1

Company Introduction
Company Introduction

Game Development and Self-publishing Company Founded 19 years ago
We handle Game Development, Publishing, and Marketing in House
Management Team

Hwangi Choi
CEO
25 years of Experience

Sunyoung Kwon
Head Director
19 years of Experience
Game Design/Business

JoongHan Lee
Head R&D
19 years of Experience
Server Development

Sunny Choi
AK PD
19 years of Experience
Game Design/PD
(Former)
Smilegate

Jason Han
AK Business Department
11 years of Experience
Business/
Marketing
(Former)
Nexon Europe

Seongmin Kim
Art Director
14 years of Experience
UI Design/AD

10+ Years of Experienced Key Members
Renowned Sci-Fi Strategy Game Developer for 19 years
2

Strategy Game Market
Global Games Market

Mobile Game Market Size is Nearly $80 Billion

Mobile Game Market has 26.8% of Growth Rate Every Year
Northern America’s Market Size is Nearly $7 Billion
America’s Strategy Game Market Size

Strategy Genre Game Takes 33% of the Total Mobile Game Revenue

출처: U.S. Mobile Gaming Trends: 2016 by Joseph Kim, Chief Product Officer, V1.0 SEGA Networks
### MMO Strategy Game in America

<table>
<thead>
<tr>
<th>Rank</th>
<th>Game Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>7</td>
<td>Final Fantasy XV: A New Empire</td>
<td>Epic Action</td>
</tr>
<tr>
<td>14</td>
<td>Lords Mobile: Battle of the Gods</td>
<td>IGG</td>
</tr>
<tr>
<td>16</td>
<td>Guns of Glory</td>
<td>FunPlus</td>
</tr>
<tr>
<td>29</td>
<td>King of Avalon: Dragon Warriors</td>
<td>FunPlus</td>
</tr>
<tr>
<td>39</td>
<td>Game of Thrones: Conquest</td>
<td>Warner Bros</td>
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<tr>
<td>42</td>
<td>Clash of Kings: Wonder</td>
<td>Exe Technology</td>
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<tr>
<td>62</td>
<td>War and Order</td>
<td>Camel Games</td>
</tr>
<tr>
<td>86</td>
<td>Vikings: War of Clans</td>
<td>Plarium</td>
</tr>
<tr>
<td>102</td>
<td>Game of War - FireAge</td>
<td>MZ</td>
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<td>111</td>
<td>Mobile Strike</td>
<td>Epic War</td>
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<tr>
<td>115</td>
<td>Brutal Age: Horde Invasion</td>
<td>Tap4Fun</td>
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<tr>
<td>123</td>
<td>Invasion: Modern Empire</td>
<td>Tap4Fun</td>
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<td>130</td>
<td>Last Empire - War Z: Strategy</td>
<td>Long Tech Network</td>
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<tr>
<td>135</td>
<td>Ark of War: Galaxy Pirate</td>
<td>Seven Pirates</td>
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<tr>
<td>150</td>
<td>Rise of the Kings</td>
<td>Onemt</td>
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<td>167</td>
<td>Evony: The King's Return</td>
<td>Top Games</td>
</tr>
<tr>
<td>179</td>
<td>Empire: Four Kingdoms</td>
<td>Goodgame Studios</td>
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<td>208</td>
<td>Iron Throne</td>
<td>Netmarble</td>
</tr>
</tbody>
</table>

출처: appannie.com, 2018.10.18. google 게임 미국 REVENUE 순위

There are 17 MMO Strategy Games in Top 200 Revenue Ranking

With High ARPDAU and Long Product Lifespan, We will Boost UA Marketing
### Market – Top MMO Strategy Game Revenue

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>7</td>
<td>Final Fantasy XV</td>
<td>2017.03.31</td>
<td>$5,895,673</td>
<td>111,663</td>
<td>$1.76</td>
<td>$29,478,365</td>
<td>$280,431,538</td>
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<td>14</td>
<td>Lord Mobile</td>
<td>2016.02.25</td>
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<td>16</td>
<td>Guns of Glory</td>
<td>2017.08.29</td>
<td>$3,762,828</td>
<td>78,987</td>
<td>$1.59</td>
<td>$18,814,140</td>
<td>$153,247,928</td>
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<tr>
<td>29</td>
<td>King of Avalon</td>
<td>2016.05.18</td>
<td>$3,608,859</td>
<td>35,573</td>
<td>$3.38</td>
<td>$18,044,295</td>
<td>$331,691,900</td>
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<tr>
<td>42</td>
<td>Clash of Kings</td>
<td>2014.06.30</td>
<td>$1,970,307</td>
<td>41,668</td>
<td>$1.58</td>
<td>$9,851,535</td>
<td>$1,041,409,250</td>
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<td>62</td>
<td>War and Order</td>
<td>2016.01.29</td>
<td>$1,506,897</td>
<td>32,827</td>
<td>$1.53</td>
<td>$7,534,485</td>
<td>$148,961,248</td>
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<td>86</td>
<td>Vikings</td>
<td>2015.04.21</td>
<td>$894,122</td>
<td>22,384</td>
<td>$1.33</td>
<td>$4,470,610</td>
<td>$224,458,016</td>
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<td>102</td>
<td>Game of War</td>
<td>2014.03.12</td>
<td>$498,044</td>
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<td>$2,490,220</td>
<td>$1,031,281,496</td>
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<td>111</td>
<td>Mobile Strike</td>
<td>2015.07.10</td>
<td>$730,319</td>
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<td>$3,651,595</td>
<td>$767,080,228</td>
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<tr>
<td>115</td>
<td>Brutal Age</td>
<td>2016.07.25</td>
<td>$578,822</td>
<td></td>
<td></td>
<td>$2,894,110</td>
<td>$38,106,748</td>
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<tr>
<td>123</td>
<td>Invasion</td>
<td>2014.11.30</td>
<td>$552,845</td>
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<td></td>
<td>$2,764,225</td>
<td>$117,732,026</td>
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<tr>
<td>135</td>
<td>Ark of War</td>
<td>2015.11.15</td>
<td>$717,288</td>
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<td>$3,586,440</td>
<td>$58,047,824</td>
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<td>150</td>
<td>Rise of the Kings</td>
<td>2016.06.05</td>
<td>$369,308</td>
<td></td>
<td></td>
<td>$1,846,540</td>
<td>$40,118,590</td>
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<tr>
<td>167</td>
<td>Evony</td>
<td>2016.04.26</td>
<td>$646,608</td>
<td></td>
<td></td>
<td>$3,233,040</td>
<td>$55,330,628</td>
</tr>
</tbody>
</table>

Revenue Top 100 – REVENUE $3 Mil

출처: appannie.com, 2018.07.23
### MMO Strategy Game Companies Market Value

<table>
<thead>
<tr>
<th>Company</th>
<th>Main Product</th>
<th>Company Value</th>
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<tbody>
<tr>
<td>Machine Zone (USA)</td>
<td>3 MMO Strategy</td>
<td>Company Value $10 Billion (2016.06)</td>
</tr>
<tr>
<td>FunPlus (China)</td>
<td>2 MMO Strategy, 4 Social Casual Game</td>
<td>Company Value $3-4 Billion, Received $80M of Investments (2014.03)</td>
</tr>
<tr>
<td>Plarium (Israel)</td>
<td>2 MMO Strategy, PC Game, etc</td>
<td>Company Value $5.6 Billion, Sold to Aristocrat Leisure Limited (2017.08)</td>
</tr>
<tr>
<td>NDREAM (Korea)</td>
<td>2 MMO Strategy</td>
<td>Received $50M of Investments (2018.05), Company Share Value $380M</td>
</tr>
</tbody>
</table>
3
ASTRONEST Series
Summary & Future Plan
After entering American Market, AN Games developed, provided services, and managed marketing campaign for 4 years.
Localized ASTRONEST and launched as ASTROMUSUME in Japan
Localized ASTRONEST for Europe Market

After providing services in-house, all index has risen.
<table>
<thead>
<tr>
<th>Partnership</th>
<th>Launched</th>
<th>Platform (15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>幽蓝边境</td>
<td>2018.08.30</td>
<td>TAPTAP, UC, 华为, OPPO, 小米, 魅族, vivo, 当乐, 应用宝、360, 金立, 百度, 拇指玩等</td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New User</td>
<td>141,732</td>
<td>Average ARPDUAU : ￥1.45</td>
</tr>
<tr>
<td>Average DAU</td>
<td>3,665</td>
<td>Average ARPPDUAU : ￥121.84</td>
</tr>
<tr>
<td>Total REVENUE</td>
<td>￥1,066,238 ($150K)</td>
<td></td>
</tr>
</tbody>
</table>

Meaningful Outcome from China Market
ASTRONEST Series REVENUE Forecast

Growth Strategy based on Japan Market

Revenue Strategy Plan for Global and Germany Market
4

ASTROKINGS

Summary & Future Plan
ASTROKINGS Introduction

Global Top-Tier Sci-Fi MMO Strategy Game

- Stories from Famous Sci-Fi Writers
  - Amie Kauffman & Jay Kristoff
- Unique 3D SF Graphic and Fleet Battle System
- Planet development System
- Real-time PvP with PvE
- Strong Federation Battle Contents
- Awarded the Project Fund for 'Next Generation Game Production' by KOCCA
ASTROKINGS Milestone

OPEN BETA
2018.06
V1.02 Stabilization

USA Soft Launch
2018.09
V1.03 Intro Improvement
Performance Improvement
Balancing Improvement
V1.04 Tutorial Improvements
Mission System
Warp Gates
Federation Function
Added IAPs
V1.05 Seasonal Event

Korea (12.26)
2019.01
V1.06 Flagship Contents
Added BM
V1.07 Federation Contents
Personalizes BM

Global Grand Opening
2019.03
V1.08 Trade Planets
Unique Heroes
V1.10 Trade Planet
Occupation
Added more Languages
UI Improvement

Market Expansion
2019.05
V1.11 Trade Planet
Occupation
V1.12 King of the Galaxy
Personalized War Package
VIP Rewards System
With Soft Launch, and Korea Launch,

Increased KPI REVENUE $514,458, Total Install 99,082 (281,672)
ASTROKINGS Profit Prospect?

I. Retention
- Maintain DAU with New Users?

2. ARPDAU
- How much revenues will be attained with expected DAU?

3. UA Cost & Volume
- How much does it cost for a user?
- How many users?
Increase Retention Rate with Constant Update

ID Retention 40%, 7D Retention 16.0%, 30Day Retention 5.2%
With Constant Updates D1 Retention 35% $\rightarrow$ 40%

With Constant Updates D7 Retention 13% $\rightarrow$ 16%

Will achieve D30 Retention 8.0% with Continuous Contents Updates
Current – ARPDAU Comparison

Clash Royal ARPDAU

Lord Mobile ARPDAU

Lineage 2 ARPDAU

from: Russian mobile game date from KOCCA
Current – ASTROKINGS ARPDAU

With Constant increase in ARPDAU, it’s Almost Now $1.5
Accumulated Marketing Expense $576,000, 99082 Install, Average CPI $5.81
2017 Q1 Top Marketing Medias in Strategy Game in USA (Retention Volume)

from Appsflyer, Strategy Games Data Benchmarks, North America, Q1 2017
Marketing Plan – Creative Advertisements

I 5 Videos, Publish New Videos Every Other Week
Marketing Plan – Media Strategy

1. Google Adwords
   Facebook
   Apple Search Ads

   Marketing Campaign by Each Countries
   Action Campaign, Purchase Campaign

2. Video AD Networks
   (Unity, Applovin, Ad colony, IronSource, Vungle)

   Marketing Campaign by Each Countries
   Blacklisting, Whitelisting
   Constant Changes in Media

3. NCPI (Non-reward CPI)

   Through Local Agencies, Start Marketing Campaign by Each Countries
   Fraud Check and Deductions
   Constant Changes in Media

Manage Marketing Campaign Based on 7D ROI
Marketing Plan – Countries

**Soft-Launch** 2019.02
- Daily NU 1,000
- Budget $150,000
- USA($6.0)
- UK, CA, AU($6.0)
- Korea($6.0)

**Grand-Launch** 2019.03
- Daily NU 3,000+
- Budget $540,000
- USA
- UK, CA, AU
- Korea
- Germany ($5.0)
- France ($5.0)
- Russia ($5.0)
- Northern Europe ($5.0)

**Europe** 2019.04
- Daily NU 5,000+
- Budget $900,000
- USA
- UK, CA, AU
- Germany
- France
- Russia
- Northern Europe
- Italy($1.5)
- Spain ($1.5)

**2nd Market** 2019.05
- Daily NU 7,000+
- Budget $1,260,000
- USA
- UK, CA, AU
- Germany
- France
- Russia
- Northern Europe
- Italy
- Spain
- Japan($8.0)
- Southeast Asia($1.0)
EXPECTED REVENUE

Goal: USA TOP 100

2019 REVENUE: $31M
5

Vision and Goals
Global #1 Strategy in 2020

2018
- Global SF Strategy Game
- ASTRONEST
- REVENUE: $1 Million

2019
- Global SF Strategy Game
- ASTROKINGS
- REVENUE: $4 Million

2020
- Global SF Strategy Game
- VISION PROJECT (Middle Ages Strategy)
- REVENUE: $30 Million

Vision
APPENDIX
I. Expected REVENUE - TOTAL GRAPH
## 2. Expected REVENUE - TOTAL - TABLE

<table>
<thead>
<tr>
<th></th>
<th>2018 09</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>2019 01</th>
<th>02</th>
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<th>04</th>
<th>05</th>
<th>06</th>
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<tr>
<td>AN Global</td>
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<td>1.32</td>
<td>1.32</td>
<td>1.32</td>
<td>1.32</td>
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$100K
3. Expected REVENUE & KPI - ASTROKINGS – GRAPH
### 4. Expected REVENUE & KPI - ASTROKINGS - TABLE

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<tr>
<th></th>
<th>2018.07</th>
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<td><strong>REVENUE ($100K)</strong></td>
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<td>0.89</td>
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<td>4.48</td>
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<td><strong>Expected CPI (Won)</strong></td>
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5. Expected REVENUE & KPI - ASTRONEST Series - GRAPH
## 6. Expected REVENUE & KPI - ASTRONEST Series - TABLE

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7. AN - Global - Country User Distribution

DAU 국가별 분포 (2018.07)

매출 국가별 분포 (2018.07)
9. ASTROKINGS – Country User Distribution

DAU 국가별 분포

매출 국가별 분포
Thank you.