

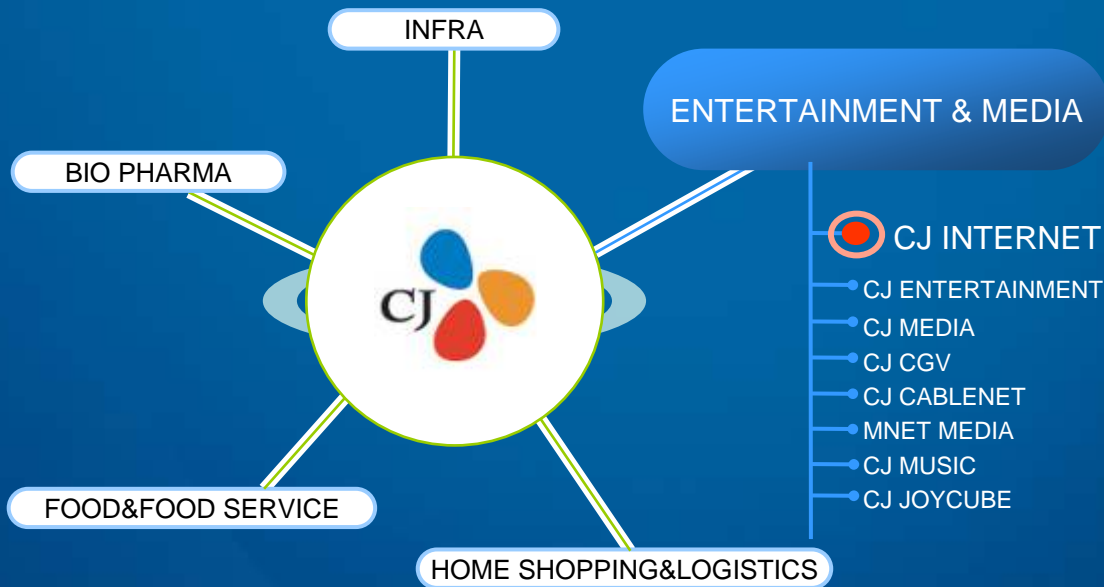


# Corporate Introduction

by No.1 Internet Entertainment Company  
CJ Internet Corp.

## CJ INTERNET Online game business arm of CJ Group

CJ Group, one of large conglomerates in Korea



- A conglomerate based in Korea
- Owning largest movie distribution channel, approximately 30%+ market share in Korea
- Diversified media portfolio from cable, music, publication, and movie
- Founding investor of DreamWorks
- CJ Internet, part of entertainment & media group of CJ



NO. 1 ONLINE GAME PORTAL in Korea

### \_Online Game Business

- Online game publishing (MMOG, casual)
- In-game item sales, avatar sales
- Online game development

### \_International Business

- Business entities in Japan and China
- Game services in Taiwan, HK & SEA

### \_Other Business

- Character license & merchandize
- On-demand entertainment contents
- Advertising

# NETMARBLE.NET No.1 Online Game Portal in Korea

Total Registered User 26 million  
Total Concurrent User 410 thousand  
Monthly Unique Visitor 9 million

## Brief Introduction

CJ Internet is running **NETMARBLE**, largest online game portal in Korea. CJ Internet pioneered the concept of online game publishing business and currently serves over 100 game titles and entertainment contents. CJ Internet also creates its own games from internal studio and expands business overseas to bring best online entertainment experience to the users throughout the globe.



## CJ INTERNET People Company



“People Create Value!”

Young Jong Jung  
President & CEO

COMPANY	CJ INTERNET
Headcounts	800+
KOSDAQ	037150
MARKET CAP.	USD 530M

Figures in October 2007, headcounts including game studios

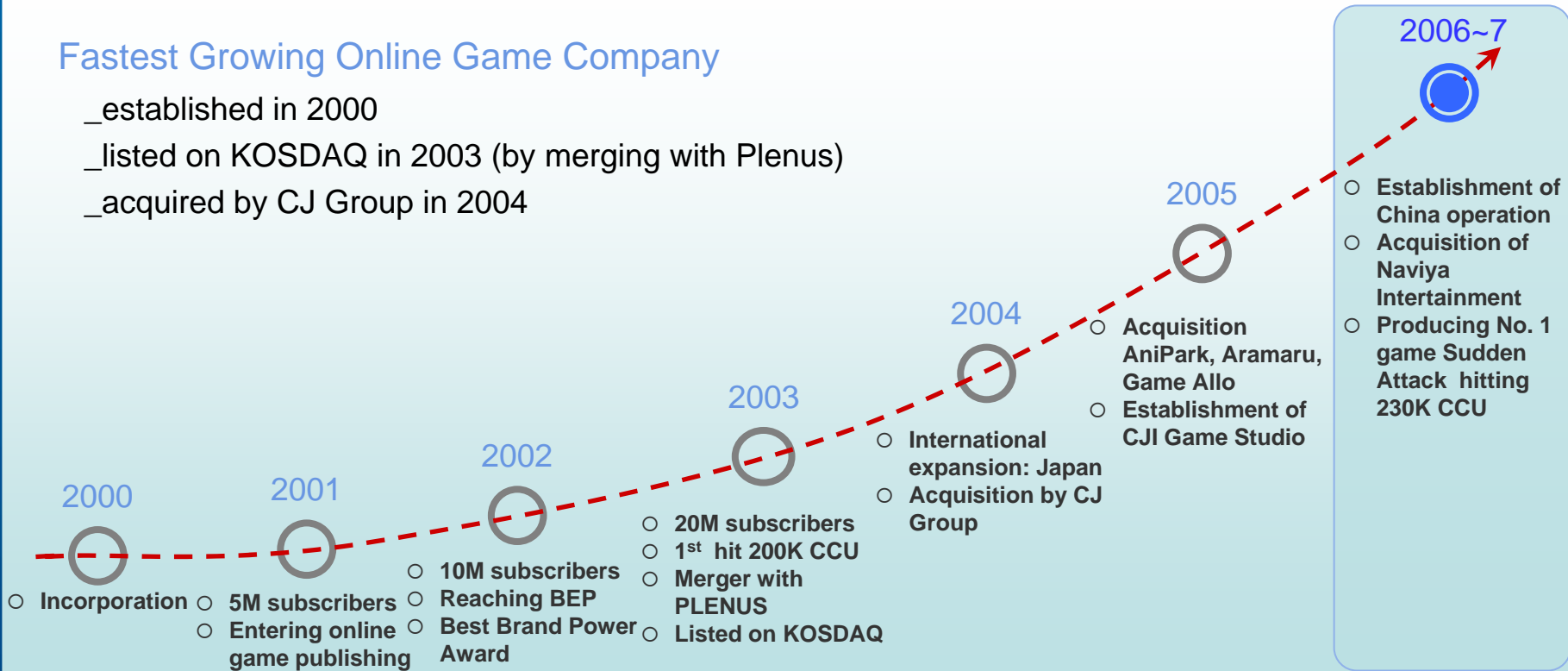


## Fastest Growing Online Game Company

\_established in 2000

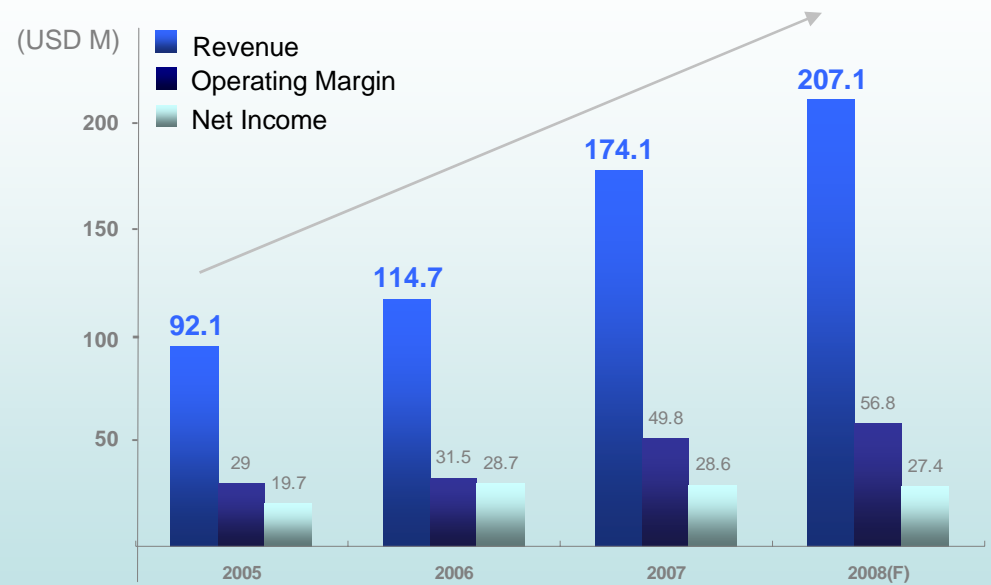
\_listed on KOSDAQ in 2003 (by merging with Plenus)

\_acquired by CJ Group in 2004



## Financial Performance

\_Annual turnover ('07) **\$174M**  
\_CAGR ('05~'08) **31.0%**  
\_Operating margin ('07) **28.6%**



(USD 1 = 917.4 KRW)

# Business

Pioneering Online Game Industry since 2000

- Online Game Business
- Revenue Metrix



## Online Game Business

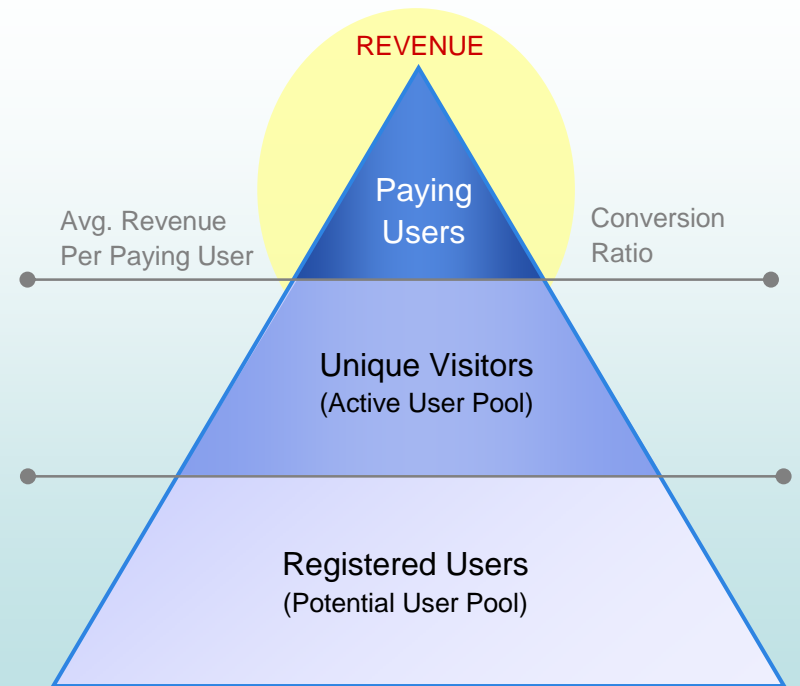
- \_publishing over 60 game titles from casual to MMORPG through 'NetMarble', No. 1 game portal in Korea against 26M+ userbases
- \_free-to-download, free-to-play with in-game item sales
- \_games are fully distributed online



## Revenue Matrix

\_monthly unique visitors      9M users  
\_conversion ratio              6.5%  
\_ARPU (mon)                  \$25

$$\begin{array}{|c|} \hline \text{Monthly} \\ \text{Unique Visitor} \\ \hline \end{array} \times \begin{array}{|c|} \hline \text{Conversion} \\ \text{Ratio} \\ \hline \end{array} \times \begin{array}{|c|} \hline \text{Avg. Revenue} \\ \text{Per Paying User} \\ \hline \end{array} = \text{GAME REVENUE}$$



Figures above: average between Q306 and Q207

# ■ Game Portfolio

Accessing to 1<sup>st</sup> Tier Online Game in Korea

- Various Game Genres
- Developing Capability
- Partners

## MMORPG

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YS ONLINE



PRIUS ONLINE



KOONGYA  
ADVENTURE



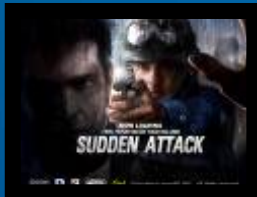
OZ CHRONICLE



Many Others

## Action / FPS

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SUDDEN ATTACK



MINI FIGHTER



HERE WE GO



SD Gundam Fighter

## Casual / Sports / Community

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MAGU MAGU



VANILLA CAT

# CJ INTERNET Various Game Genres

## Cards Game

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NEW POKER



SEVEN POKER

## Board Game

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BATTLE  
CROSSWORDS



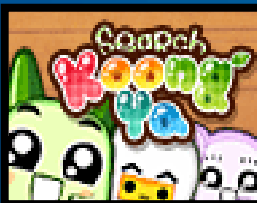
SACHUNGSUNG  
(MAJONG)



CATCH MIND  
(PICTIONARY)

## Flash Games

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SEARCH  
KOONGYA



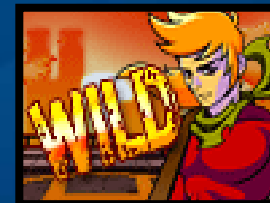
PIRATES KING



SHOOTING  
MANIA



FRIENDLY  
SANTA



WILD  
MISSION

# 01 FPS SUDDEN ATTACK

CJ Internet's Best Selling Title

## General Information

- Genre : Military FPS
- Target : Yr 10~30
- Developer : Game Hi
- Date : August 2005 (Commercialized)

## Game Features

- First online FPS featuring sub water and low gravity modes as well as regular battle modes
- Speedy game playing will increase game concentration
- Excellent shooting feeling, loading bullets, devotion of armory's additional features
- Better shooting feels and quality than competing other similar games in FPS genre
- Gun strike feeling as if real triggering
- Vivid sounds lead players to battle spots



# 02 Sport MAGU MAGU

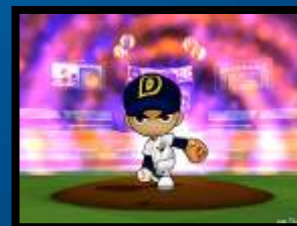
Best Mix of Trading Card Game

## General Information

- Genre : Casual Sports (Baseball) Game
- Target : Yr 20~30 Male
- Developer : Anipark (In-house Studio)
- Date : June 2006 (Commercialized)

## Game Features

- 3D Casual Baseball Game
- Cute 3D characters expressions, animation, reality and physics are applied in game with various camera views
- Offers P vs. P and Multiple vs. Multiple game mode
- Using actual baseball data from famous and popular Korean baseball players data in chronological orders
- When enough game money is collected, invited to collect their favorite 'Players Cards' as TCG Characters are not growing character basis, which means gamers with baseball knowledge enjoy more



# 03 MMORPG YS ONLINE

Famous Console Title to Online

## General Information

- Genre : MMORPG
- Target : Yr 15~30
- Developer : CJIG (In-house Studio)
- Date : November 2007 (Commercialized)

## Game Features

- Fantasy role play game extension of YS series
- Scenario and dynamic fights
- Quest with YS world view, pre-items, action fight system, various quest, strengthening community system
- Easy interface, approach, committed wars, tranquil scenario quest
- War based on party and huge raid wars and new guild war (Influential War)





# 04 MMORPG DRAGON BALL ONLINE

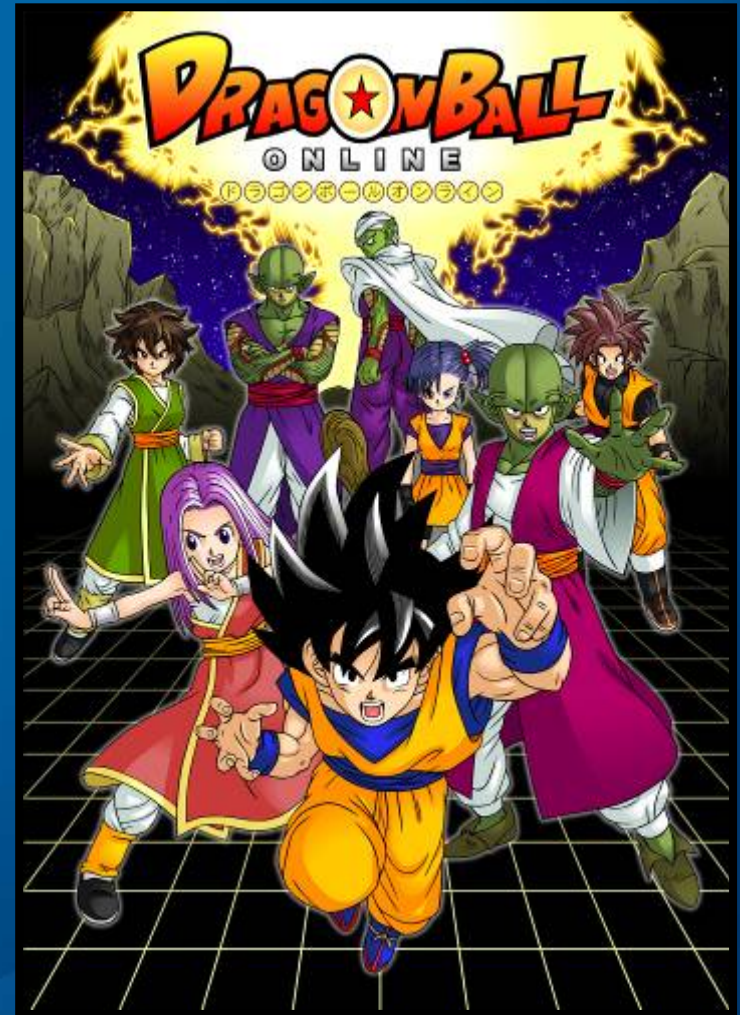
MMORPG version of 'Dragon Ball'

## General Information

- Genre : MMORPG
- Target : Yr 10~30
- Copyright : ©BIRD STUDIO/SHUEISHA ©DBO Project
- Developer : NTL INC.
- Date : 2008 Q4

## Game Features

- Based on a series of 'Dragon Ball', world's best-known IP
- Supervised by its original writer, 'Toriyama Akira'
- High graphic quality through 'Toon shading' like a real animation
- Game planning truly based on the original work (Dragon Ball collection, Time machine quest etc.)
- Console game-like Active battle system (Free battle, Rank battle)
- Provide the best event through the 'Martial Arts Contest'



# 05 MMO Action Dynasty Warrior Online

MMO Action of 'Romance of the Three Kingdoms'

## General Information

- Genre : MMO Action
- Target : Yr 10~20
- Developer : KOEI
- Date : 2008 Q4

## Game Features

- World's first MMO Action Game based on 'Romance of the Three Kingdoms' story and characters
- Easy Interface and key board playing which attracts Casual players as well as Hardcore players.
- Excellent character customizing : About one hundred thousand variation to make one's own character, even its voice
- High character quality : Armaments & Defensive weapons
- A game dealing with various weapons which have different actions and animation effects



# 06 MMORPG PRIUS ONLINE

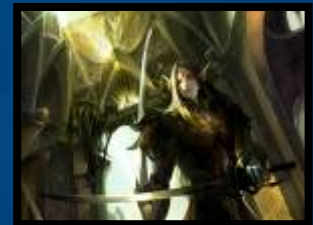
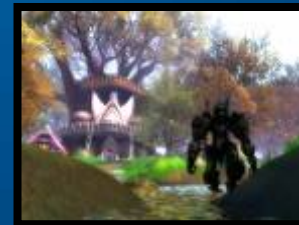
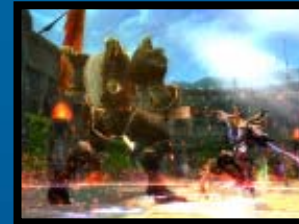
Original Creation by CJ Internet

## General Information

- Genre : MMORPG
- Target : Yr 10~30
- Developer : CJIG (In-house Studio)
- Date : 2008 Q2

## Game Features

- Emotional Fantasy journey with a mysterious girl “Anima” which is based on the Neo fantasy
- Another character “Anima” and aggressive giant weapon “Gigas”
- Various strategic battle play possibility by using Gigas
- Each village offers festival to guide cooperation and competition between races
- 3D mini homepages or personal house, Atrium would support community formation



# 07 Casual MMORPG KOONGYA ADVENTURE

Example of “One Source Multi Use”

## General Information

- Genre : Casual MMORPG
- Target : Yr 8~14
- Developer : CJIG (In-house Studio)
- Date : December 2007 (Commercialized)

## Game Features

- Cute little 6 KoongYa Characters from Vegetable which won the Best Character in Korea Game Award
- With multi-layered advancement system, user can experience joy of fast growing characters in every world
- Card system enable users to enjoy card collecting and boasting among friends
- Rare items and cards which is acquired just through a instant boss dungeon
- By comfortable and warm feeling of background visual, users can feel as if they watch cells animation



## Developing capability

- \_dedicated development team
- \_developing original IPs
- \_strengthening competitiveness



**CJI Game Studio**  
KoongYa, Prius, YS,  
Here we go



**Ani Park**  
A3, Magu Magu, OZ



**Game Allo**  
YS 6, Heroes' Saga,  
Other mobile games

**ARA MARU**

**ARA MARU**  
NOVA 1492, Theos



**Naviya Entertainment**  
Vanilla Cat

## Partners

- \_top sourcing capability
- \_working with top tier developers
- \_expanding partnership overseas



# ■ Other Business

Creating Value by Tapping into New Business

- One Source Multi-Use

## KOONGYA Great Example of One Source Multi-Use

KoongYa, fastest growing character & license business



- KoongYa, originally created in 2002 for casual online game
- Now available in 6 online games, most recently KoongYa Adventure
- Produced No. 1 TV animation show and broadcasted nationwide TV channel in Korea
- Merchandized to 250 SKUs from music, stuffed dolls, books, etc.



THANK YOU