

ME2ON

GLOBAL LEADING SOCIAL CASINO & CARD GAMES





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ME2ON

Global Leading
SOCIAL CASINO GAMES

Company Overview

Company	ME2ON Co., Ltd.
Capital	14.2 million USD
Employees	232 (Seoul 66, HK 52, Beijing 114)
Address	6F THE PINNACLE GANGNAM, 343, Hakdong-ro, Gangnam-gu, Seoul, Korea
Website	http://www.me2on.com http://www.me2zen.com
History	<p>Dec.2020 : Launched Word Taptap</p> <p>Aug. 2020 : ME2ZEN Limited KOSDAQ IPO</p> <p>Jun.2019 : Launched CELAD</p> <p>Oct.2018 : Launched Tripeaks Journey</p> <p>Nov.2017 : Acquired ME2ZEN Limited. (Hong Kong)</p> <p>May.2017 : Acquired IDO Markeing Co., Ltd. (Korea)</p> <p>Oct. 2016 : KOSDAQ IPO</p> <p>Aug.2014 : Launched Full House Casino</p> <p>Dec.2012 : Acquired Memoriki Holdings Ltd. (Hong Kong)</p> <p>Sep.2010 : Launched Fulpot Poker</p> <p>May.2010 : Established ME2ON Co., Ltd.</p>

CEO



CEO Chang-Wook Son(Kyle)

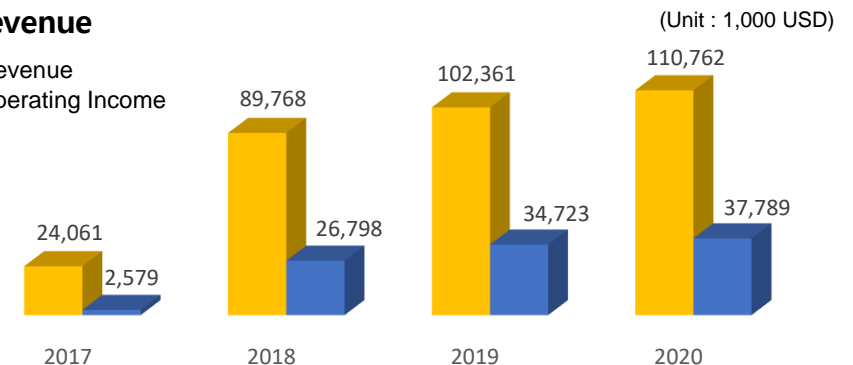
May.2010~	CEO of ME2ON
Nov.2017~	Chairman of ME2ZEN Limited
Jul.05~Jul.09	CEO of Freechal
Oct.04~Jul.05	Nexon Japan Team Leader
Sep.03~Sep.04	Freechal Strategy Planning Team Leader
Jul.02~Sep.03	Nexon Korea Development Team Leader
Jun.00~Jul.02	SAIHA Information System
Mar.95~Feb.00	Seoul National University

Executives

Name	Position	Career Experience	Division
Won-seok Choi (Andrew)	Vice President	· ME2ON CFO	Finance
		· ME2ZEN Limited Director	
		· Korea Venture Investment Corp.	
		· IBK PE	
Lau Ho Ming (Barry)	CMO	· Mirae Asset Securities IB	Overseas Business
		· ME2ON CMO	
		· ME2ZEN Limited CO-CEO	

Revenue

■ Revenue
■ Operating Income





Entertain the World with Best Social Casino Games

- Asia's Top Social Casino Developers in Seoul, Hong Kong, Beijing
- **ME2ON**, Leading Social Casino Company in Asia
- **ME2ZEN**, Leading Casual Game & Social Casino Company in North America

The inspiring **DOERS & GAME CHANGERS**

Seoul

ME2ON



66

Hong Kong

ME2ZEN



52

Beijing

ME2ZENBJ

114



1

Strong Brand Power



Full House Casino

- Asia No.1 Integrated Social Casino
 - Hong Kong, Japan, Taiwan, Malaysia
- Grossing Top10



Solitaire

- US, Canada, Japan, Europe Download Ranking Top5

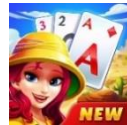


2

Business Diversification



Social Casino



Casual Game



VR Casino & Entertainment



Influencer Marketing



3

Long-Life Cycle

• Continued User Growth



• High User Stickness



4

One-Stop System

One-stop System From Development to Publishing

Game Development

MEZON MEZZENBJ

Game Publishing

memoriki MEZZEN

Accumulated Users

165 Million

MAU (Monthly Active Users)

8.2 Million

DAU (Daily Active Users)

2.1 Million

Strong User Base

Asia No.1
Integrated Social Casino

Asia No.1
Texas Holdem Poker

North America No.1
Classic Slots

Global No.1
Casual Classic Cards

Rising Star
Casual Cards



Full House Casino
Launched Aug.2014



Fulpot Poker
Launched Sep.2010



**Classic Slots
Las Vegas Casino**
Launched Jun.2015



Solitaire
Launched Jun.2015



Tripeaks
Launched Oct.2018



Flagship Game : Revenue & Traffic



Full House
Casino

	1Q.2019	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020
Revenue(USD)	2,776,652	2,785,500	2,624,271	2,856,093	3,049,261	2,790,110	2,692,182	2,496,736
DAU(Person)	109,784	106,806	96,764	90,324	90,059	83,811	70,520	67,304
MAU(Person)	331,214	314,129	279,720	240,916	262,131	232,541	196,880	181,901
ARPPDAU(USD)	0.28	0.29	0.30	0.35	0.38	0.37	0.42	0.41



Slots

	1Q.2019	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020
Revenue(USD)	9,536,682	10,477,361	10,167,859	9,817,471	10,001,904	11,383,338	9,994,225	9,212,313
DAU(Person)	245,427	238,385	210,872	189,892	182,716	172,579	148,797	123,036
MAU(Person)	1,066,005	1,058,066	919,633	751,949	650,451	655,315	532,118	421,212
ARPPDAU(USD)	0.43	0.48	0.54	0.58	0.61	0.73	0.75	0.83



Solitaire

	1Q.2019	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020
Revenue(USD)	6,575,437	7,377,676	6,700,185	7,620,366	6,519,918	5,912,275	6,502,326	6,958,557
DAU(Person)	2,449,932	2,234,766	1,981,942	1,836,881	1,854,098	1,757,376	1,613,264	1,484,629
MAU(Person)	7,677,401	7,143,409	6,321,095	5,666,801	5,666,368	5,442,616	5,078,659	4,552,899
Margin Rate(%)	88.8	84.7	83.9	88.9	85.4	86.9	90.3	92.1

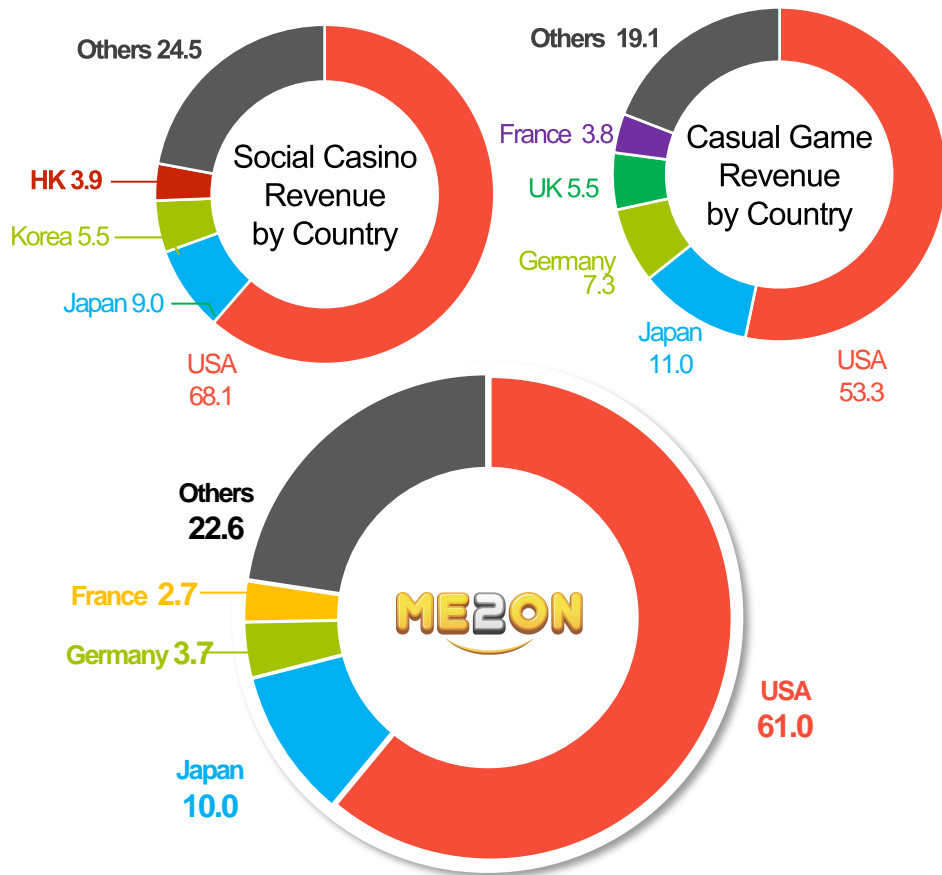


TriPeaks

	1Q.2019	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020
Revenue(USD)	1,108,086	2,612,035	4,712,215	6,014,998	6,073,076	6,786,772	7,792,106	7,500,332
DAU(Person)	284,522	374,414	468,769	506,152	560,977	584,633	574,478	487,567
MAU(Person)	1,087,765	1,315,960	1,559,763	1,667,475	1,926,208	2,024,717	1,948,999	1,657,122
Install	1,248,356	1,356,068	1,540,414	1,513,827	2,396,608	1,874,054	1,692,417	1,116,713

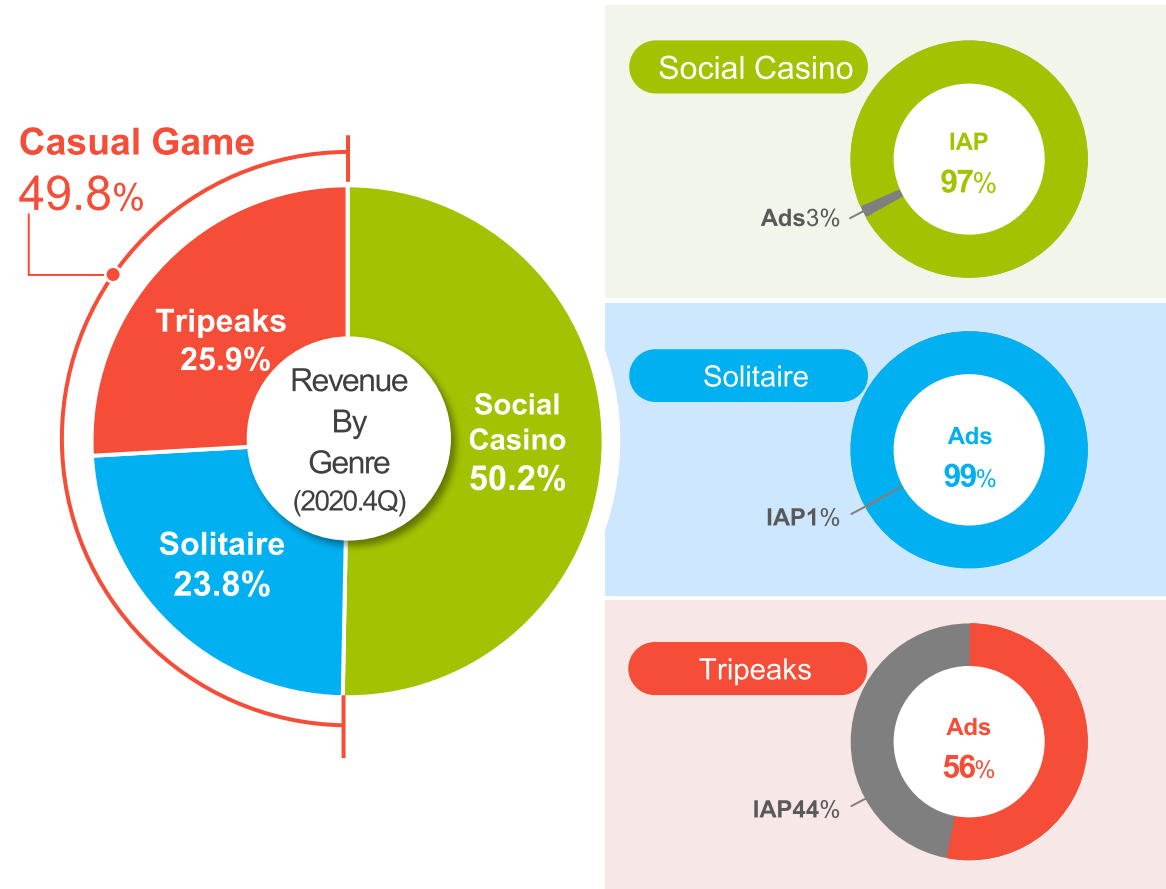
※ Launched on Oct.2018

● Revenue by Country (As of 2020.4Q)



Revenue from more than 200 countries, Diversified revenue countries

● Revenue by Genre (As of 2020.3Q)



Revenue from various genres, Stable revenue structure

● ME2ON Group Performance Summary

(Unit : 1,000 USD)

Type	FY 2017	FY 2018	FY 2019	FY 2020
Revenue	24,061	89,768	102,361	110,762
Full House Casino	9,738	10,698	11,043	11,028
Slots	3,730	39,896	39,999	40,592
Solitaire	3,115	31,408	28,274	25,893
Tripeaks	-	700	14,449	28,155
Ads. (IDO)	2,783	3,127	4,611	622
Others	4,695	3,939	3,985	4,472
EBITDA	3,067	29,085	38,500	41,697
Operating Income	2,578	26,798	34,723	41,430



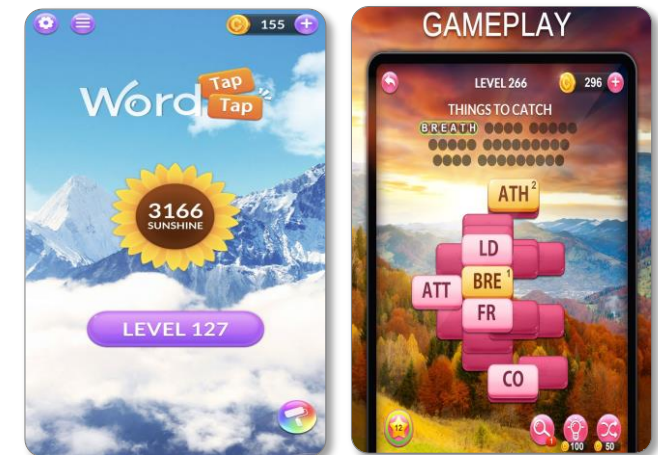
Full House Casino Renewal

Full House Casino renewal version using latest development engine **opened in 2020.4Q**
Renewal version is opened in **Samsung Galaxy Store Feb.2021**



Hoppin' Cash Casino

New Slot game “**Hoppin' Cash Casino**”
in Beta Test(soft-launch) process.
Official version to be launched in 1H.2021



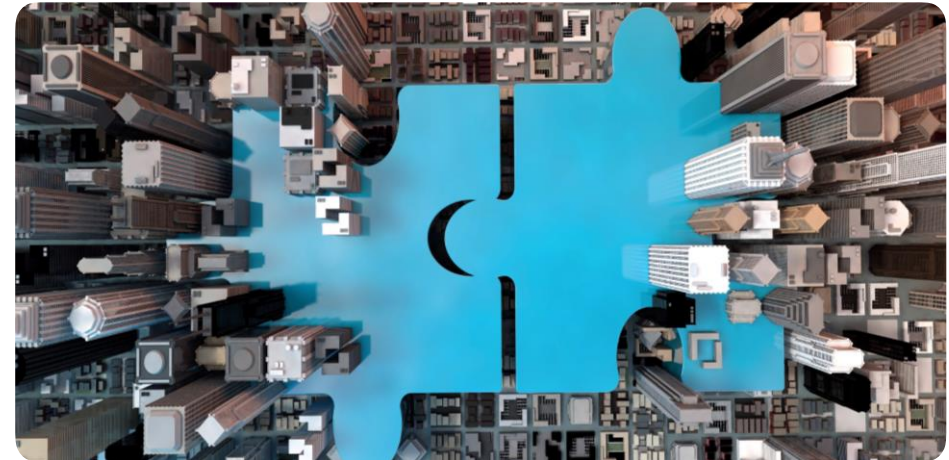
New Casual Game

New Casual Game “**Word Taptap**”
launched in 4Q.2020



New Casual Game & New Social Casino Game

New Casual Game and
Social Casino game to be **launched in 2021**



Global Game Company M&A

Global game company M&A
Using ME2ZEN Limited's IPO



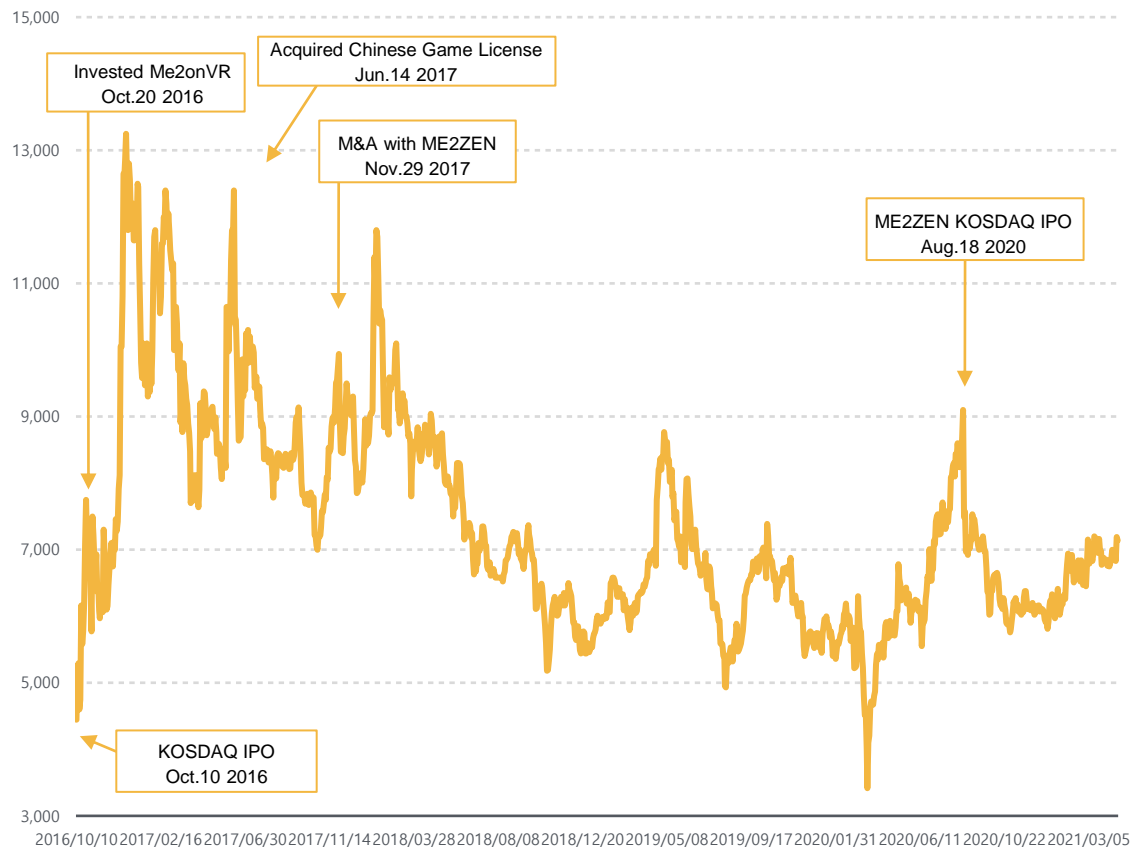
● Stock Status

Outstanding Shares	31,257,770 Shares
Par Value	500 KRW
Market Cap (As of Apr.19 2021)	22.3 billion KRW (199.6 million USD)

● Shareholders

The largest Shareholder	Chang-wook Son	6,435,963 shares (20.59%)
Related Parties	Lau Ho Ming and others	2,410,344 shares (7.71%)

● Chart



Balance Sheet Summary

(Unit : 1,000 USD)

Type	2018	2019	2020
Current Assets	46,642	67,053	116,730
Non-current Assets	91,943	84,482	83,358
Total Assets	138,585	151,535	200,088
Current Liabilities	33,518	60,145	43,468
Non-current Liabilities	22,085	5,607	4,840
Total Liabilities	55,603	65,752	48,308
Paid-in Capital	14,204	14,204	14,204
Additional Paid-in Capital	26,226	26,226	42,815
Other Capital	5,885	(5,476)	(6,777)
Retained Earnings	16,729	26,484	36,723
Non-controlling Interests	19,938	24,346	64,815
Total Capital	82,982	85,784	151,780

Income Statement Summary

(Unit : 1,000 USD)

Type	2018	2019	2020
Sales	89,768	102,361	110,762
Cost of Sales	26,355	30,939	31,543
Gross Profit	63,413	71,422	79,219
SG&A Expenses	36,615	36,699	41,430
Operating Income	26,798	34,723	37,789
Other Income	59	4	167
Other Expense	1,385	322	2,108
Financial Income	3,073	704	433
Financial Expense	3,090	4,130	3,999
Gain/loss on Investment in joint venture & associates	(116)	(305)	-
Net income before Income Taxes	25,339	30,674	32,284
Income Tax Expense	4,126	5,627	7,350
Net Income	21,213	25,047	24,934