

ME2ON

GLOBAL LEADING SOCIAL CASINO & CARD GAMES





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Global Leading
SOCIAL CASINO GAMES

Company Overview

Company	ME2ON Co., Ltd.
Capital	14.2 million USD
Employees	274 (Seoul 57, HK 45, Beijing 146, Chengdu 26)
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)**

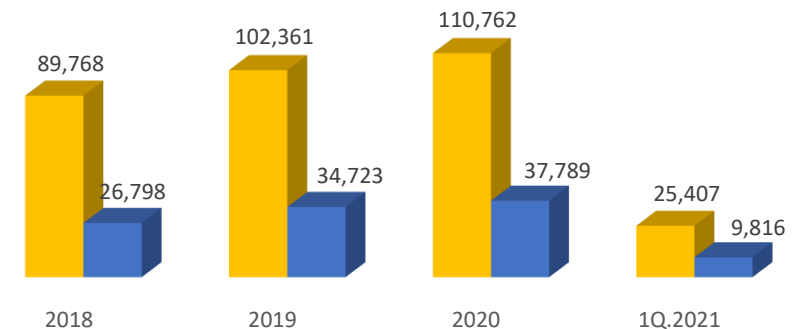
May.2010~	CEO of ME2ON
Nov.2017~	Chairman of ME2ZEN Limited
Jul.05~Jul.09	CEO of Freechal
Oct.04~Jul.05	Nexon Japan Team Leader
Sep.03~Sep.04	Freechal Strategy Planning Team Leader
Jul.02~Sep.03	Nexon Korea Development Team Leader
Jun.00~Jul.02	SAIHA Information System
Mar.95~Feb.00	Seoul National University

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 (Unit : 1,000 USD)





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



57

Hong Kong

ME2ZEN



45

Beijing

ME2ZEN

172



1

Strong Brand Power



Full House Casino

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



Solitaire

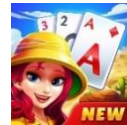
- US, Canada, Japan, Europe Download Ranking Top5

2

Business Diversification



Social Casino



Casual Game



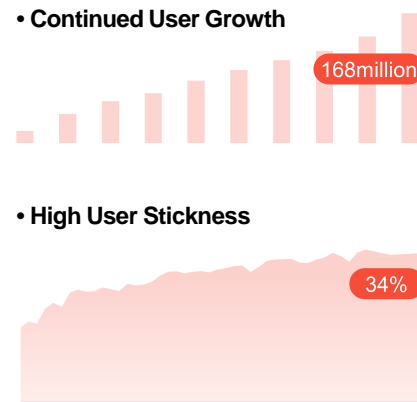
VR Casino & Entertainment



Influencer Marketing

3

Long-Life Cycle



4

One-Stop System

One-stop System From Development to Publishing

Game Development



Game Publishing



Accumulated Users

168 Million

MAU (Monthly Active Users)

6.4 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

	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020	1Q.2021
Revenue(USD)	2,785,500	2,624,271	2,856,093	3,049,261	2,790,110	2,692,182	2,496,736	2,284,795
DAU(Person)	106,806	96,764	90,324	90,059	83,811	70,520	67,304	58,445
MAU(Person)	314,129	279,720	240,916	262,131	232,541	196,880	181,901	173,484
ARPPDAU(USD)	0.29	0.30	0.35	0.38	0.37	0.42	0.41	0.43



Slots

	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020	1Q.2021
Revenue(USD)	10,477,361	10,167,859	9,817,471	10,001,904	11,383,338	9,994,225	9,212,313	8,625,107
DAU(Person)	238,385	210,872	189,892	182,716	172,579	148,797	123,036	119,312
MAU(Person)	1,058,066	919,633	751,949	650,451	655,315	532,118	421,212	392,927
ARPPDAU(USD)	0.48	0.54	0.58	0.61	0.73	0.75	0.83	0.80



Solitaire

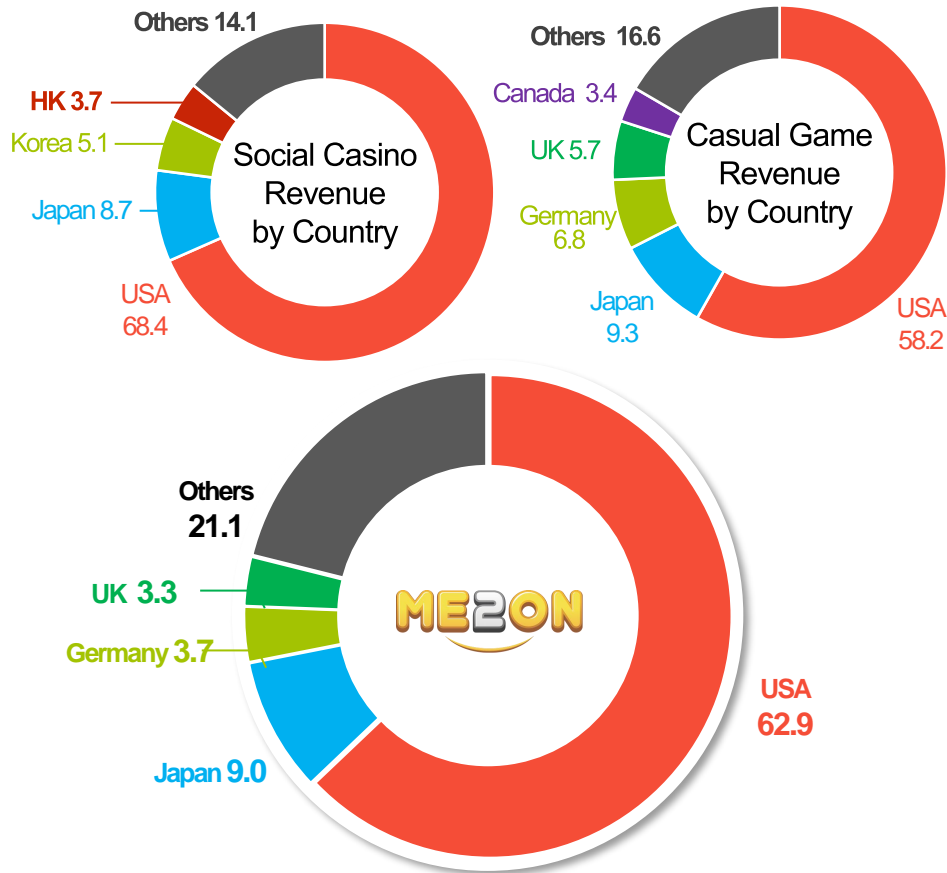
	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020	1Q.2021
Revenue(USD)	7,377,676	6,700,185	7,620,366	6,519,918	5,912,275	6,502,326	6,958,557	5,729,049
DAU(Person)	2,234,766	1,981,942	1,836,881	1,854,098	1,757,376	1,613,264	1,484,629	1,405,545
MAU(Person)	7,143,409	6,321,095	5,666,801	5,666,368	5,442,616	5,078,659	4,552,899	4,186,747
Margin Rate(%)	84.7	83.9	88.9	85.4	86.9	90.3	92.1	90.6



TriPeaks

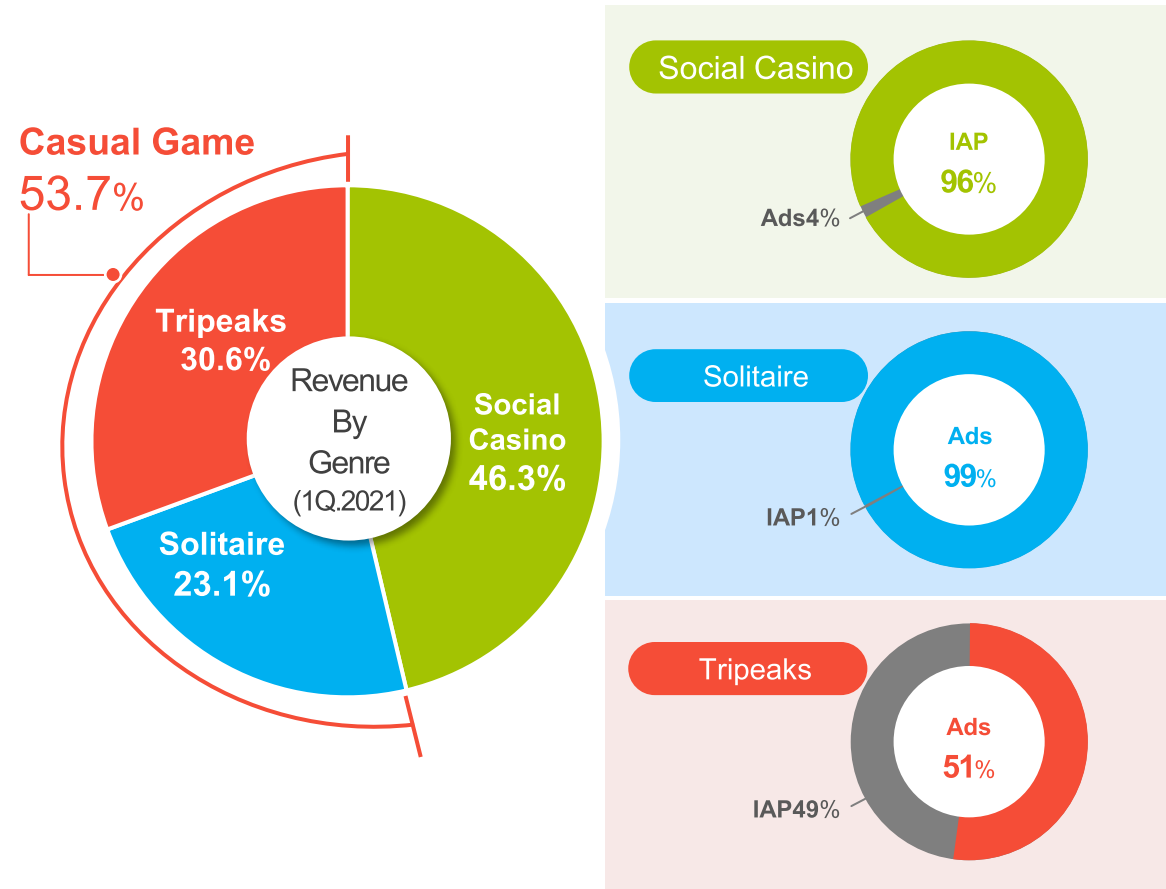
	2Q.2019	3Q.2019	4Q.2019	1Q.2020	2Q.2020	3Q.2020	4Q.2020	1Q.2021
Revenue(USD)	2,612,035	4,712,215	6,014,998	6,073,076	6,786,772	7,792,106	7,500,332	7,580,109
DAU(Person)	374,414	468,769	506,152	560,977	584,633	574,478	487,567	456,075
MAU(Person)	1,315,960	1,559,763	1,667,475	1,926,208	2,024,717	1,948,999	1,657,122	1,529,710
Install	1,356,068	1,540,414	1,513,827	2,396,608	1,874,054	1,692,417	1,116,713	1,015,664

● Revenue by Country (As of 1Q.2021)



Revenue from more than 200 countries, Diversified revenue countries

● Revenue by Genre (As of 1Q.2021)



Revenue from various genres, Stable revenue structure

● ME2ON Group Performance Summary

(Unit : 1,000 USD)

Type	FY 2018	FY 2019	FY 2020	1Q.2020	1Q.2020
Revenue	89,768	102,361	110,762	26,740	25,407
Full House Casino	10,698	11,043	11,028	3,049	2,285
Slots	39,896	39,999	40,592	10,002	8,625
Solitaire	31,408	28,274	25,893	6,520	5,729
Tripeaks	700	14,449	28,155	6,073	7,580
Ads. (IDO)	3,127	4,611	622	198	113
Others	3,939	3,985	4,472	898	1,075
EBITDA	29,085	38,500	41,697	9,766	10,862
Operating Income	26,798	34,723	41,430	8,812	9,816



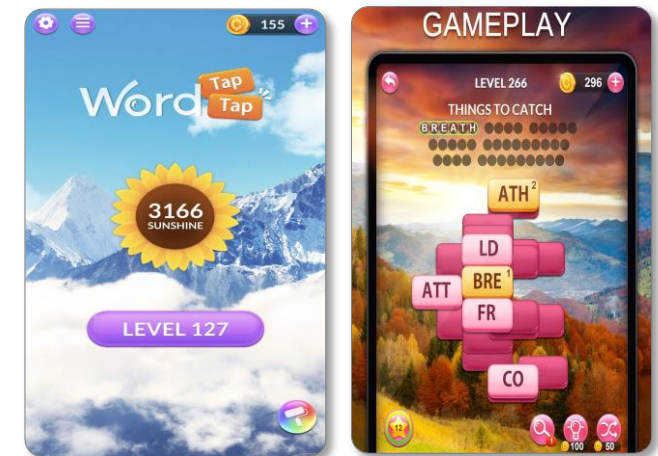
Full House Casino Renewal

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



Hoppin' Cash Casino

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



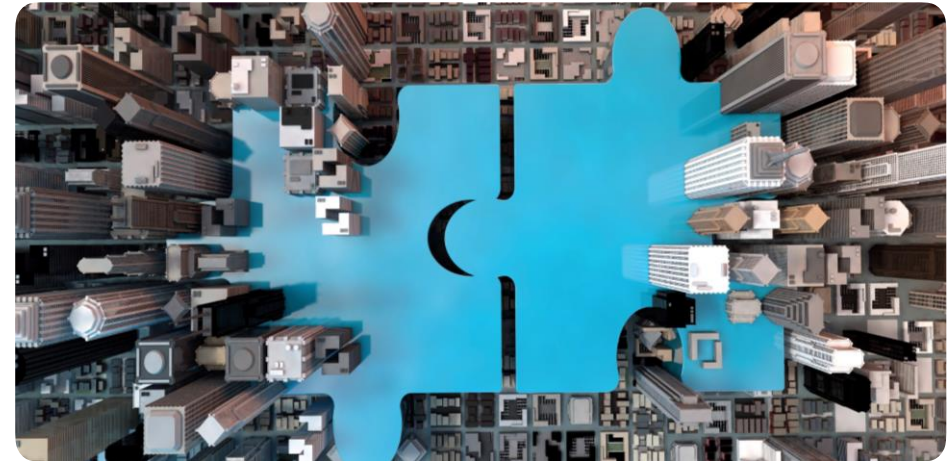
New Casual Game

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



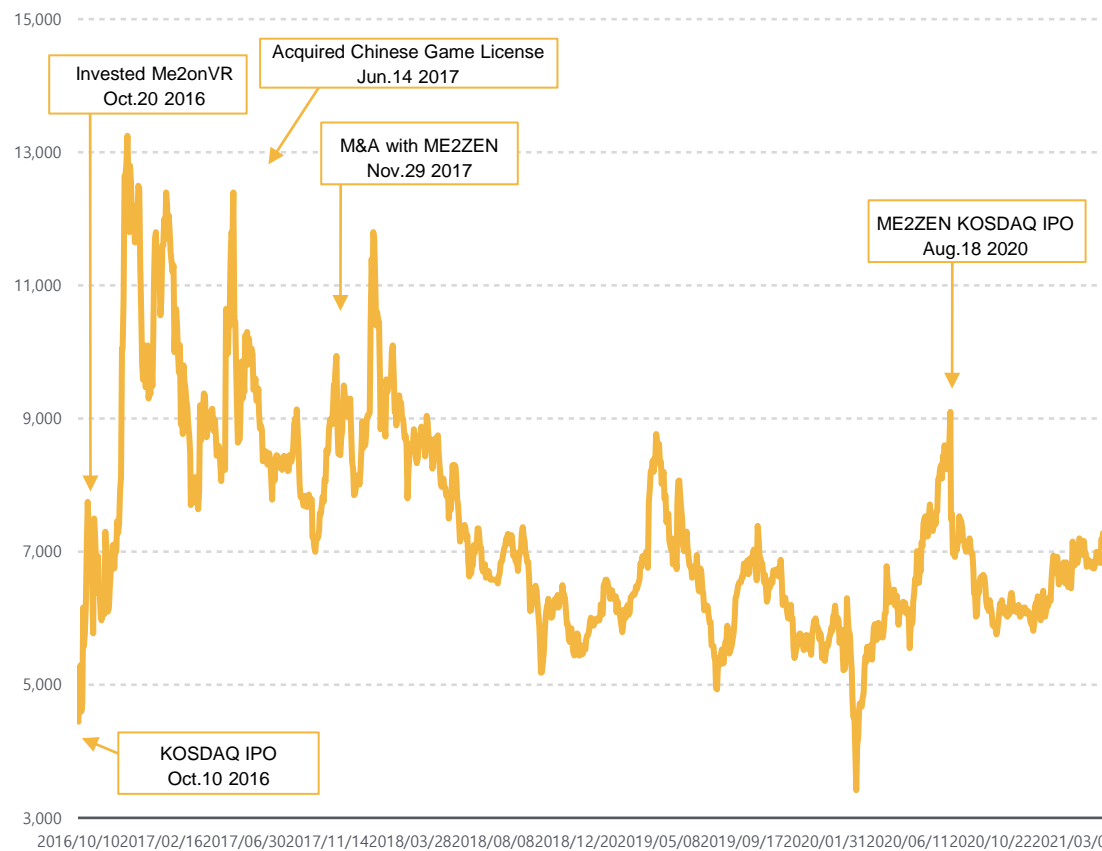
● Stock Status

Outstanding Shares	31,257,770 Shares
Par Value	500 KRW
Market Cap (As of May.17 2021)	20.4 billion KRW (180.4 million USD)

● Shareholders

The largest Shareholder	Chang-wook Son	6,435,963 shares (20.59%)
Related Parties	Lau Ho Ming and others	2,388,474 shares (7.64%)

● Chart



● Balance Sheet Summary

(Unit : 1,000 USD)

Type	2019	2020	1Q.2021
Current Assets	67,053	116,730	111,146
Non-current Assets	84,482	83,358	79,354
Total Assets	151,535	200,088	190,500
Current Liabilities	60,145	43,468	38,800
Non-current Liabilities	5,607	4,840	4,108
Total Liabilities	65,752	48,308	42,908
Paid-in Capital	14,204	14,204	14,204
Additional Paid-in Capital	26,226	42,815	41,097
Other Capital	(5,476)	(6,777)	(5,464)
Retained Earnings	26,484	36,723	36,222
Non-controlling Interests	24,346	64,815	61,533
Total Capital	85,784	151,780	147,592

● Income Statement Summary

(Unit : 1,000 USD)

Type	2019	2020	1Q.2021
Sales	102,361	110,762	25,407
Cost of Sales	30,939	31,543	7,548
Gross Profit	71,422	79,219	17,859
SG&A Expenses	36,699	41,430	8,043
Operating Income	34,723	37,789	9,816
Other Income	4	167	36
Other Expense	322	2,108	-
Financial Income	704	433	129
Financial Expense	4,130	3,999	692
Gain/loss on Investment in joint venture & associates	(305)	-	-
Net income before Income Taxes	30,674	32,284	9,289
Income Tax Expense	5,627	7,350	1,621
Net Income	25,047	24,934	7,668