

**Success of CP: Learning
from Products of RMB 10
Million in Monthly Income**

Tony Ni, CEO, FL Mobile

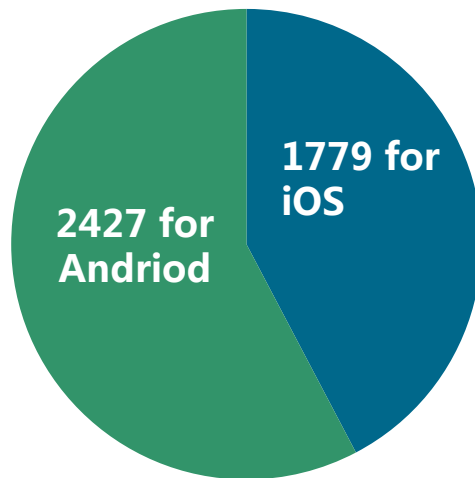


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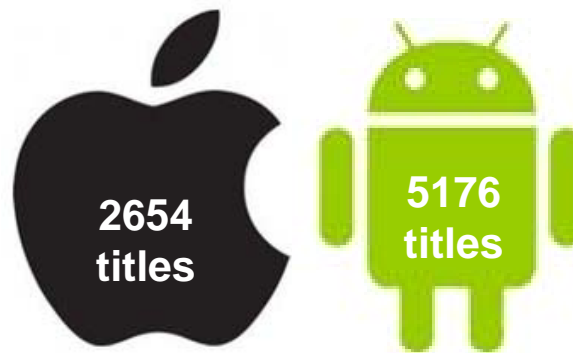
China's mobile game market

Numbers of CPs and their products in Q2 2014 in China's mobile game market

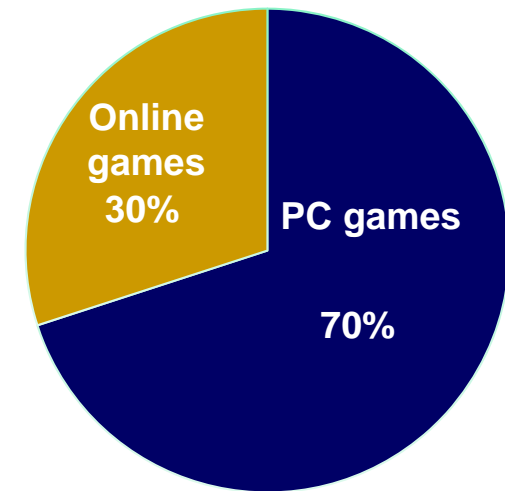
Number of CPs



Number of active games on various platforms



Number of PC and online games



Source : (2014Q2中国移动游戏榜单监测报告mGameTracker<android&iOS>—艾瑞)

Products of RMB 10 Million in Monthly Income in 2014



Products of RMB 10 Million in Monthly Income Successfully Launched by FL Mobile



1

Close Beta Test/2013.8

D 1 Retention : 70%

D 7 Retention : 20%

2

Internal Test/2013.9

D 1 Retention : 55%

D 7 Retention : 17%

3

Public Test/2013.12

Peak Rev/mon : 18 million +

Free Games TOP8

Best-selling Games TOP8

D 1 Retention: 55%

D 7 Retention: 25%

D 30 Retention: 18%

Products of RMB 10 Million in Monthly Income Successfully Launched by FL Mobile



1

Close Beta Test/2014.1

DAU : 10,000

D 1 Retention : 35%

2

Internal Test/2014.2

DAU : 30,000

Peak Rev/day : 500,000

D 1 Retention : 38%

Peak Rev/mon : 8 million

3

Public Test/2014.4

DAU : 10w

Free Games TOP6

Peak Rev/day : 1.5 million

Best-selling TOP20

Peak Rev/mon : 20 million+

D 1 Retention : 40%

Building Products of RMB 10 Million in Monthly Income





CP screening and product testing



Case study: Gong Cheng Lue Di

Developer : Aoshitang

Theme: The Romance of Three Kingdoms

Game Type : Operation +SLG

OS : All platforms, including iOS, Jailbroken iOS, Android

Introduction: Originates from Aoshitang' s webpage game of the same name.

Its art, style, and way of playing are the same as those of the webpage game.

Its operation has been adapted to the mobile terminal.



Case study: Gong Cheng Lue Di

Marked competitiveness in the market

Main competitor :



**WWII
(二战风云)**

1

A webpage game-turned mobile game, which ensures quality

FL Mobile conducted a research among the users of the mobile version of Gong Cheng Lue Di, and reached the following conclusion:

2

A mobile game focusing on strategy, and targeting players aged 28-40

93.75% users play Gong Cheng Lue Di with their mobile phones
66.67% users like it because it' s a strategic game
18.13% users like it because it' s a PVP fighting game

Case study: Gong Cheng Lue Di

Popular theme, innovative content and way of playing



The first
game to let 10,000 players to
fight in state wars

Three-kingdom strategic game to
support voice commands



Huge battlefield
Superior strategies



Case study: Gong Cheng Lue Di

Superior CP Team





CP screening
and product
testing

**Services
and
marketing**

Community
operations

Services and marketing

1

Services

- Unified SDK and automatic outsourcing of channels
- Specialized services; analysis and suggestions for continuous improvement
- VIP services of various grades (5 grades; quantitative handling)
- Emphasis on the server (Cloud service, 24h monitoring, etc)

2

Marketing

- Marketing and branding
- Measuring of channels (Connect online and offline channels)
- Diversified marketing

Papa Three Kingdoms

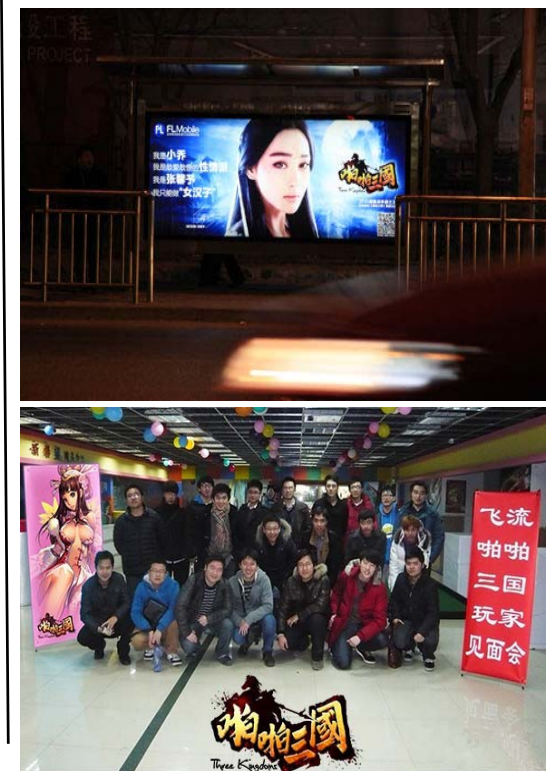
Cross-sector entertainment marketing



Press conference

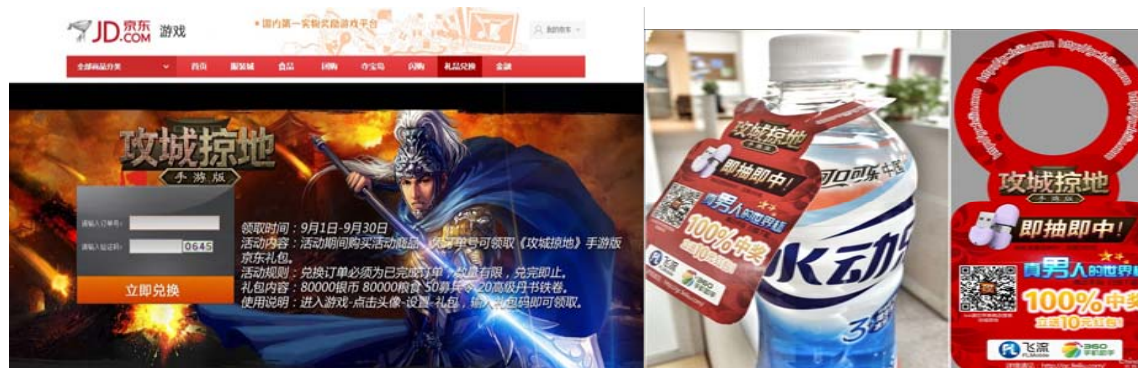


Offline promotion



Gong Cheng Lue Di

Cooperation with strong
brands of other sectors



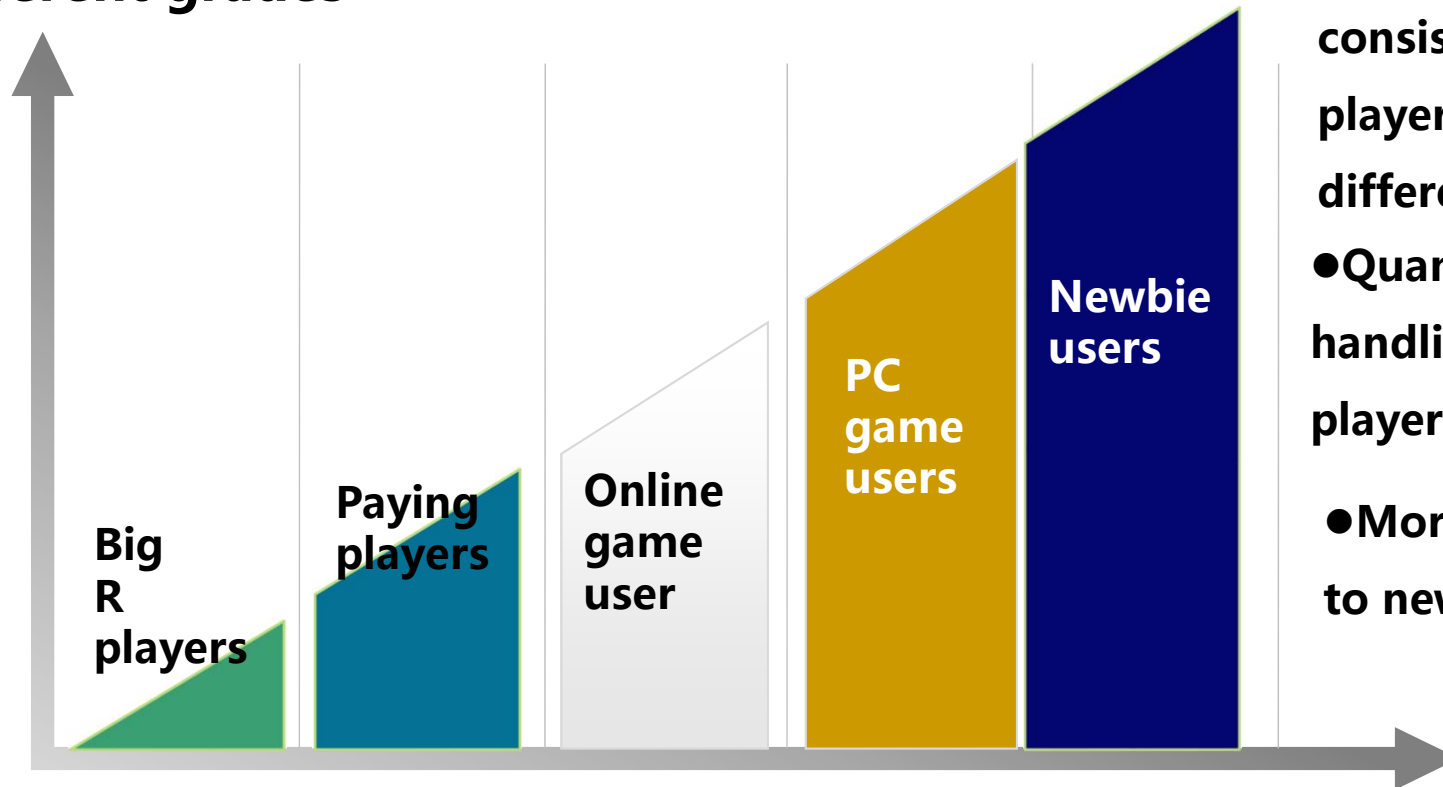


CP screening
and product
testing

Services
and
marketing

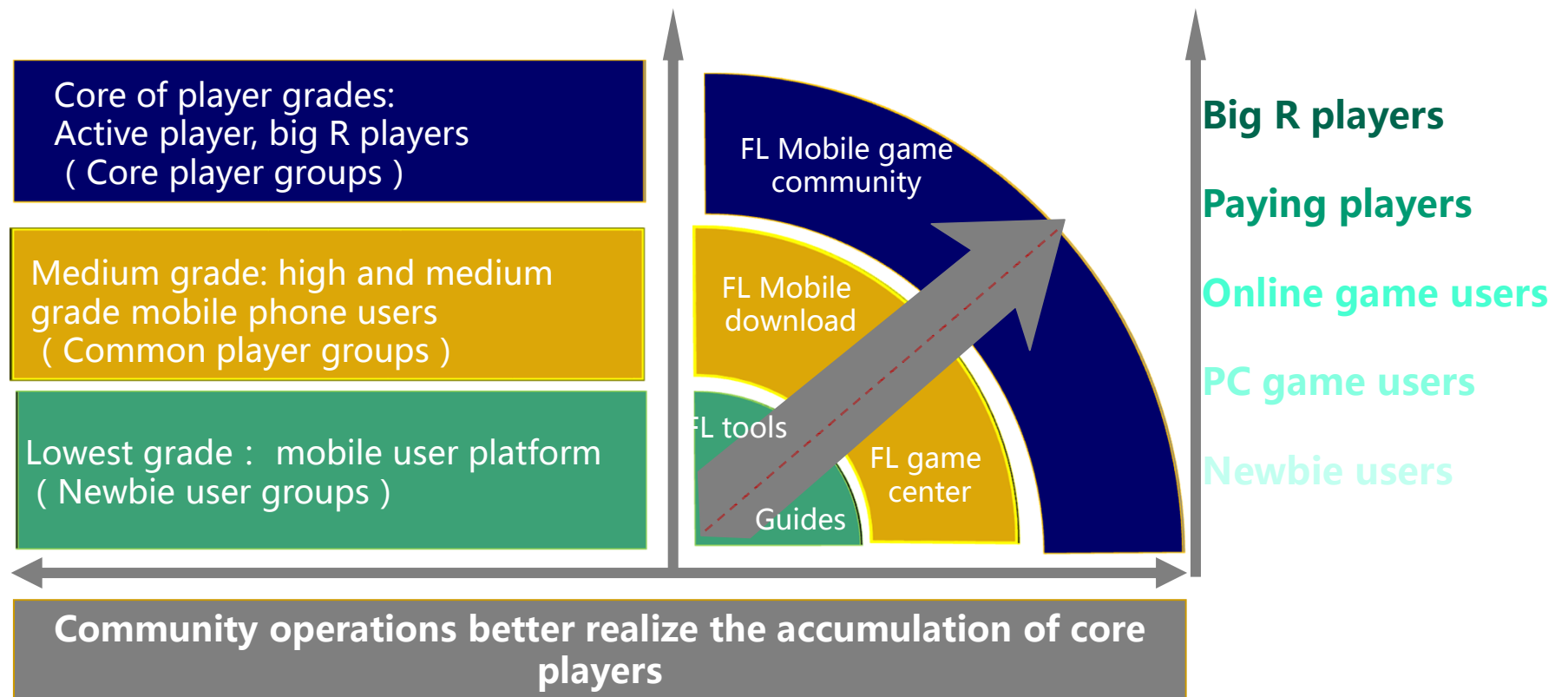
**Community
operations**

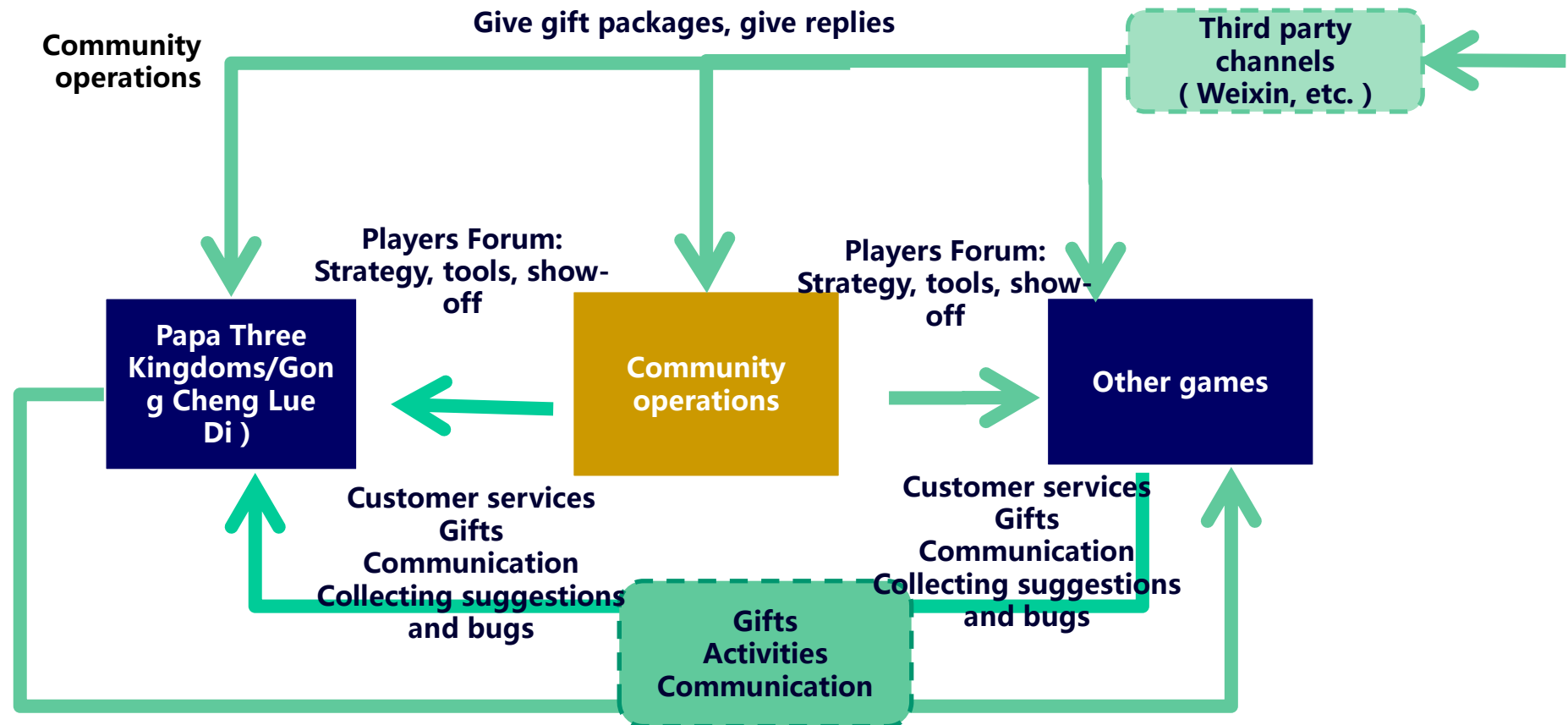
FL Mobile divides players into different grades



- Player structure consisting of players of different grades
- Quantitative handling of player services
- More attention to newbie users

Community operations





Through FL Mobile's community operations, about 10% of the players of Papa Three Kingdoms and Gong Cheng Lue Di remain at the community, adding to player viscosity.

CP's Success

Successful CPs that work with FL Mobile



China's largest mobile game developer and operator



The company who performs best in switching from terminal game to mobile game



Successful switching from webpage game to mobile game, with monthly income over RMB 100 million



Its value has grown from RMB 1 million to 900 million

Thanks !



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