



(Stock Code: 6899)

# ***OURGAME INTERNATIONAL HOLDINGS LIMITED***

## **2014 Interim Results Presentation**



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## ***2014 H1 Company Highlights***

- ◆ Substantial YoY Growth on All Key Financial & Operating Metrics
- ◆ 3 Largest PC Games Categories Achieved Substantial Growth YoY
- ◆ Mobile Growth is Particularly Strong
- ◆ Channel Continued to be Strengthened
  - On/offline Model Continuously Being Extended
  - Tighter Cooperation with Telco Operators

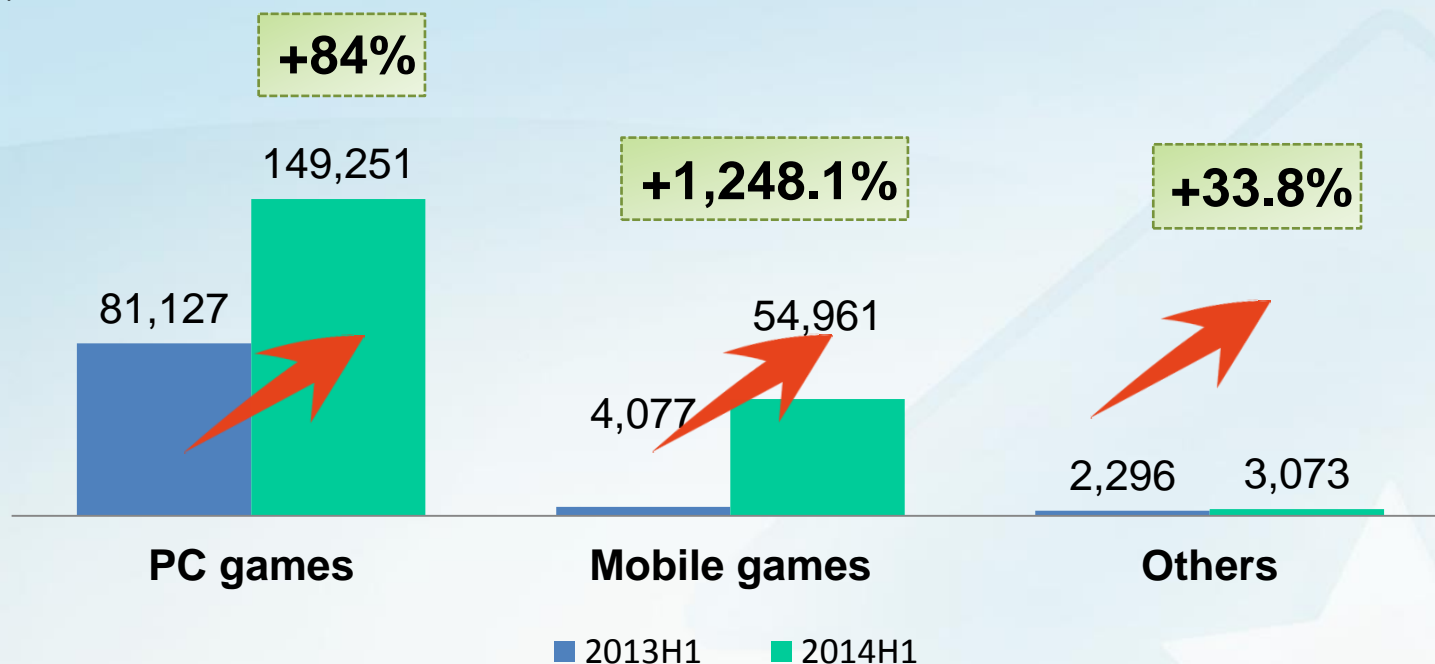
## 2014 H1 Financial Highlights (Unaudited)

RMB'000	2014H1	2013H1	Changes
Revenue	207,285	87,500	+136.9%
Gross Profit	130,165	58,595	+122.1%
Profit attributable to equity holders	33,203	266	+12,382.3%
Non-IFRS adjusted net profit*	62,635	717	+8,635.7%
Attributable to equity holders	62,633	690	+8,977.2%
Attributable to non-controlling interests	2	27	-92.6%
Earnings per share attributable to ordinary equity holders (expressed in RMB cents per share)			
Basic	8.03	0.06	+13,283.3%
Diluted	5.47	0.06	+9,016.7%

\* We define adjusted net profit as net income attributable to equity holders of the Company excluding their share of (i) share-based compensation expense; and (ii) IPO listing fees.

# Revenue Grew Across Platform

(RMB'000)

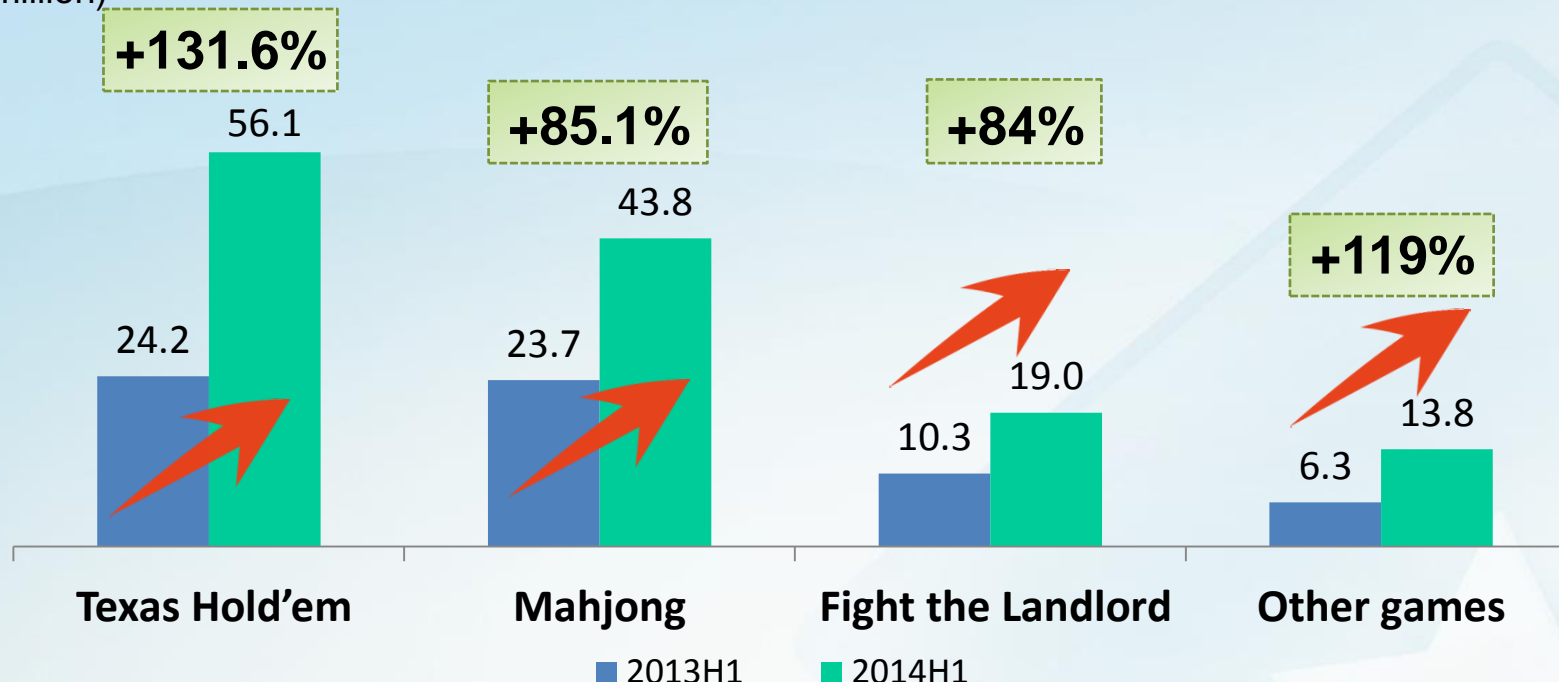


	2013H1	2014H1
PC games	93%	72%
Mobile games	5%	27%
Others	2%	1%

\* As a percentage of total revenue

# All Major PC Games Categories Grew Significantly

(RMB million)

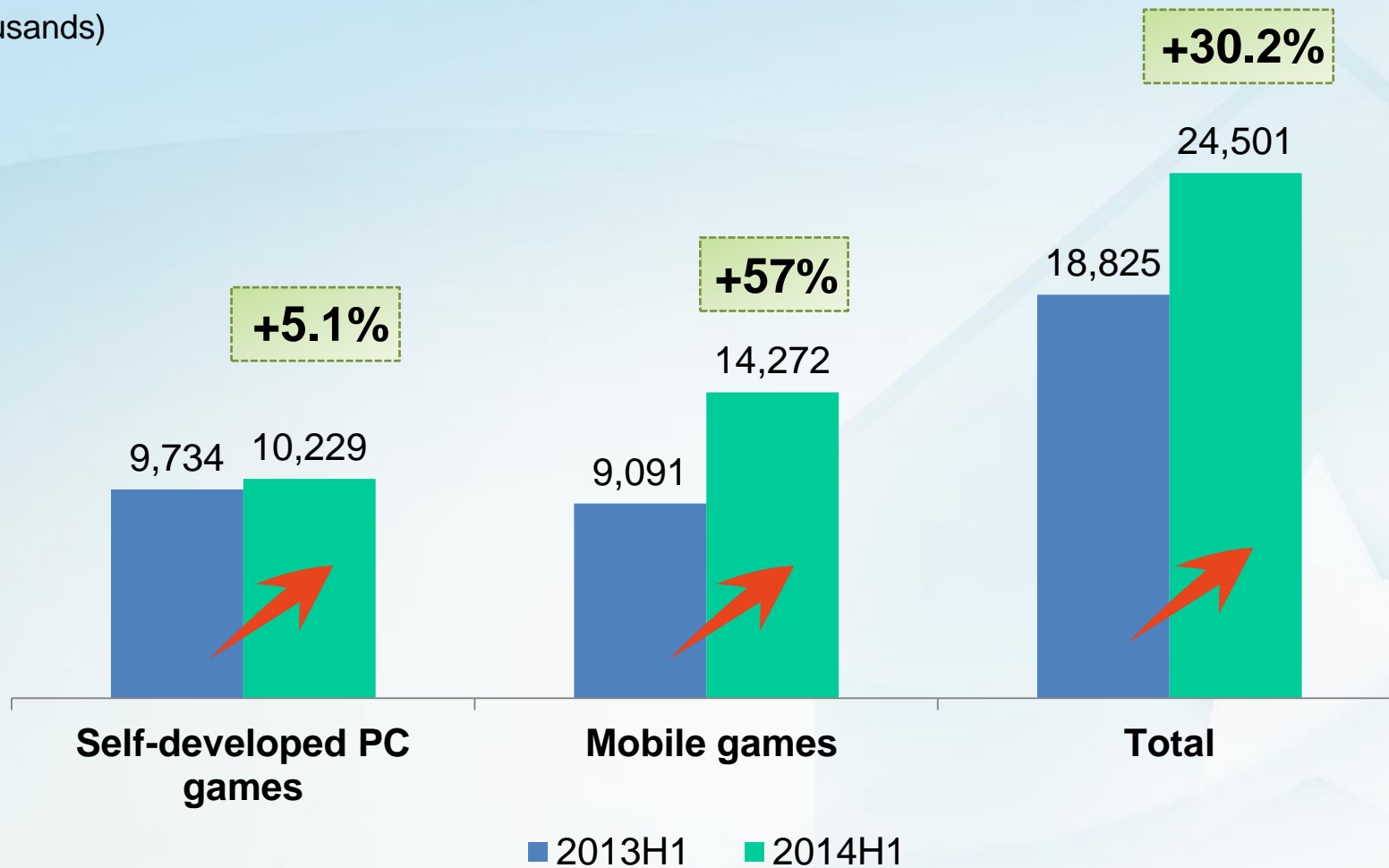


	2013H1	2014H1
Texas Hold'em	37%	42%
Fight the Landlord	16%	14%
Mahjong	37%	33%
Other games	10%	11%

\* As a percentage of total self-developed PC games revenue

# MAUs

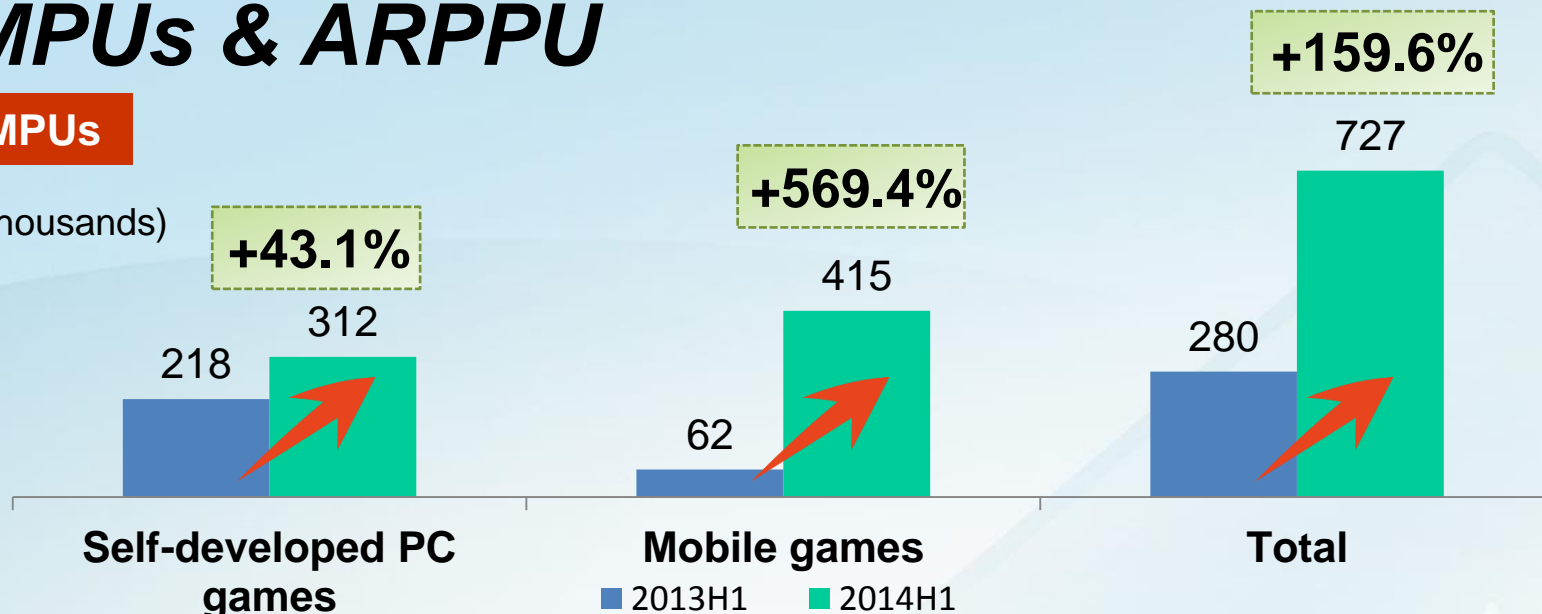
(thousands)



# MPUs & ARPPU

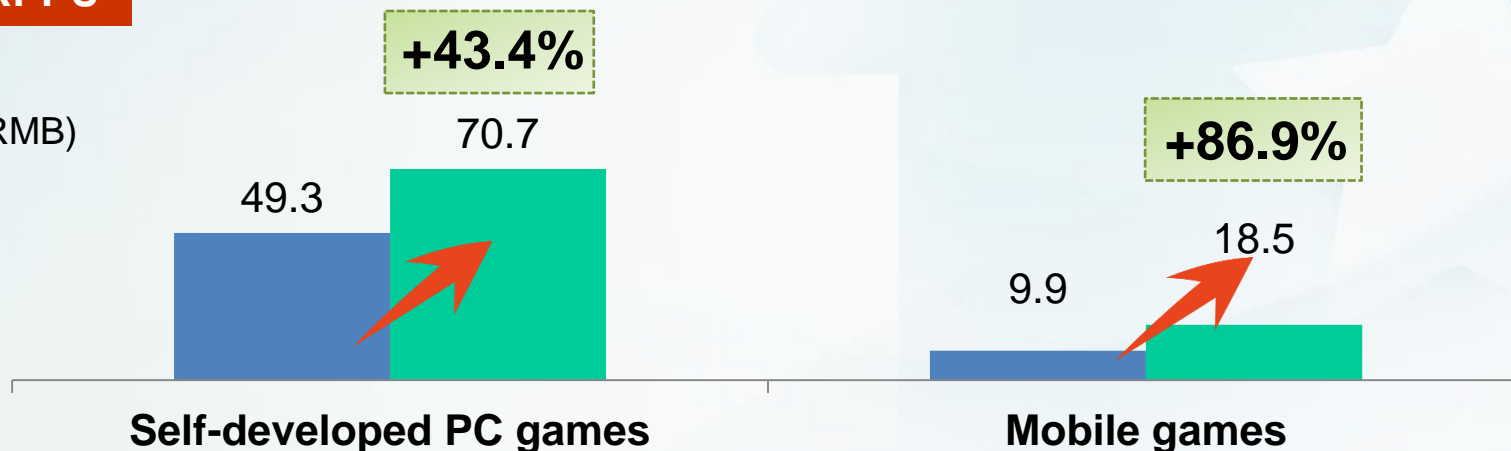
## MPUs

(thousands)



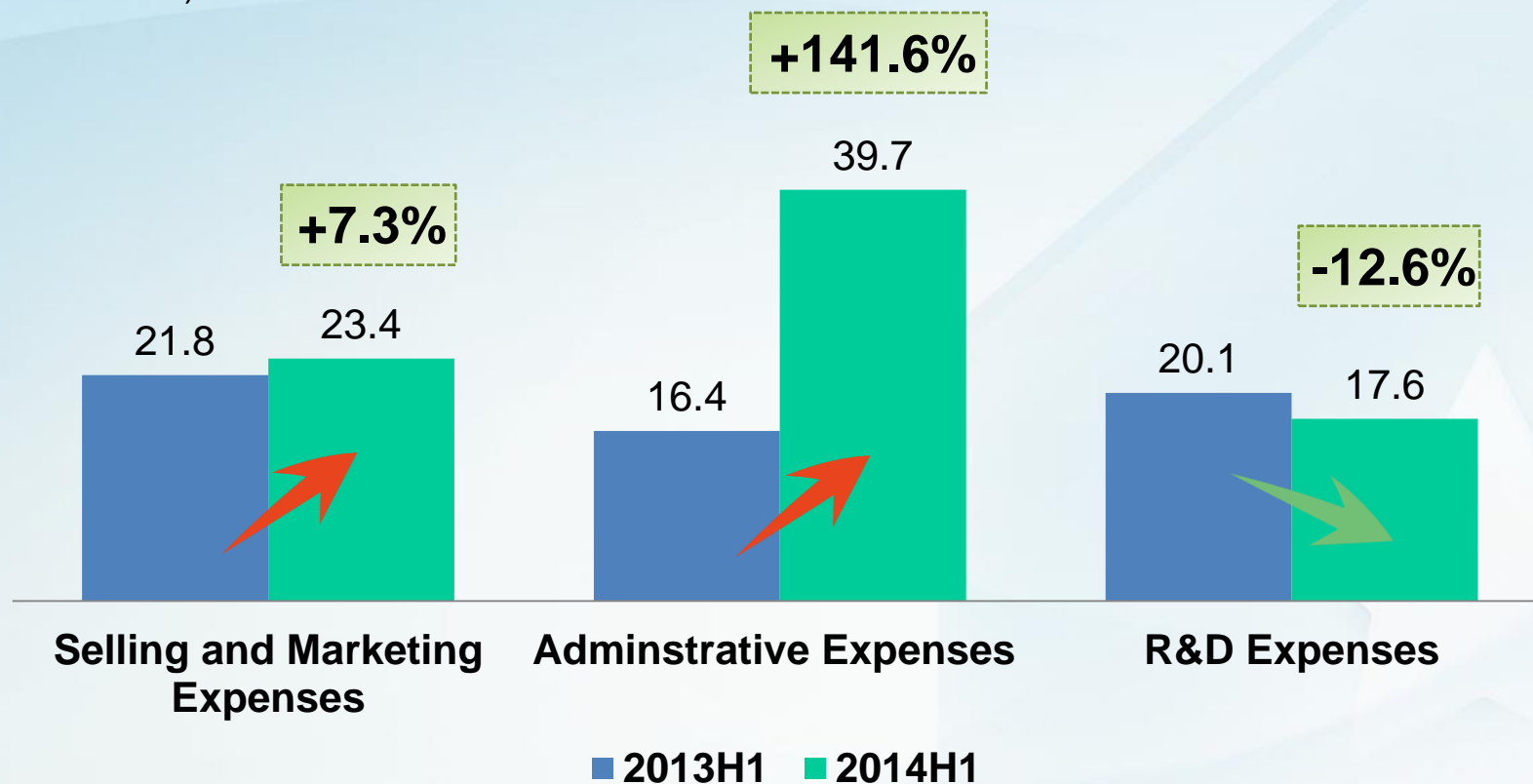
## ARPPU

(RMB)



# Operating Leverage Leads to Improving Profitability

(RMB million)



# Financial Position

RMB'000	30 Jun 2014	31 Dec 2013
<b>Non-current assets</b>	<b>62,894</b>	59,644
<b>Current assets</b>	<b>818,320</b>	148,352
<b>Current liabilities</b>	<b>67,865</b>	58,780
<b>Net current assets</b>	<b>750,455</b>	89,572
<b>Total assets - current liabilities</b>	<b>813,349</b>	149,216
Bank balances and cash	<b>738,287</b>	58,716
Trade and other receivables	<b>74,096</b>	58,467
Trade and other payables	<b>39,505</b>	27,829

# Business Plan 2014



- ◆ Continue Strengthen On/Offline Model
  - WPT National China (2014 Oct.)
  - Bridge World Championship (2014 Oct )
  - WPT Dragon Series (year round)
  
- ◆ Open UP New Innovative Channels
  - IPTV Operator
  - Internet Café Chains
  - Lottery Operator
  - Others
  
- ◆ Accelerate New Games Developing
  - 1H 5 Games
  - 2H 13 Games
  
- ◆ Start Overseas Expansion



THANK YOU

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