



Ourgame International Holdings Limited
 (Stock Code: 6899)

2015 First Quarterly Results Presentation



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Q1 2015 Key Highlights

1. Achieved significant overall growth on major metrics

- Revenue is RMB164.1 million, YoY growth +76.5%
- Adjusted Net Profit is RMB40.3 million, YoY growth +33.6%
- Platform MAU grew from 24.0 million to 31.1 million, YoY growth +29.6%

2. Mobile business achieved breakthrough growth and now exceeded PC revenue for the first time

- Mobile revenue is 95.3 million, YoY growth +450.3%
- Mobile is now 58% of total platform revenue

3. Continued progress on building out mind-sports eco-system and overseas expansion

Q1 2015 Key Highlights (Cont'd)

Financial Summary	Q1 2014	Q1 2015
<i>(RMB thousands)</i>		
Revenue		
PC Games	74,724	67,863
Self-developed PC Games	66,491	61,515
Mobile Games	17,314	95,279
Total Revenue	92,989	164,149
Gross Profit	61,885	82,278
<i>Margin %</i>	66.6%	50.1%
Selling and Marketing Expenses	10,924	21,301
Administrative Expenses	15,632	14,648
R&D Expenses	7,833	8,842
Non-IFRS Adjusted Net Profit*	30,180	40,325
Attributable to equity holders of the Company	30,178	40,325
<i>Margin %</i>	32.5%	24.6%

*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.

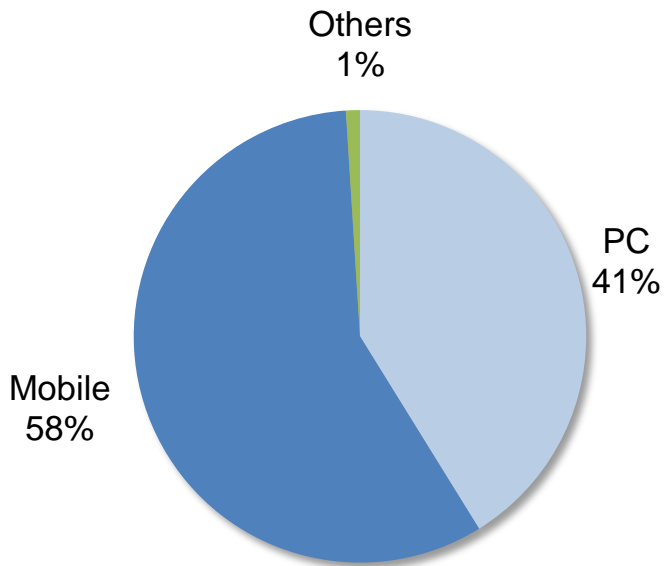
Q1 2015 Key Highlights (Cont'd)

Operational Summary	Q1 2014	Q1 2015	YoY Change
<i>(thousands)</i>			
MAUs			
Self-developed PC games			
Texas Hold'em	108	109	+0.9%
Mahjong	1,888	1,907	+1.0%
Fight the Landlord	3,354	3,412	+1.7%
Other self-developed games	4,486	4,201	-6.4%
Mobile games			
Texas Hold'em	-	405	+100.0%
Mahjong	2,215	3,025	+36.6%
Fight the Landlord	11,848	16,354	+38.0%
Other games	56	1,640	+2,828.6%
Total	23,955	31,053	+29.6%
MPUs			
Self-developed PC games			
<i>Paying Ratio %</i>	3.1%	3.3%	+2.3%
Mobile games			
<i>Paying Ratio %</i>	1.8%	7.1%	+484.9%
Total	568	1,831	+222.4%
<i>Paying Ratio %</i>	2.4%	5.9%	
ARPPU (RMB)			
Self-developed PC games			
	71.7	64.9	-9.5%
Mobile Games			
	15.7	21.0	+33.8%

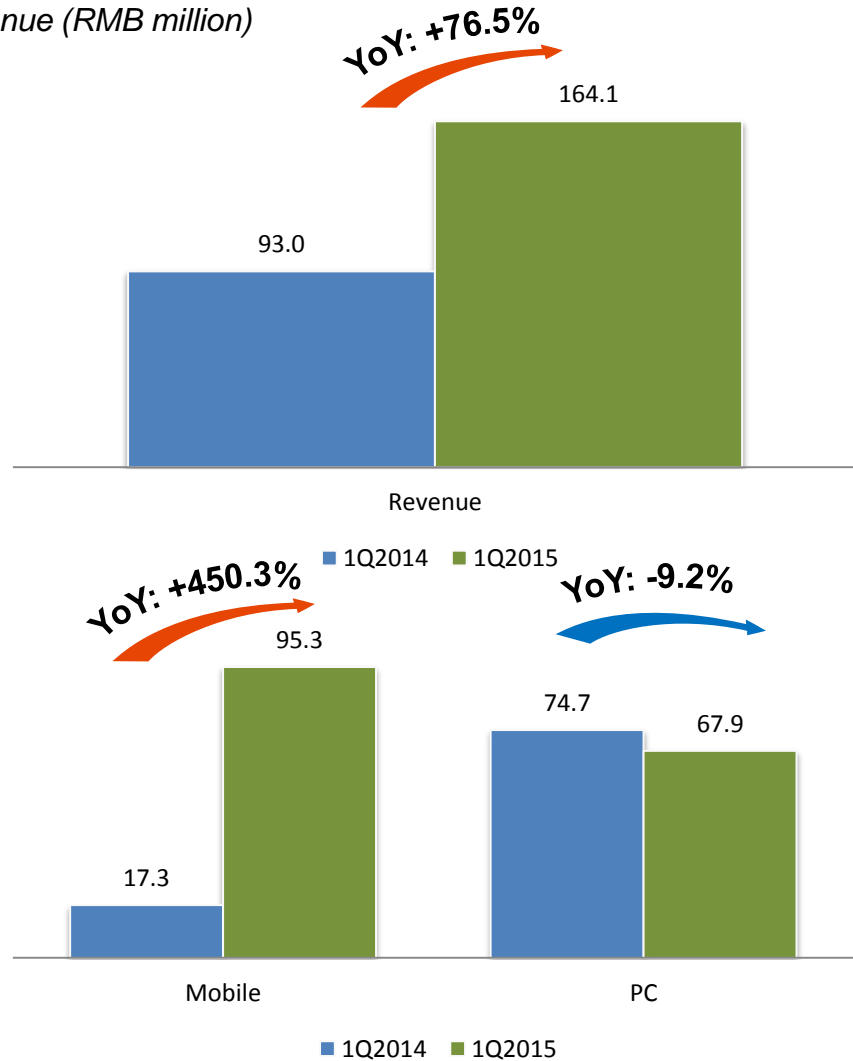
Total platform revenue grew substantially propelled by Mobile which exceeded PC revenue for the first time

Revenue by Platforms

Revenue breakdown of 1Q 2015



Revenue (RMB million)

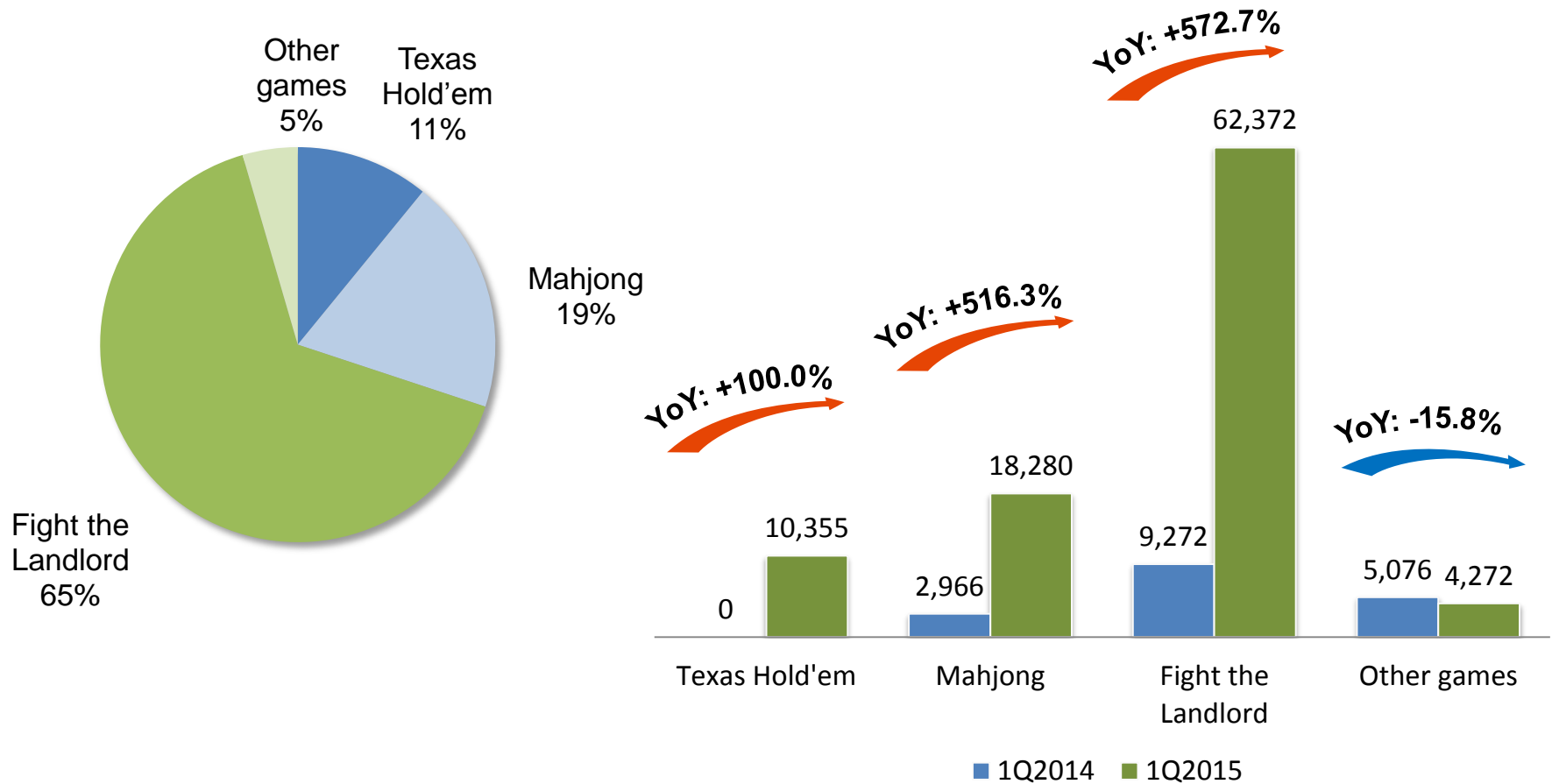


All major mobile game categories achieved substantial growth YoY

Revenue by Games

Revenue breakdown of 1Q 2015

Revenue (RMB thousands)

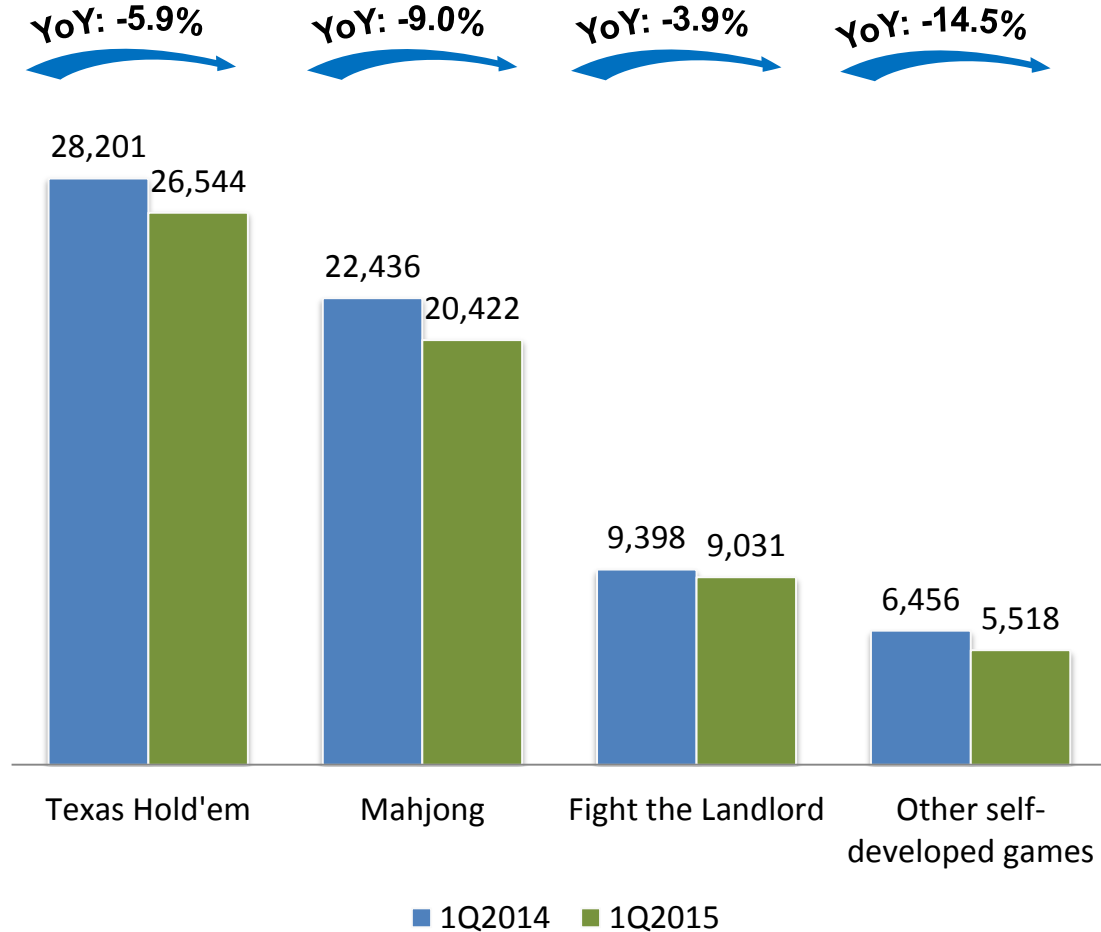
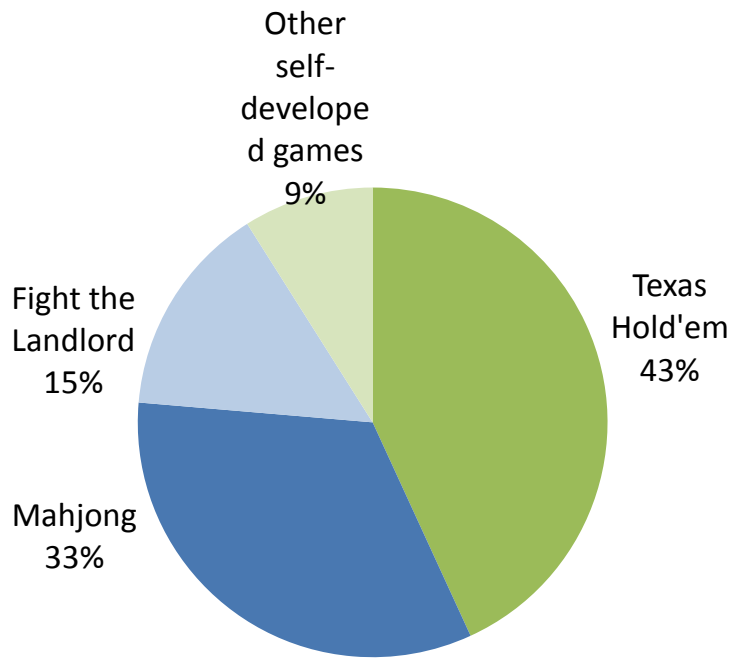


PC impacted to some extent by development cycle and seasonality

Revenue by Self-developed Games

Revenue breakdown of 1Q 2015

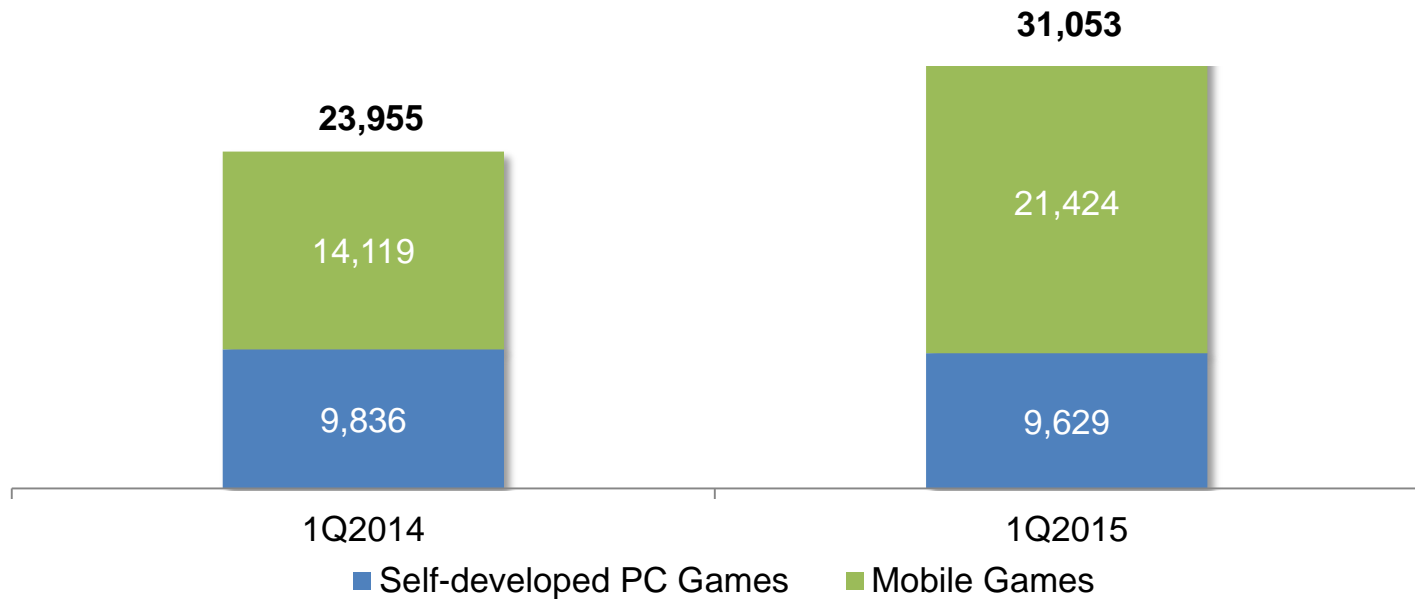
Revenue (RMB thousands)



User base continues to expand with quality, with mobile growing faster

MAUs

(thousands)



	YoY change
Mobile	51.7%
PC	-2.1%
Total	29.6%

Paying users grew rapidly across the board, with mobile leading

MPUs

(thousands)

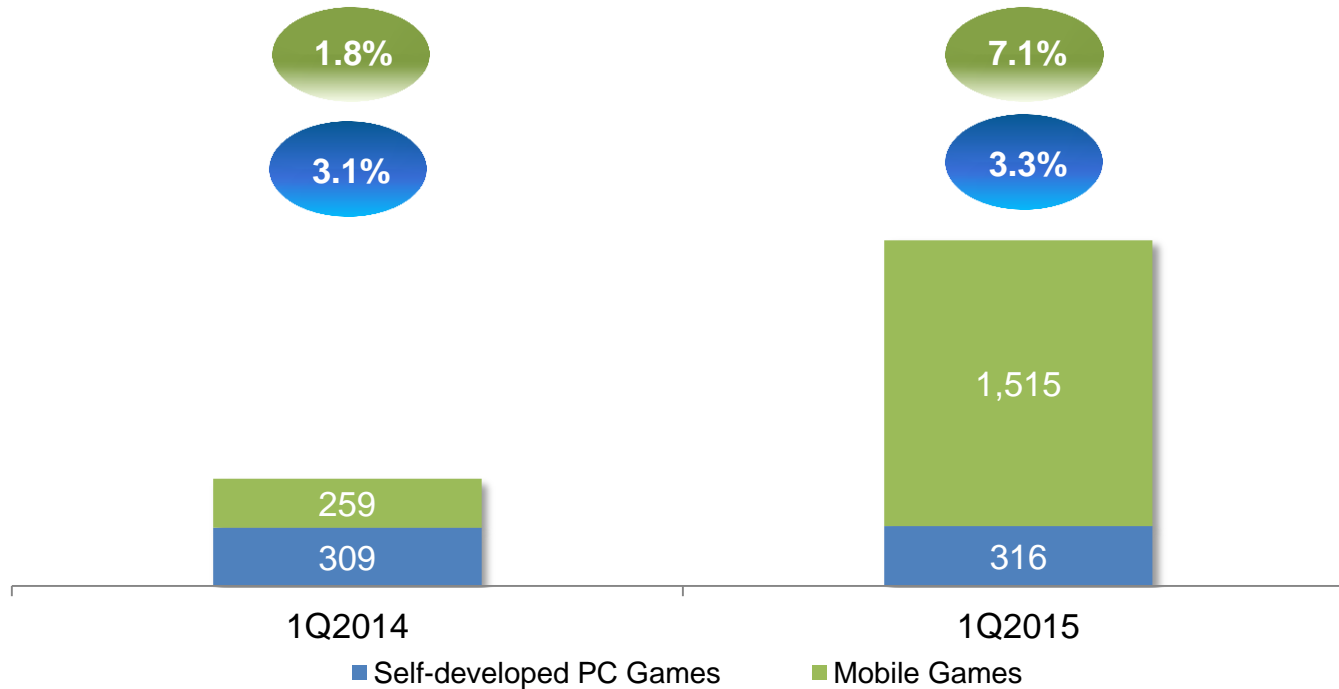
1.8%

7.1%

Paying Ratio

3.1%

3.3%

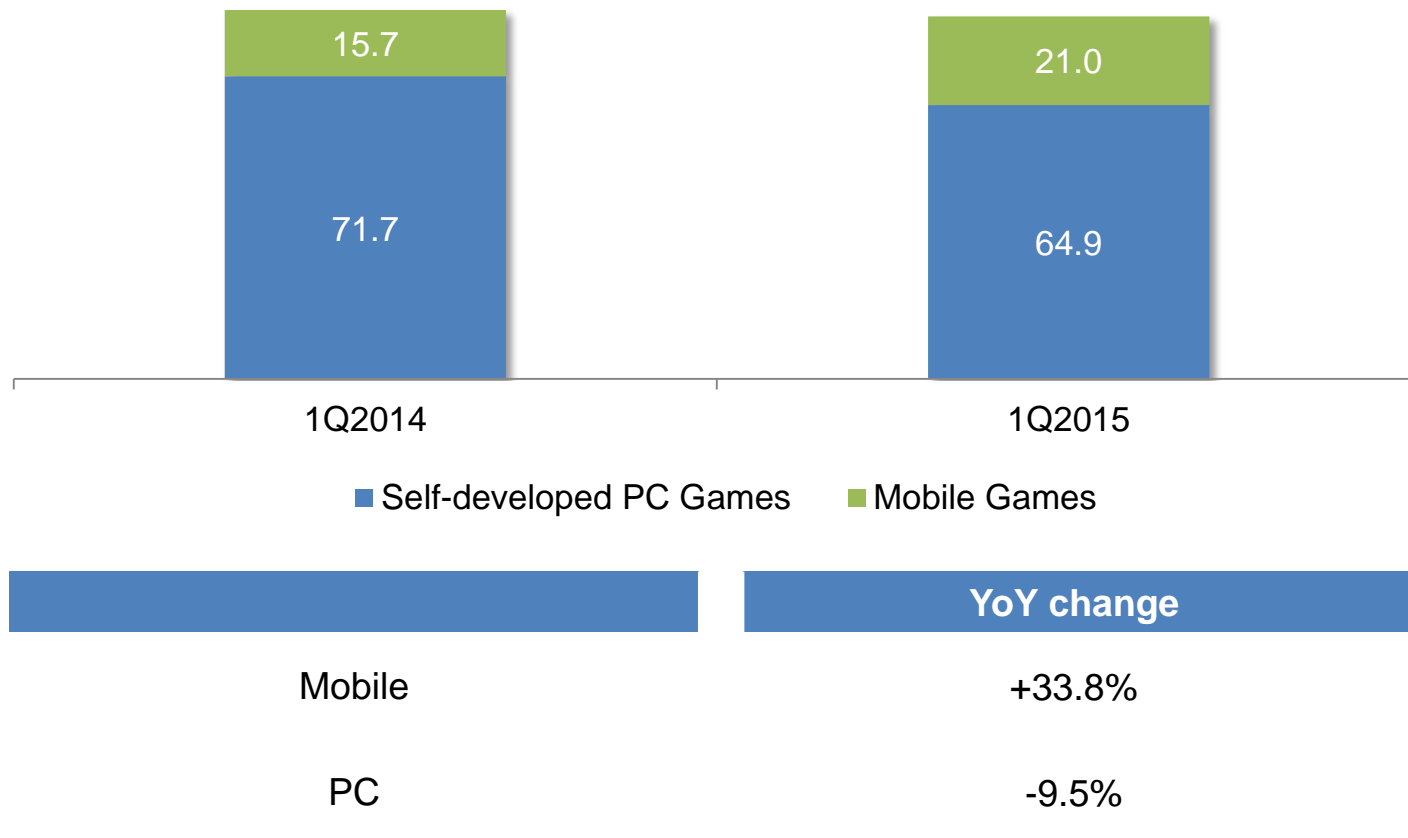


	YoY change
Mobile	+484.9%
PC	+2.3%
Total	+222.4%

Mobile ARPPU maintained upward growth trend

ARPPU

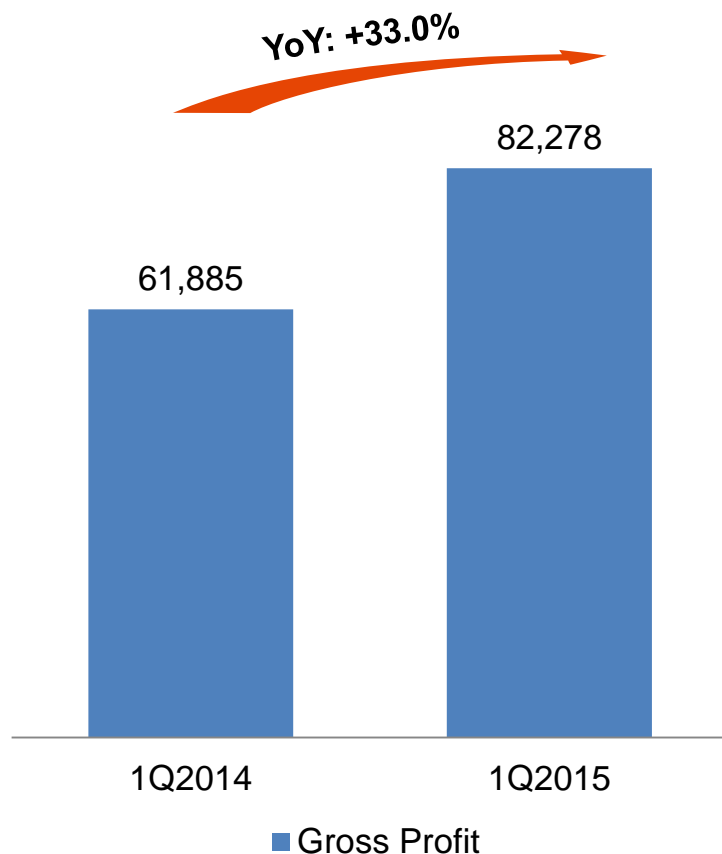
(RMB)



Continuous Strong Growth in Overall Profitability

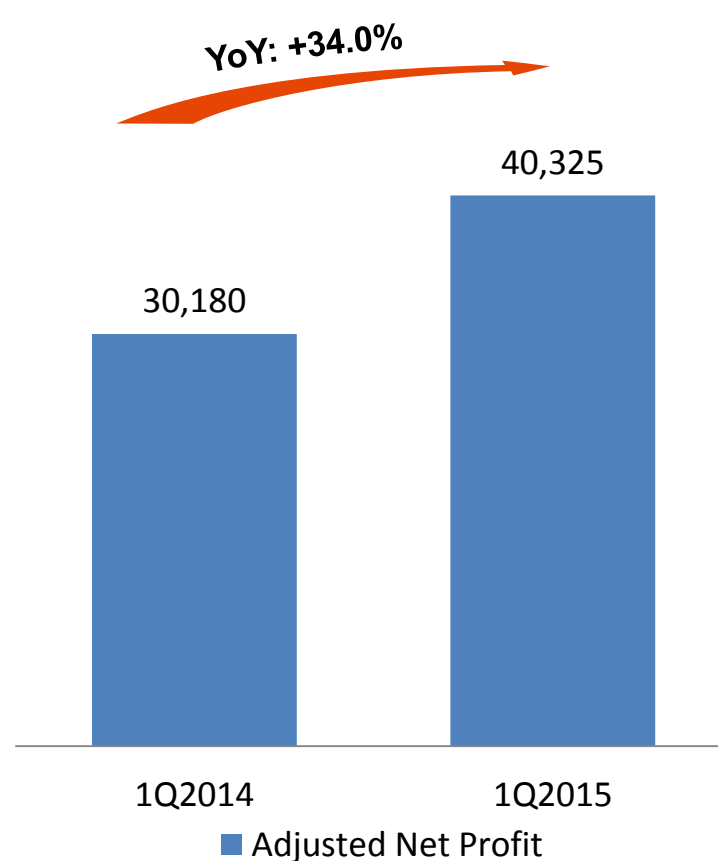
Gross Profit

(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 develop and optimize our games across our portfolio

2

Continue to explore opportunities to secure and acquire strategic assets and resources to build out our mind-sports ecosystem

3

Accelerate overseas expansion by launching English and other Asian language versions of our popular games

4

Continue to add to our O2O destinations through cooperation with Wangyu Wangka and other internet café chains



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