



Ourgame International Holdings Limited
 (Stock Code: 6899)



2014 Annual Results Presentation

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2014 Key Highlights

1. Achieved significant growth on substantially all financial and operational metrics.

- Revenue is RMB476 million, YoY growth +101%
- Adjusted Net Profit RMB144 million, YoY growth +238%
- Platform MAU grew from 20.3 million to 25.8 million

2. All PC game categories grew substantially in 2014

3. Mobile had a breakout year growing from RMB16 million to RMB153 million, with YoY growth of +882%

2014 Key Highlights (Cont'd)

4. Made significant breakthrough in building out our differentiated mind sports eco-system

- WPT National China 3rd year
- World Bridge Championship 2014
- China Chess and Cards Competition (MOC)
- WPT Dragon Series

5. Secured and acquired strategic assets and resources

- Secured WPT Asia rights for 15 country & regions
- BesTV Strategic Partnership
- Rights for World Bridge Simultaneous Pair Tournament for 4 years
- Acquired WangYu Internet Café stake



2014 Key Highlights (Cont'd)

Financial Summary	2013	2014
<i>(RMB thousands)</i>		
Revenue		
PC Games	210,669	305,760
Self-developed PC Games	178,345	275,347
Mobile Games	15,628	153,393
Total Revenue	236,300	475,769
Gross Profit	156,497	294,500
<i>Margin %</i>	66.2%	61.9%
Selling and Marketing Expenses	45,476	70,416
Administrative Expenses	34,714	70,986
R&D Expenses	35,699	35,756
Non-IFRS Adjusted Net Profit*		
Attributable to equity holders of the Company	37,261	144,479
<i>Margin %</i>	15.8%	30.4%
Earnings per share attributable to ordinary equity holders of the Company (RMB cents per share)		
Basic	8.52	16.26
Diluted	8.52	14.18

*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.

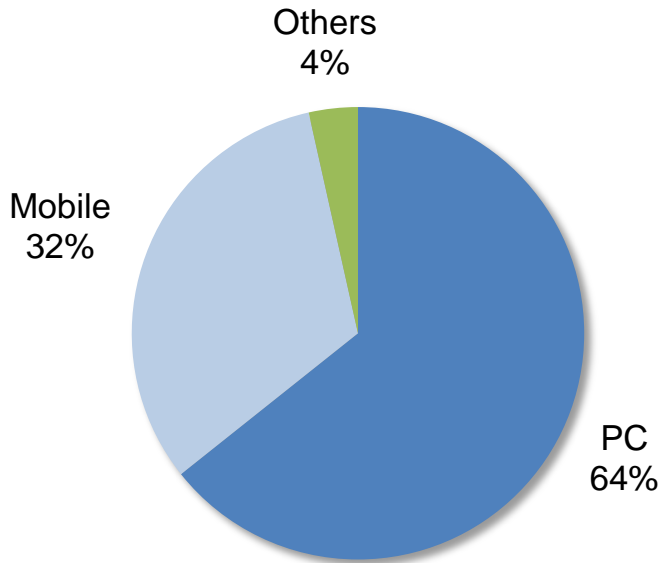
2014 Key Highlights (Cont'd)

Operational Summary	Q4 2013	Q4 2014	2013	2014
<i>(thousands)</i>				
MAUs				
Self-developed PC games				
Texas Hold'em	111	119	56	111
Mahjong	1,651	2,108	1,490	2,018
Fight the Landlord	3,189	3,510	3,222	3,578
Other self-developed games	4,890	4,510	5,126	4,691
Mobile games	10,921	17,315	10,466	15,415
Total	20,762	27,562	20,360	25,813
MPUs				
Self-developed PC games	314	336	256	324
<i>Paying Ratio %</i>	3.2%	3.3%	2.6%	3.1%
Mobile games	145	859	106	615
<i>Paying Ratio %</i>	1.3%	5.0%	1.0%	4.0%
Total	459	1,195	362	939
<i>Paying Ratio %</i>	2.2%	4.3%	1.8%	3.6%
ARPPU (RMB)				
Self-developed PC games	71.7	70.0	57.9	70.8
Mobile Games	15.7	19.3	12.6	19.6

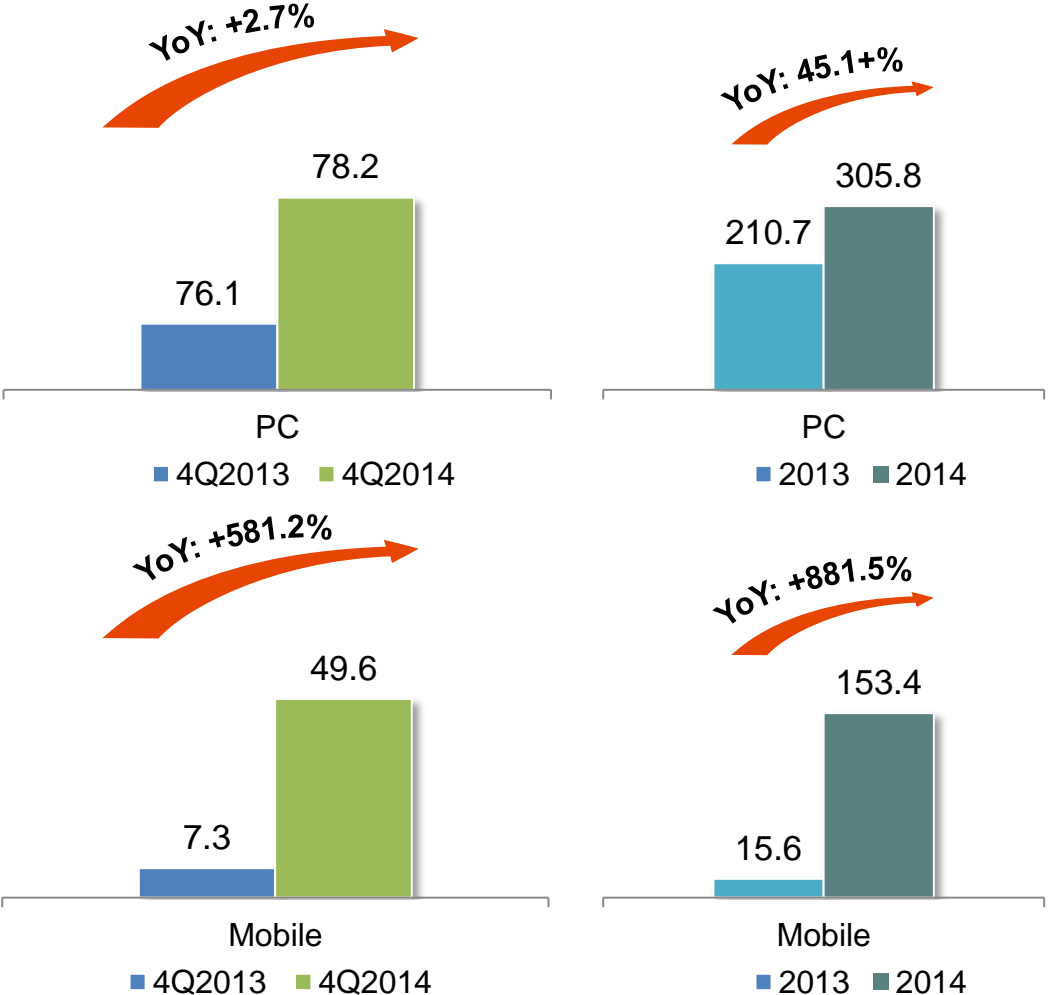
Steady Growth of PC while Mobile Growth Continues to Accelerate

Revenue by Platforms

Revenue breakdown of 2014



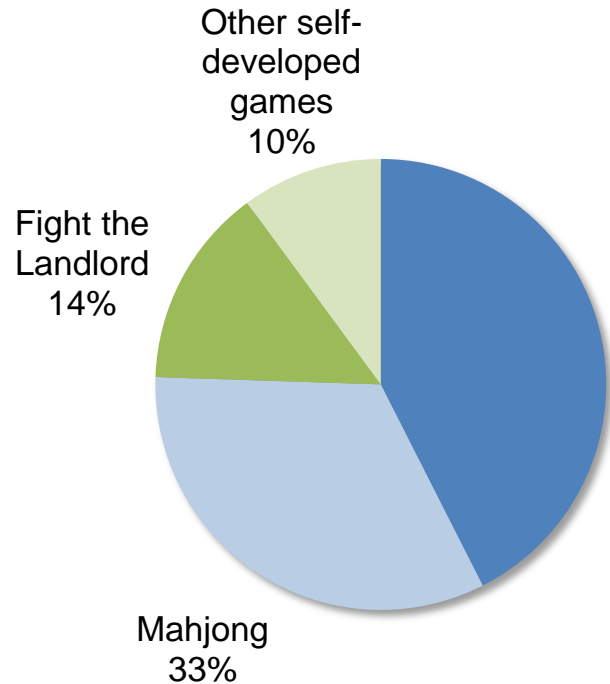
Revenue (RMB million)



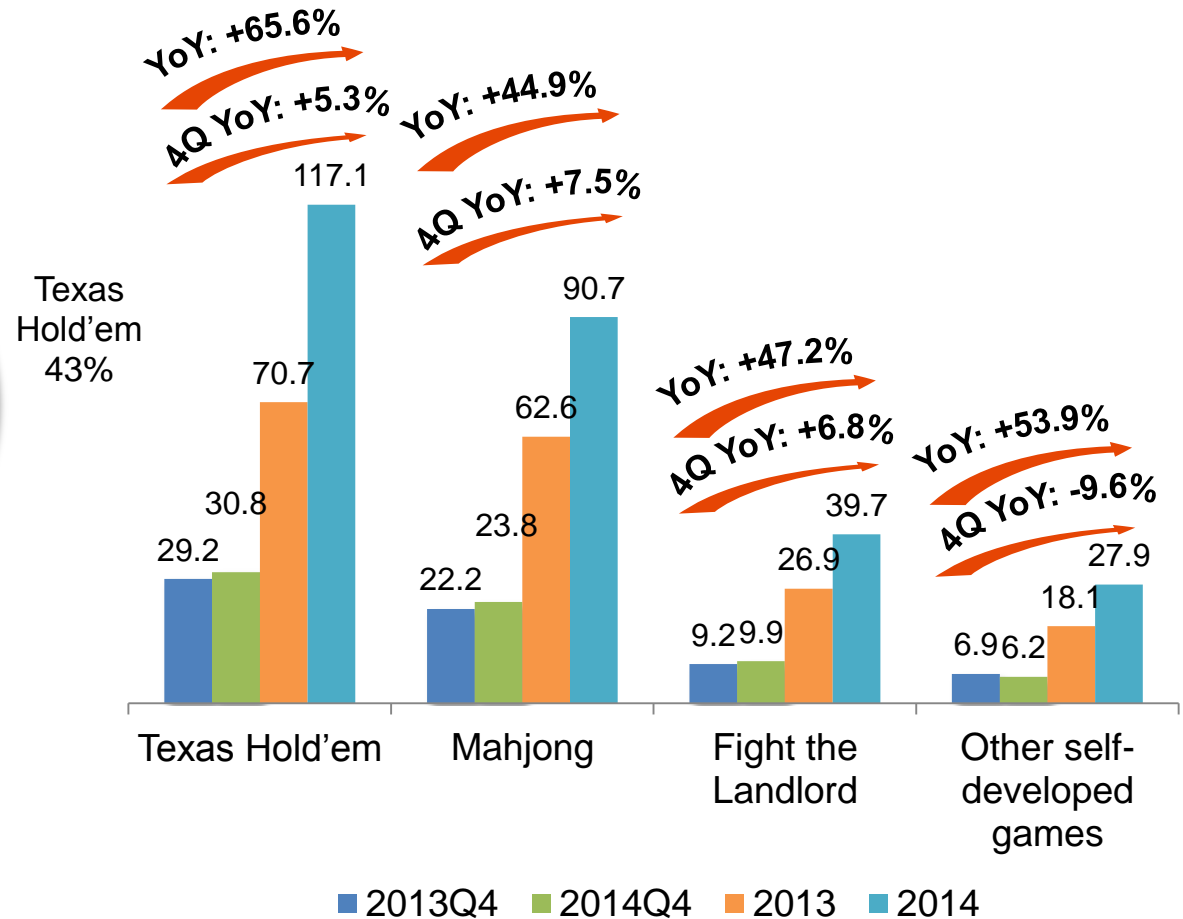
All major PC game categories achieved substantial growth YoY

Revenue by Games

Revenue breakdown of 2014



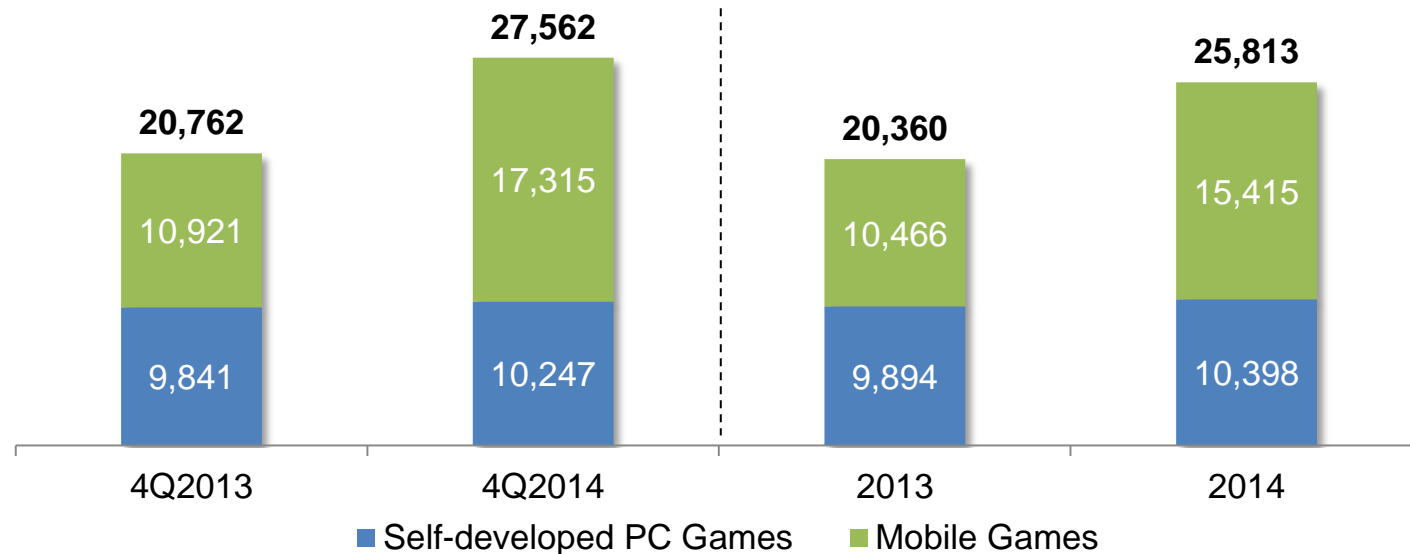
Revenue (RMB million)



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

MAUs

(thousands)

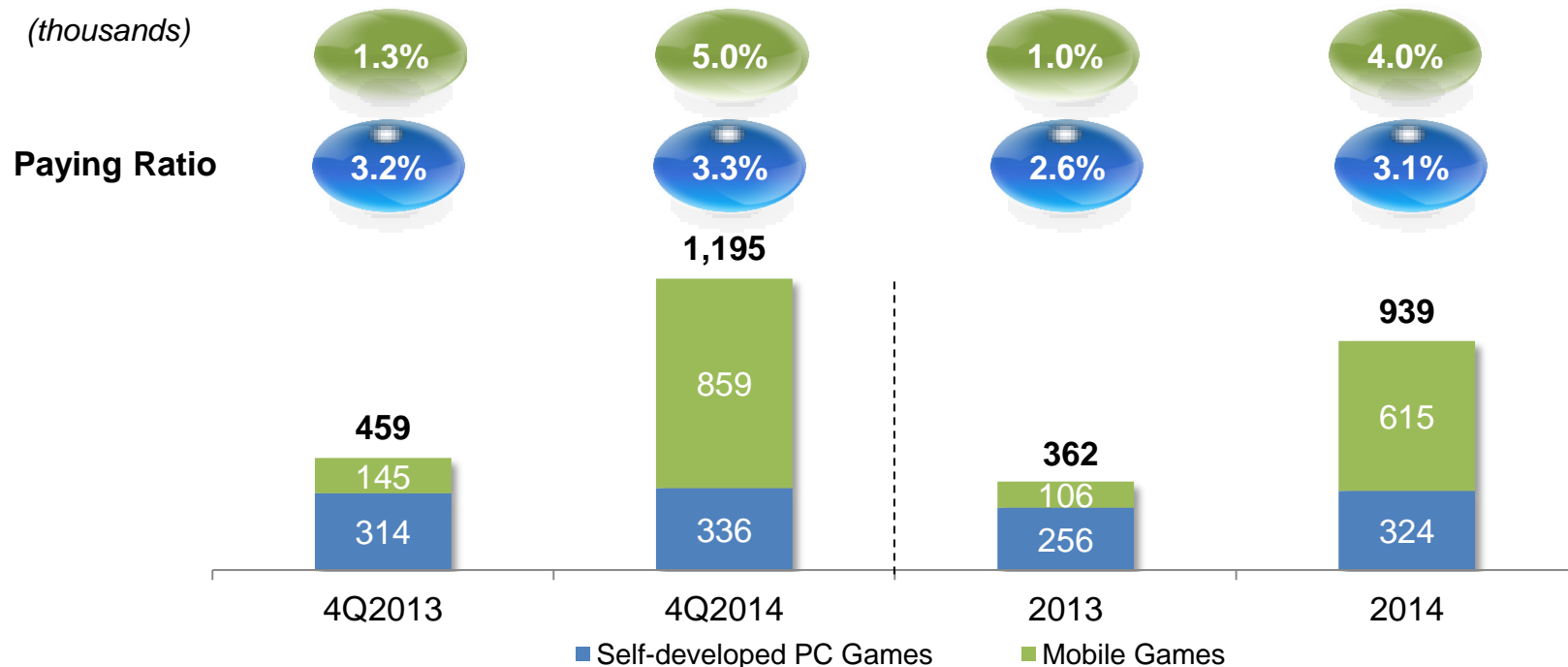


	4Q13 VS 4Q14	YoY change
Mobile	58.5%	47.3%
PC	4.1%	5.1%
Total	32.8%	26.8%

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

MPUs

(thousands)

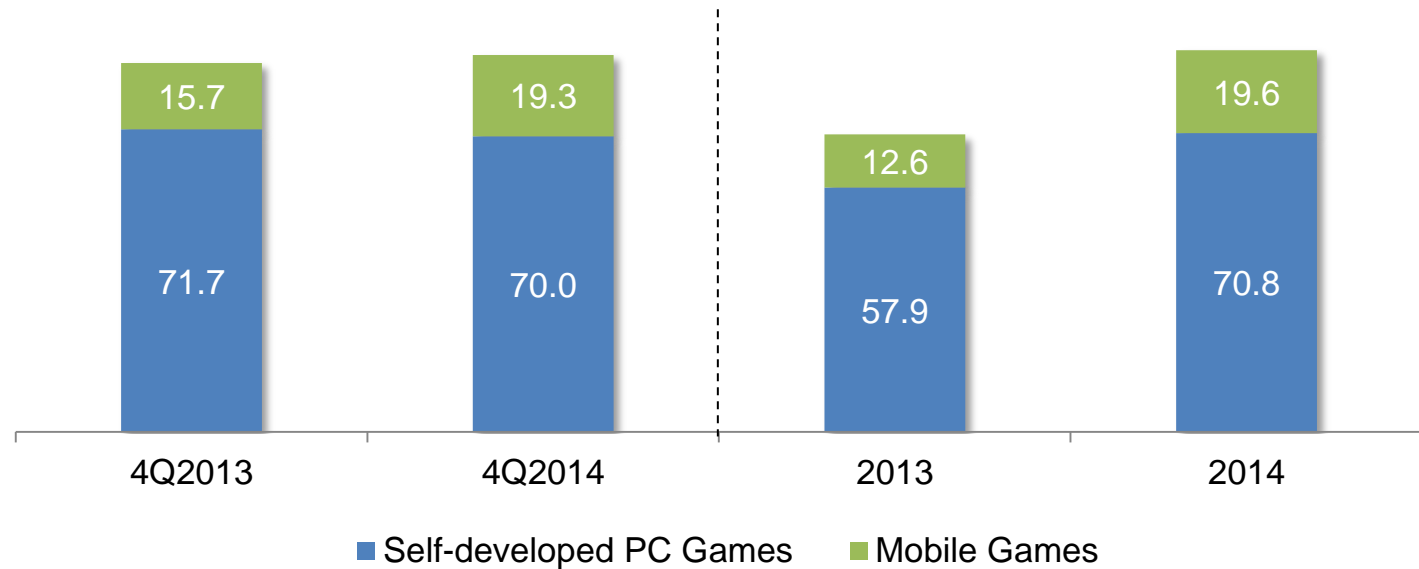


	4Q13 VS 4Q14	YoY change
Mobile	492.4%	480.2%
PC	7.0%	26.6%
Total	160.3%	159.4%

ARPPU grew simultaneously and maintained upward growth trend

ARPPU

(RMB)

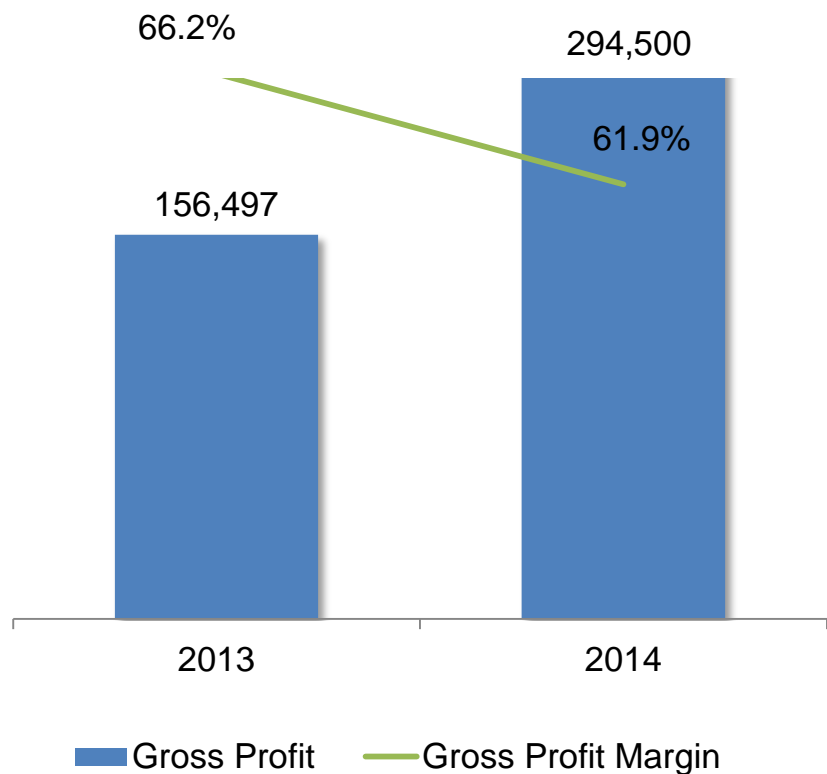


	4Q13 VS 4Q14	YoY change
Mobile	22.9%	55.6%
PC	-2.4%	22.3%

Continuous Strong Growth in Profitability

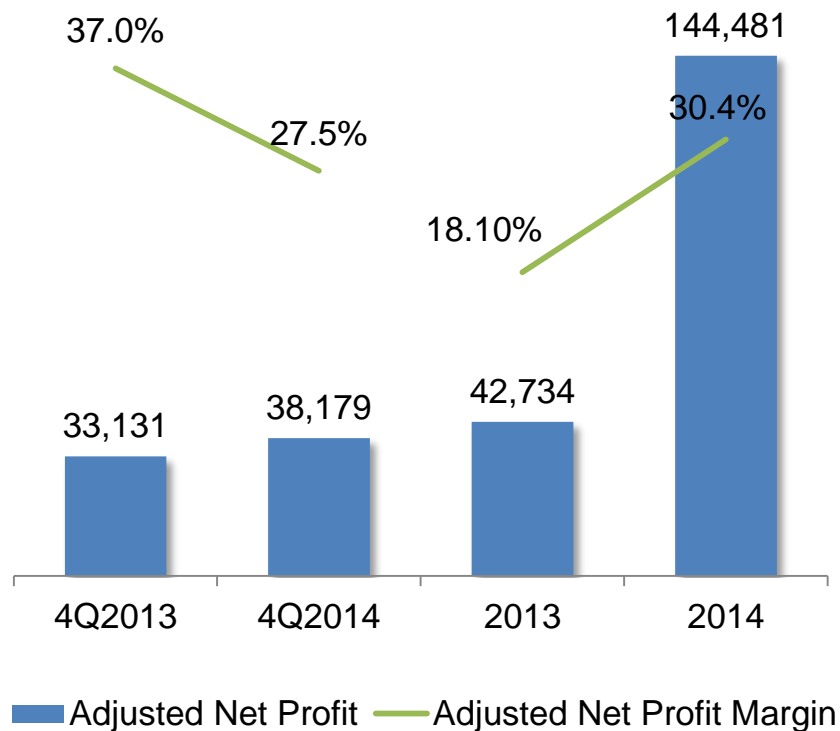
Gross Profit and Margin

(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 Prospects: lead at the forefront of two converging trends to catapult Ourgame onto the next phase of growth and leadership

- Capture the trend of MOC's policy mandate to upgrade the Internet Café industry, be part of the new O2O go-to destination of the Internet generation and be the major content and service provider behind it
- Capture the trend of sports industry reform, leveraging our core competence and eco-system, become the China and global mind sports leader

Lead at the forefront of these two converging trends and catapult Ourgame onto the next phase of growth and industry leadership

Future Prospects: resolutely invest in our eco-system and continue to secure and acquire strategic resources and control points, while maintaining current core business growth



- Continuous enhancement of games portfolio across Platform
- Mobile continues growth trajectory

- More development to come in 2015

- BesTV
- Provincial TV stations
- Internet Streaming sites
- More in 2015

- WPT Asia 15 countries/regions
- WPT Dragan Series
- World Bridge Simultaneous Pairs (WBF)
- China Chess & Cards Competitions (MOC)
- China National Mind Sport Games 2015 (GAOS)
- Fight the Landlord Gold League
- More international mega events to come
- Strategic Cooperation with Hainan province

- WangYu WangKa
- Lianzhong flagship Internet Live Arena
- Other major Internet Café chains...

Future Prospects: Summary



1

Continued enhancement and innovation of current core business, maintaining above industry growth

2

Resolutely invest in our mind sports eco-system, to secure and acquire strategic resources and control points, completing the initial build out of major eco-system components in 2015, laying the foundation for next phase sustainable rapid growth

3

Replicate our model overseas and accelerate our global expansion



联众游戏

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