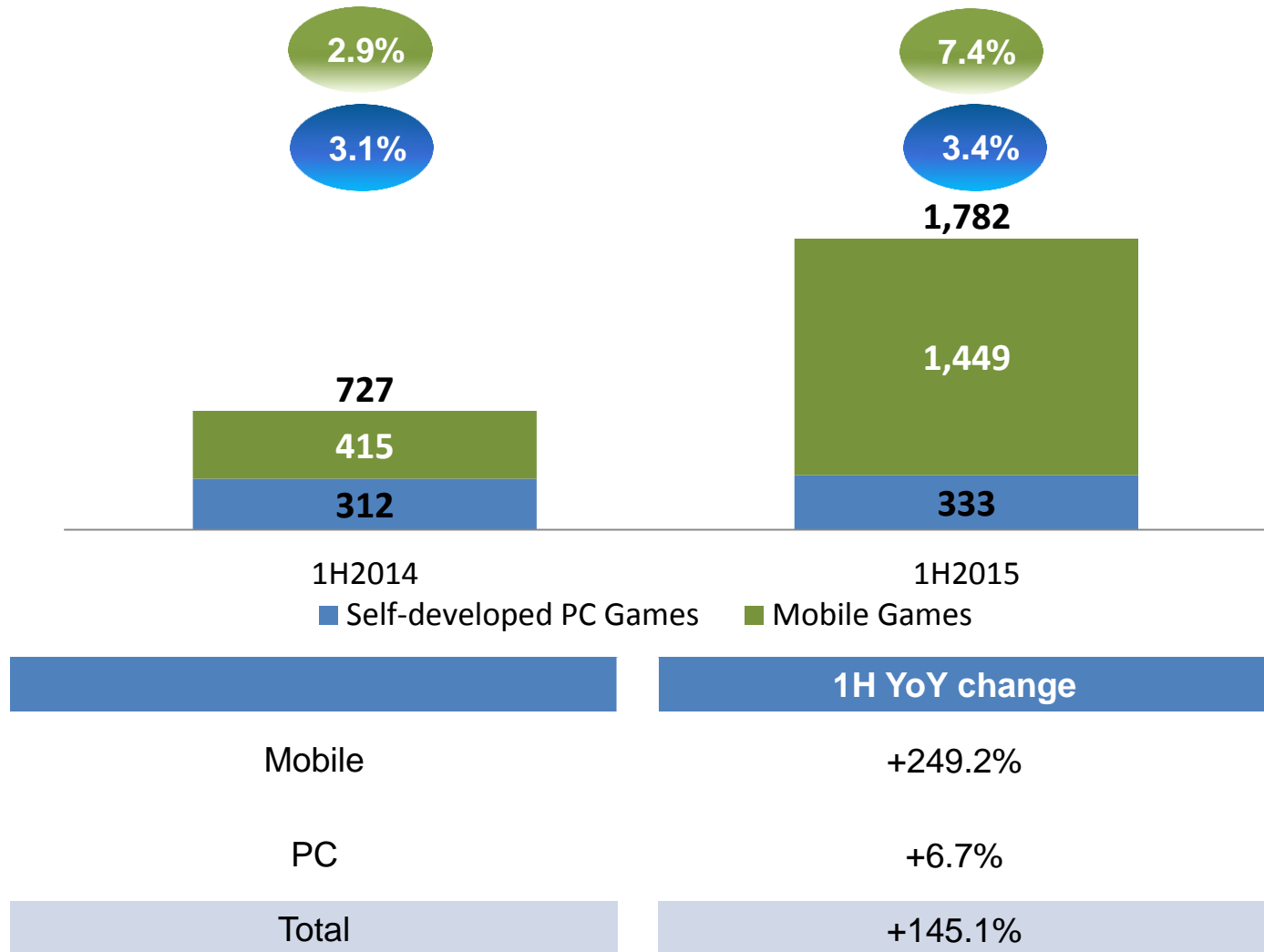
	1H YoY change
Mobile	+36.6%
PC	-3.9%
Total	+19.7%

# Paying users grew rapidly across the board, with mobile leading

## MPUs

(thousands)

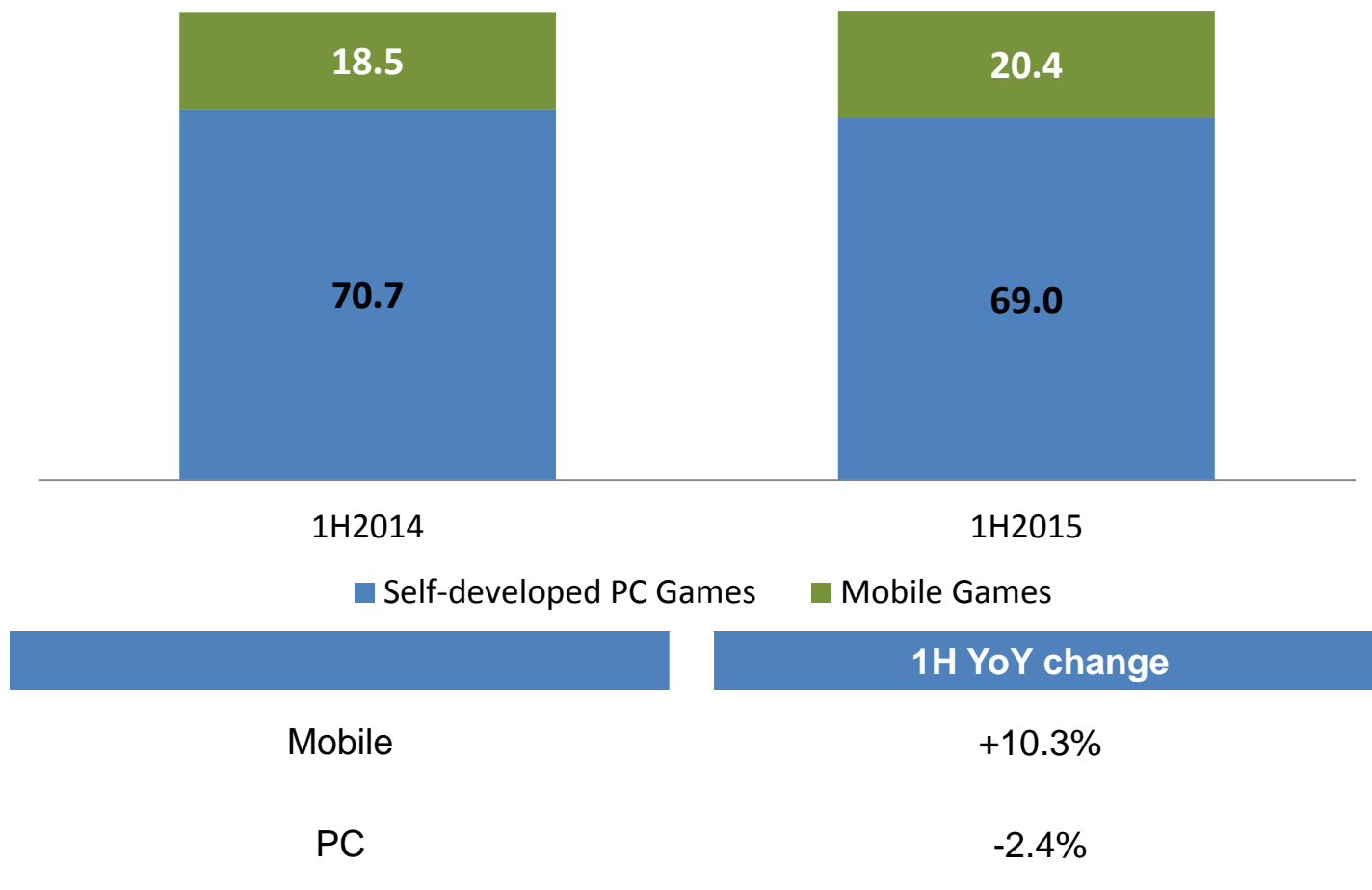
Paying Ratio



# Mobile ARPPU maintained upward growth trend

## ARPPU

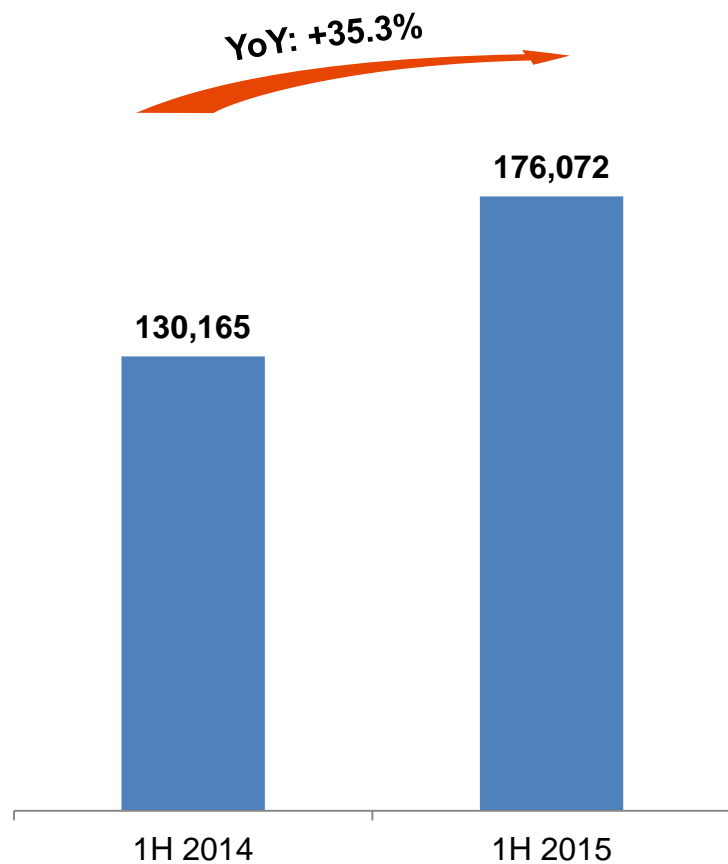
(RMB)



# Continued strong growth on profitability

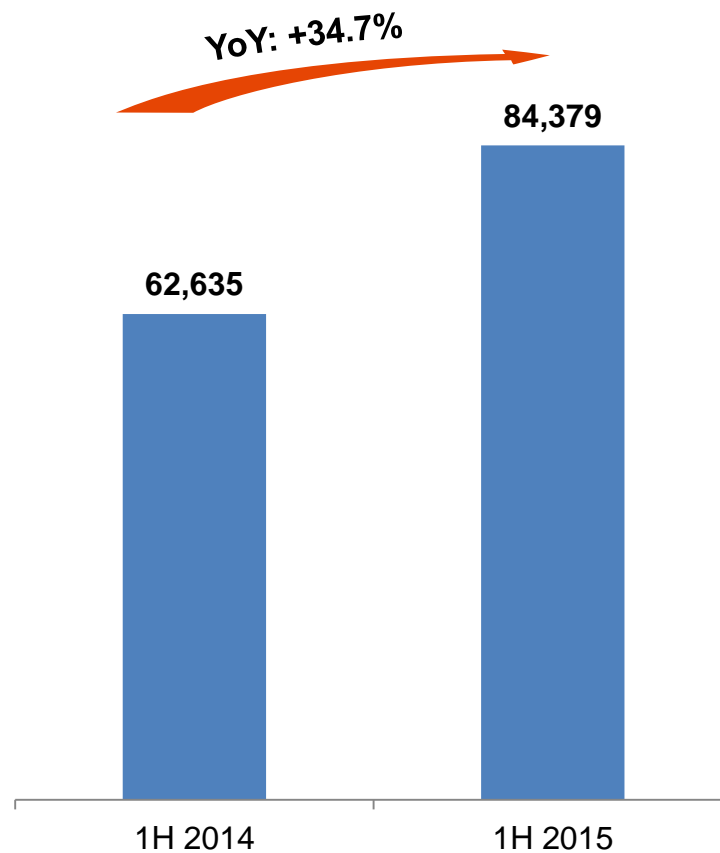
## Gross Profit

(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 of Hong Kong Limited.

## Future Prospects



1

Continue to invest in products and technology. Major tournaments all in 2<sup>nd</sup> Half will bring in more traffic

2

Integration and expansion of WPT and Ourgame's international business. Assets and capabilities of WPT and Ourgame will be integrated and fuel continued growth.

3

Bringing to market the first wave of products and services from the cooperation with BCGA, including cooperative products with Migu of China Mobile.

4

Bringing to market our other eco-system component initiatives, including our content and broadcast business, our new flagship Internet Gaming Center with Wangyu Wangka, etc.



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