

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	276 (Seoul 54, HK 45, Beijing 148, Chengdu 29)
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)

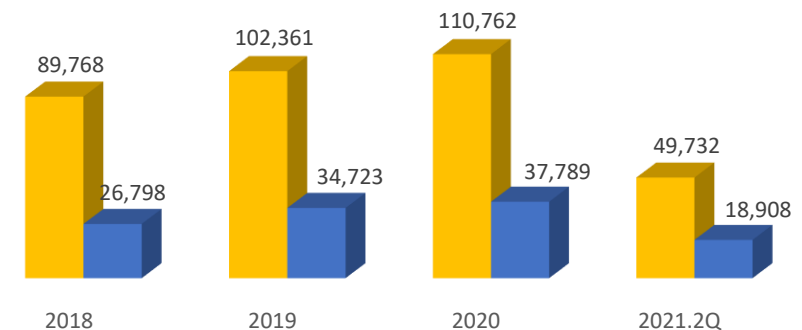
May.2010~	CEO of ME2ON
Nov.2017~	Chairman of ME2ZEN Limited
Jul.05~Jul.09	CEO of Freechal
Oct.04~Jul.05	Nexon Japan Team Leader
Sep.03~Sep.04	Freechal Strategy Planning Team Leader
Jul.02~Sep.03	Nexon Korea Development Team Leader
Jun.00~Jul.02	SAIHA Information System
Mar.95~Feb.00	Seoul National University

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



54

Hong Kong

ME2ZEN



45

Beijing

ME2ZEN

177



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

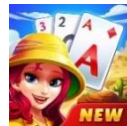


2

Business Diversification



Social Casino



Casual Game



VR Casino & Entertainment



Influencer Marketing



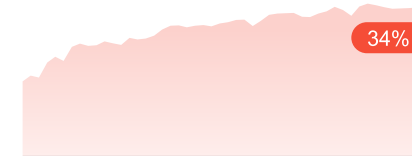
3

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

170 Million

MAU (Monthly Active Users)

5.0 Million

DAU (Daily Active Users)

1.6 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



Full House
Casino

	2019.3Q	2019.4Q	2020.1Q	2020.2Q	2020.3Q	2020.4Q	2021.1Q	2021.2Q
Revenue(USD)	2,624,271	2,856,093	3,049,261	2,790,110	2,692,182	2,496,736	2,284,795	2,441,831
DAU(Person)	96,764	90,324	90,059	83,811	70,520	67,304	58,445	53,304
MAU(Person)	279,720	240,916	262,131	232,541	196,880	181,901	173,484	169,712
ARPPDAU(USD)	0.30	0.35	0.38	0.37	0.42	0.41	0.43	0.50



Slots

	2019.3Q	2019.4Q	2020.1Q	2020.2Q	2020.3Q	2020.4Q	2021.1Q	2021.2Q
Revenue(USD)	10,167,859	9,817,471	10,001,904	11,383,338	9,994,225	9,212,313	8,625,107	8,365,991
DAU(Person)	210,872	189,892	182,716	172,579	148,797	123,036	119,312	106,019
MAU(Person)	919,633	751,949	650,451	655,315	532,118	421,212	392,927	366,855
ARPPDAU(USD)	0.54	0.58	0.61	0.73	0.75	0.83	0.80	0.88



Solitaire

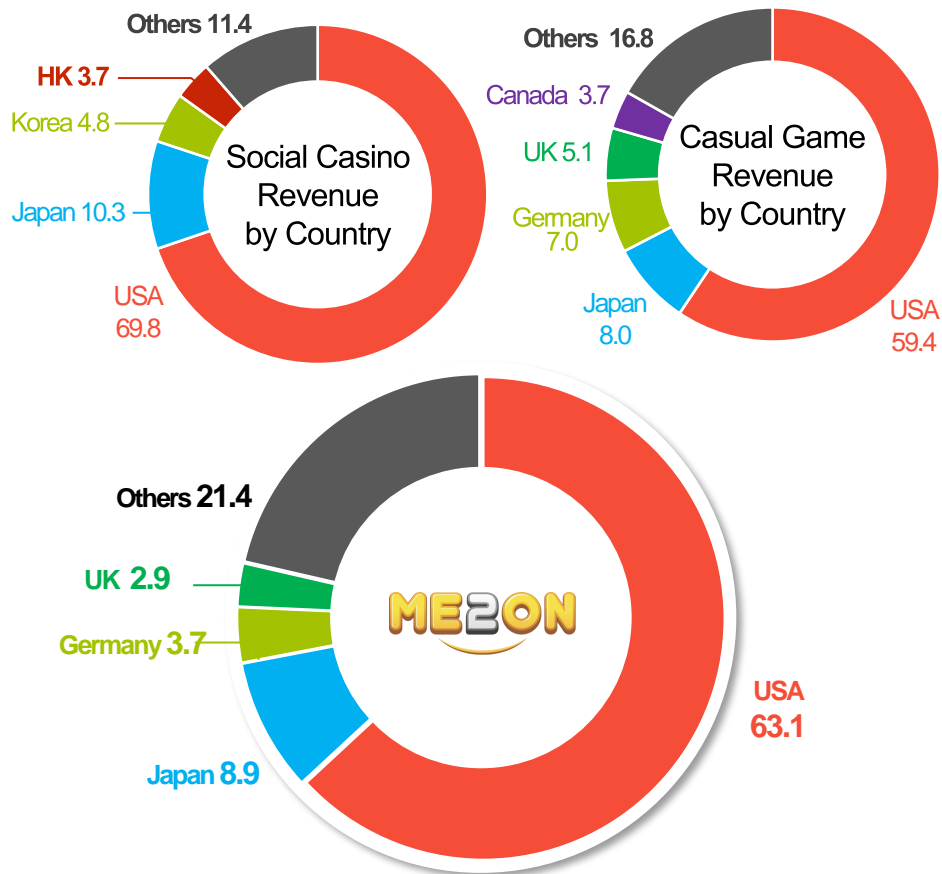
	2019.3Q	2019.4Q	2020.1Q	2020.2Q	2020.3Q	2020.4Q	2021.1Q	2021.2Q
Revenue(USD)	6,700,185	7,620,366	6,519,918	5,912,275	6,502,326	6,958,557	5,729,049	5,689,470
DAU(Person)	1,981,942	1,836,881	1,854,098	1,757,376	1,613,264	1,484,629	1,405,545	1,210,381
MAU(Person)	6,321,095	5,666,801	5,666,368	5,442,616	5,078,659	4,552,899	4,186,747	3,601,167
Margin Rate(%)	83.9	88.9	85.4	86.9	90.3	92.1	90.6	91.2



TriPeaks

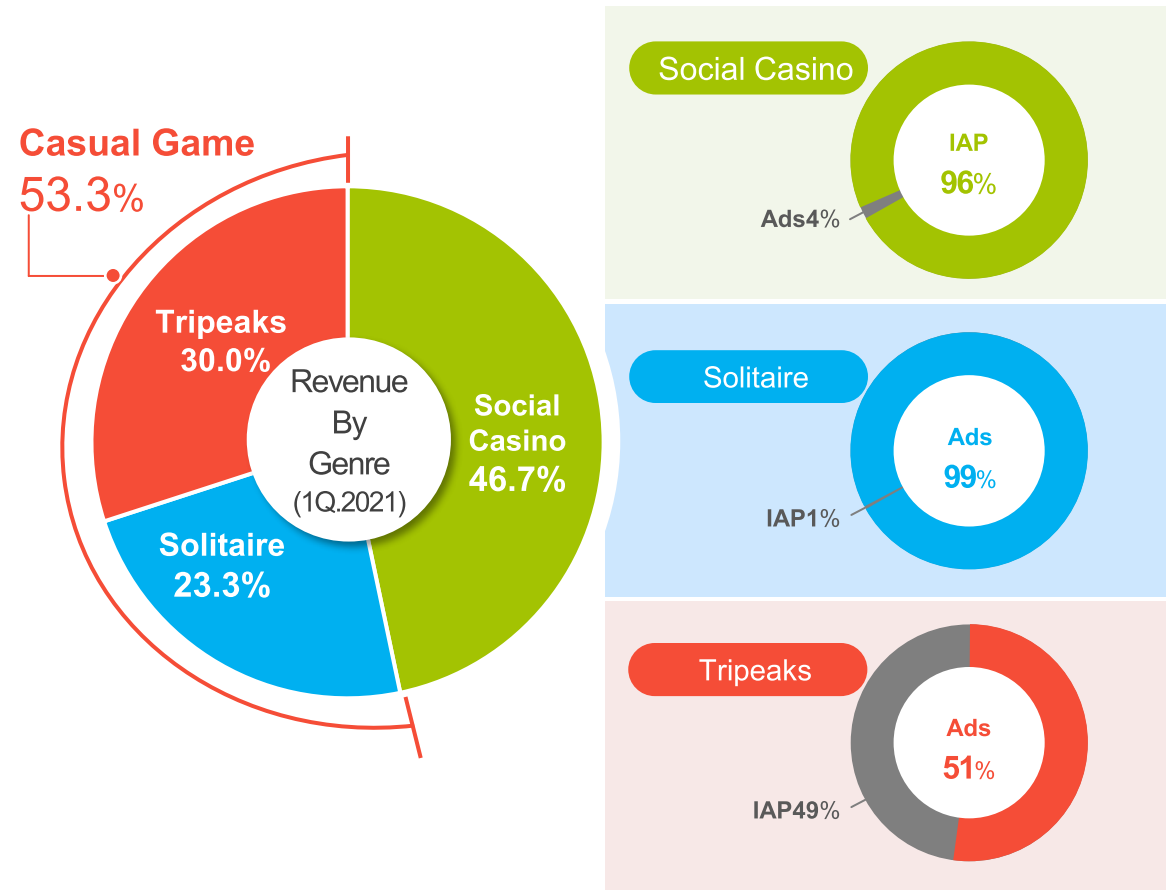
	2019.3Q	2019.4Q	2020.1Q	2020.2Q	2020.3Q	2020.4Q	2021.1Q	2021.2Q
Revenue(USD)	4,712,215	6,014,998	6,073,076	6,786,772	7,792,106	7,500,332	7,580,109	7,061,691
DAU(Person)	468,769	506,152	560,977	584,633	574,478	487,567	456,075	378,437
MAU(Person)	1,559,763	1,667,475	1,926,208	2,024,717	1,948,999	1,657,122	1,529,710	1,218,556
ARPPDAU	0.11	0.13	0.12	0.13	0.15	0.17	0.19	0.21

● 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	2020.1H	2021.1H
Revenue	89,768	102,361	110,762	54,869	49,732
Full House Casino	10,698	11,043	11,028	5,840	4,727
Slots	39,896	39,999	40,592	21,385	16,991
Solitaire	31,408	28,274	25,893	12,432	11,419
Tripeaks	700	14,449	28,155	12,860	14,642
Ads. (IDO)	3,127	4,611	622	381	193
Others	3,939	3,985	4,472	1,971	1,760
EBITDA	29,085	38,500	41,697	21,625	22,182
Operating Income	26,798	34,723	41,430	19,729	18,908



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 2021.3Q



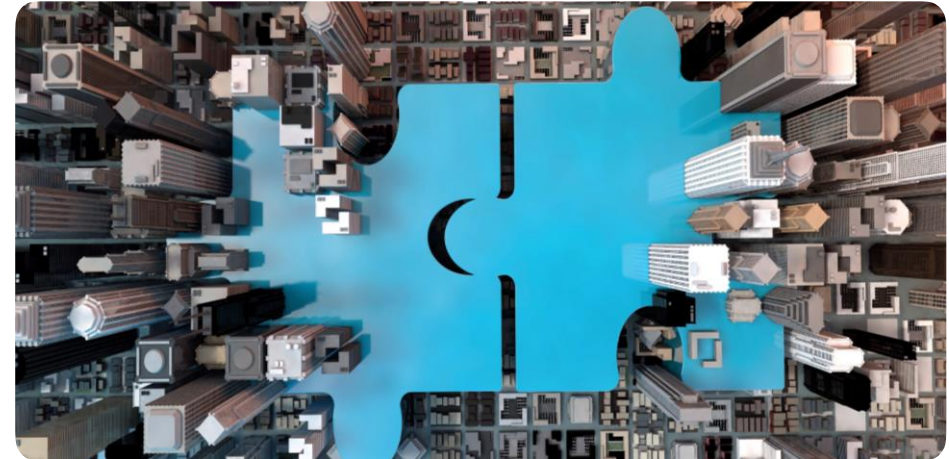
New Casual Game

New Casual Game “**Pocket Battles**”
3D Mid-core Strategy Simulation Casual Game
To be launched 2021.2H



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



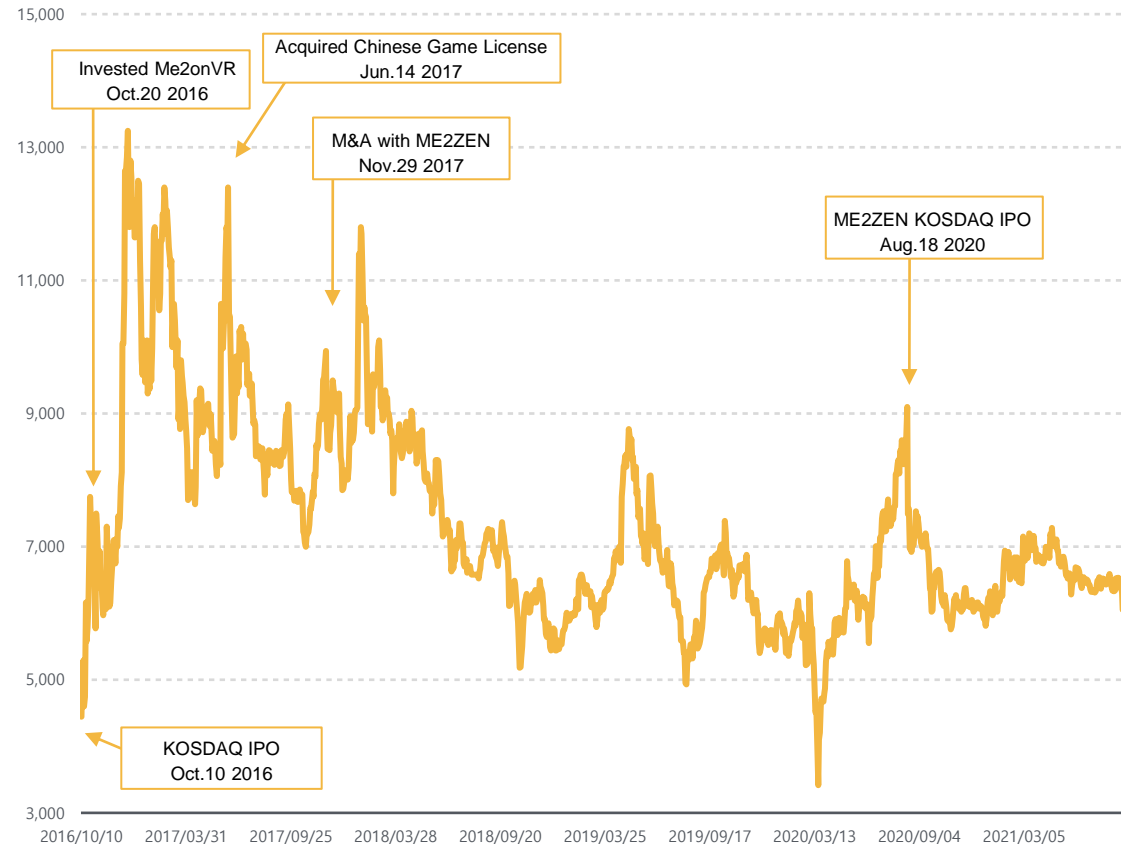
● Stock Status

Outstanding Shares	31,257,770 Shares
Par Value	500 KRW
Market Cap (As of Aug.13 2021)	18.9 billion KRW (163.1 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	2021.1H
Current Assets	67,053	116,730	106,540
Non-current Assets	84,482	83,358	84,255
Total Assets	151,535	200,088	190,795
Current Liabilities	60,145	43,468	36,252
Non-current Liabilities	5,607	4,840	4,303
Total Liabilities	65,752	48,308	40,555
Paid-in Capital	14,204	14,204	14,204
Additional Paid-in Capital	26,226	42,815	30,081
Other Capital	(5,476)	(6,777)	4,391
Retained Earnings	26,484	36,723	38,569
Non-controlling Interests	24,346	64,815	62,995
Total Capital	85,784	151,780	150,240

● Income Statement Summary

(Unit : 1,000 USD)

Type	2019	2020	2021.1H
Sales	102,361	110,762	49,732
Cost of Sales	30,939	31,543	15,073
Gross Profit	71,422	79,219	34,659
SG&A Expenses	36,699	41,430	15,751
Operating Income	34,723	37,789	18,908
Other Income	4	167	166
Other Expense	322	2,108	1
Financial Income	704	433	200
Financial Expense	4,130	3,999	1,531
Gain/loss on Investment in joint venture & associates	(305)	-	-
Net income before Income Taxes	30,674	32,284	17,742
Income Tax Expense	5,627	7,350	3,403
Net Income	25,047	24,934	14,339