ASIASOFT

Analyst Meeting

1st Quarter 2010

31 May 2010

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Agenda

- Market Overviews in Thailand
- Domestic Performance Q1/2010
- Market Overviews in Singapore & Malaysia
- Overseas Performance Q1/2010
- Consolidated Performance Q1/2010

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Thailand

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Thailand Market Overview in Q1/2010

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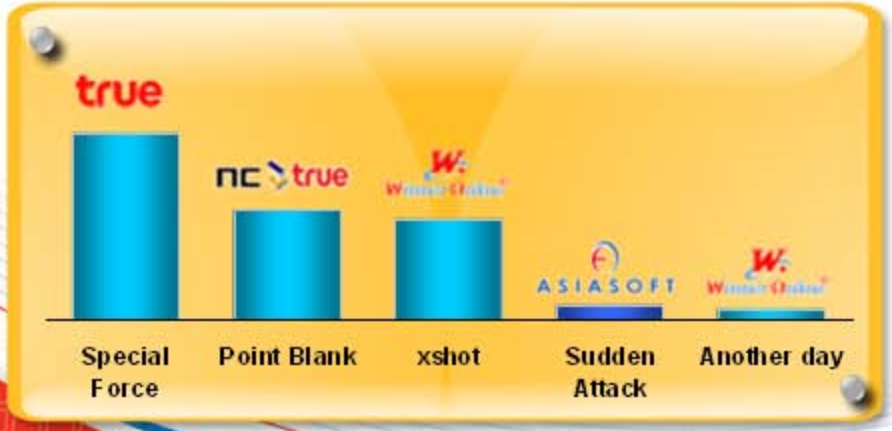
Top 5 Ranking Online Game

ASIASOFT

MMO (Total 54 games)

Casual (Total 18 games)

FPS (Total 8 games)



Web Game (Total 6 games)

The figures base on Max CCU end of Mar 10

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New Game Launch

ASIASOFT

Q1/2009

Launch 5 games from 5 publishers

Game	Publisher
誅仙	Gulinet interactive
[illegible]	ASIASOFT
RO Zero Online	Winner Online
SixSaint	20 ONNUD
Zone 4	GOLDENSOFT

Q1/2010

Launch 5 games from 5 publishers

Game	Publisher
TS 2	20 ONNUD
Twelve Sky 2	ASIASOFT
Runes of Magic	ORION
ADAY	Winner Online
KARMA	true

The figures base on Max CCU end of Mar 09 & Mar 10

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Asiasoft Overview in Q1/2010

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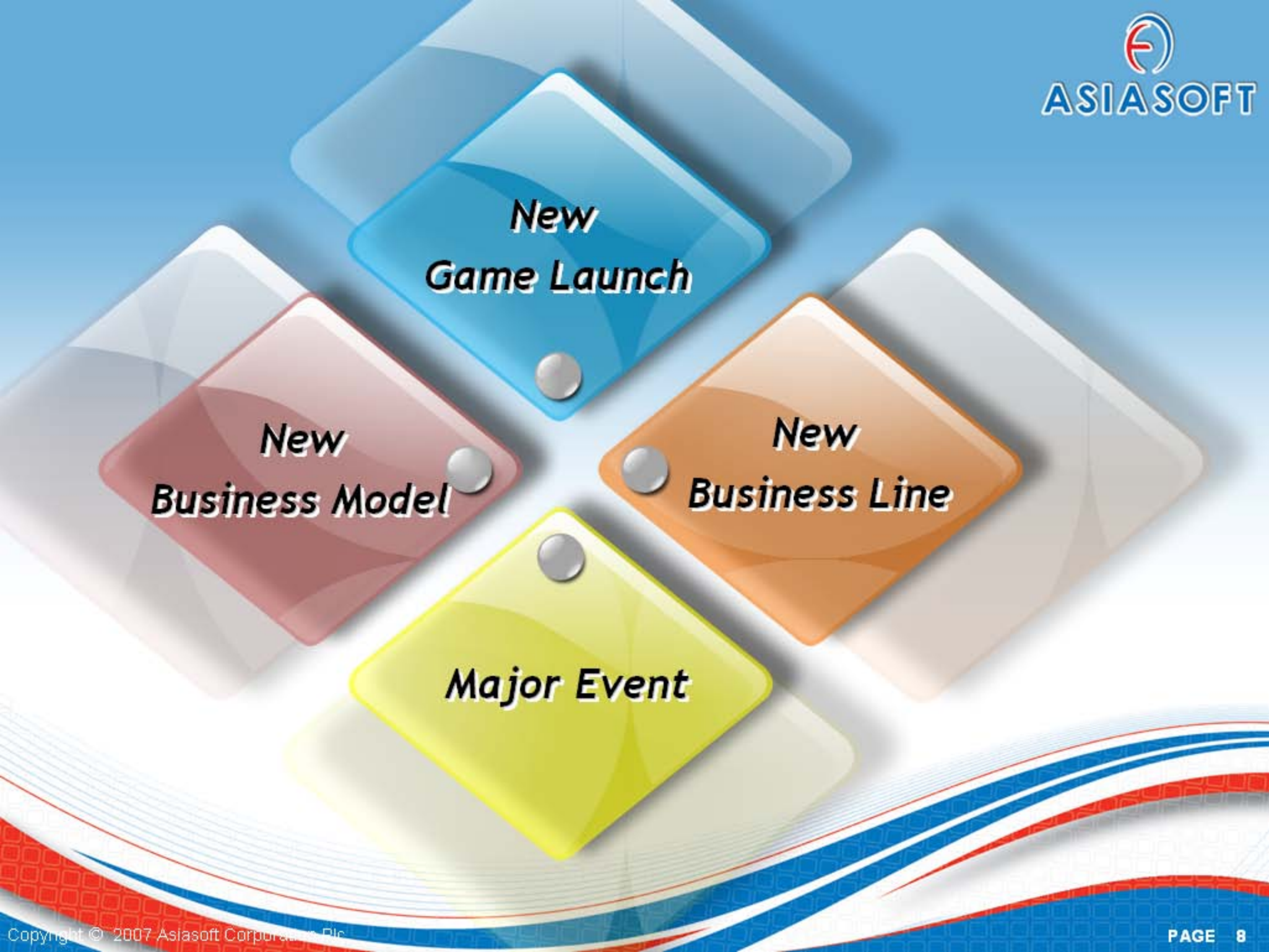

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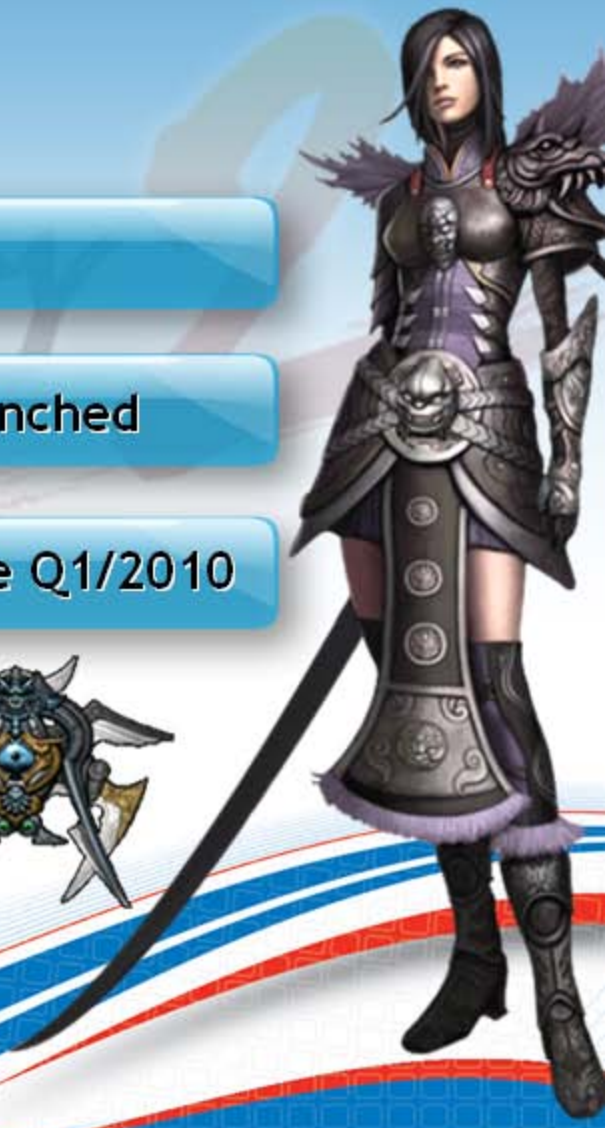
New Game Launch

ASIASOFT

TWELVE SKY 2

www.12sky2.in.th

- Commercial launch on 10 Feb 2010
- User Login 27,000 ID in the 1st day launched
- Generate income 4% of online revenue Q1/2010



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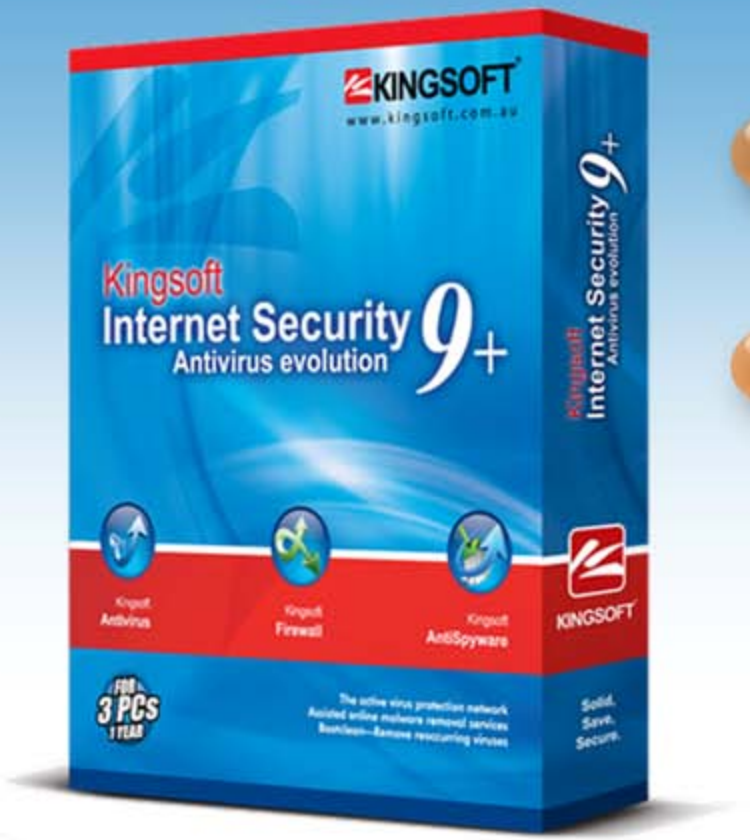
New Business Line

ASIASOFT



- Launch 3 March 2010
- Download more than 12,000 times in Q1/2010

KINGSOFT InternetSecurity 9+

GAME CHANGER

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Major Event Q1/2010

ASIASOFT

THAILAND GAME SHOW 2010

- Asiasoft reap 4 awards from TGS
  - The Best Game Online (Atlantica)
  - The Best CRM (Gamer Love Dad)
  - The Best Booth game
  - The Most Popular Publisher

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New Services in Q1/2010

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SCB ไทยพาณิชย์ | ธนาคารกสิกรไทย KASIKORNBANK | ธนาคารกรุงศรีอยุธยา BANK OF AYUDHYA | ธนาคารกรุงเทพ Bangkok Bank | citibank

- Launched 19 Mar 2010
- 5 Banks join with the campaign
- 31 customers joint with the campaign

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New Business Model

ASIASOFT

REQUIEM ALIVE

@GLOBAL GAMES

- Launch 17 March 2010
- Register more than 11,000 ID

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Love Dad Donation

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1.	มูลนิธิราชประชานุเคราะห์	1,000,000
2.	โครงการสารานุกรมไทยสำหรับเยาวชน	1,000,000
3.	มูลนิธิพระดาบส	1,000,000
4.	มูลนิธิชัยพัฒนา	1,072,196
5.	มูลนิธิอานันทมหิดล	1,000,000
6.	มูลนิธิการศึกษาทางไกลผ่านดาวเทียม	1,000,000
7.	มูลนิธิหนังสือพิมพ์ไทยรัฐ	200,000
8.	มูลนิธิสร้างสรรค์เด็ก	100,000
9.	มูลนิธิเพื่อการพัฒนาเด็ก	100,000
10.	มูลนิธิฐานเศรษฐกิจ	100,000
11.	มูลนิธิหนังสือพิมพ์บางกอกโพสต์	100,000
12.	มูลนิธิแสงไชกี้ (มสพ.เดลินิวส์)	100,000
13.	มูลนิธิหนังสือเพื่อเด็ก	100,000
	Total	**6,872,196**

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Domestic Performance Q1/2010

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Summarized Performance-Domestic

ASIASOFT

Unit: Million Baht	Q1/09	Q4/09	Q1/10	YOY	QOQ
Revenue	244	282	265	9%	(6%)
% / Revenue	100.0%	100.0%	100.0%		
Cost	121	110	114	(6%)	4%
% / Revenue	49%	39%	43%		
Gross Profit	123	173	151	23%	(13%)
% / Revenue	51%	61%	57%		
SG&A	61	63	66	8%	5%
% / Revenue	25%	22%	25%		
EBIT	62	110	85	37%	(23%)
% / Revenue	25%	39%	32%		
Net Profit	38	78	62	61%	(21%)
% / Revenue	16%	28%	23%		

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Revenue Breakdown

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Revenue Breakdown by Business Type

Unit: Million Baht	Q1/09	Q4/09	Q1/10	YOY	QOQ
Online Revenue	191	223	220	15%	(1%)
Distribution Revenue	46	54	38	(17%)	(30%)
Other Revenue	7	6	6	(14%)	1%
Total Revenue	244	282	265	9%	(6%)

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Break down Distribution Revenue

Unit: Million Baht	Q1/09	Q4/09	Q1/10	YOY	QOQ
@Cafe Fee	21	19	18	(14%)	(6%)
Online / Offline Products	14	23	13	(9%)	(44%)
Sublicense Fee	6	5	5	(18%)	(6%)
Partner Revenue	3	3	1	(55%)	(56%)
Advertising Revenue	2	4	1	(28%)	(61%)
Total	46	54	38	(17%)	(30%)

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Singapore

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Singapore Market Overview in Q1/2010

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Top Ranking Online Game Q1/2010

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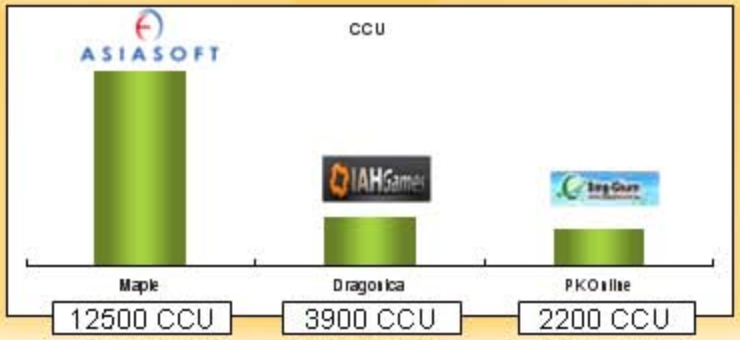
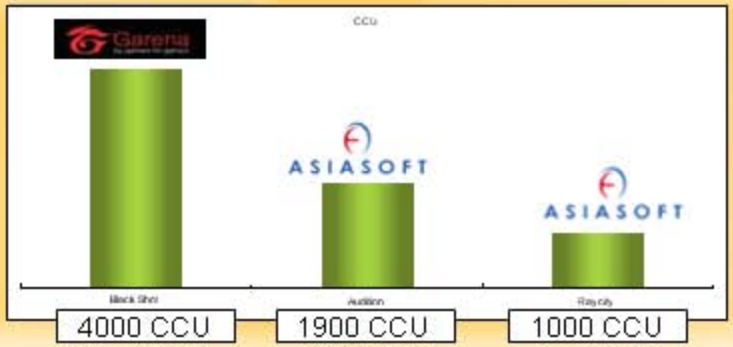
MMO (Top games)



Casual (Top games)



FPS (Top game)

Garena

Garena is the only Publisher in SG hosting FPS - Blackshot

Web Game

The figures base on Max CCU end of Mar 10

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New Game Launch in Singapore market

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Q1/2009

Launch 0 games from 0 publishers

Game	Publisher
NIL	

Q1/2010

Launch 5 game from 3 publishers

Game	Publisher
	ASIASOFT
	@GLOBAL
	IAHGames
	Garena
	Garena

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Malaysia

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Malaysia Market Overview in Q1/2010

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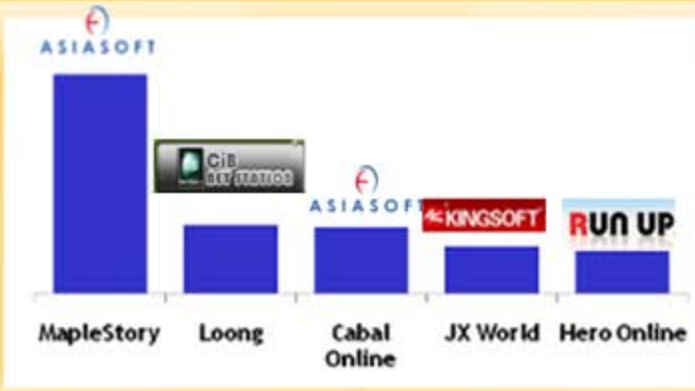
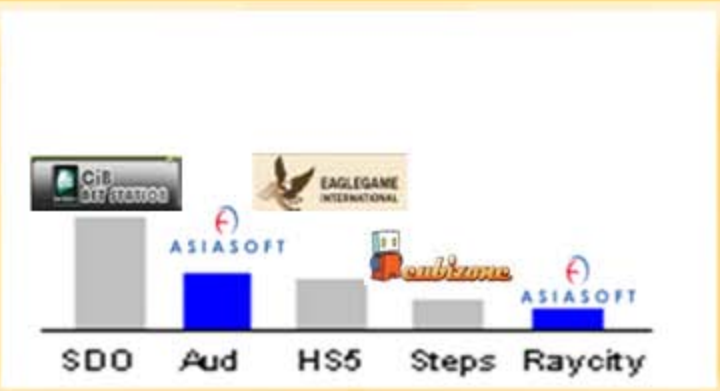
Top 5 Ranking Online Game Q1/2010

ASIASOFT

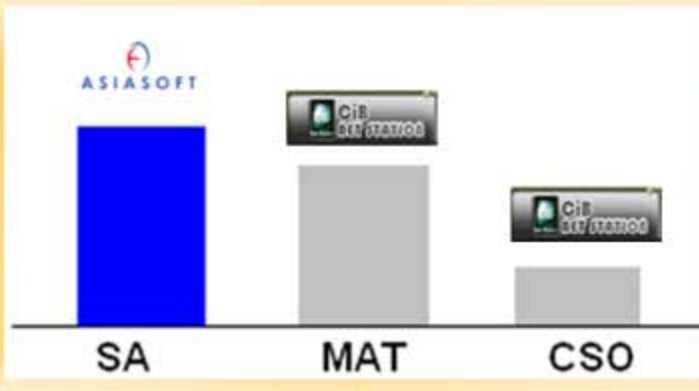
MMO (Total 56 games)



Casual (Total 18 games)



FPS (Total 3 games)



Web Game (Total 36 games)

The figures base on Max CCU end of Mar 10

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New Game Launch in market

ASIASOFT

Q1/2009

Launch 5 games from 4 publishers

Game	Publisher
	RUN UP
	Aubizone
	RUN UP
	ASIASOFT
	KINGSOFT

Q1/2010

Launch 6 games from 4 publishers

Game	Publisher
	CiB NET STATION
	CiB NET STATION
	RUN UP
	ChangYou.com
	CiB NET STATION

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Singapore Overview

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Major Event

Media Fiesta 2010
(in conjunction with MDA)

- The official on game content partner for the event
- Showcasing and highlights of Asisasoft Game content for Maplestory and Raycity
- Competitions for Raycity and Maplestory

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Overseas Performance 2009

ASIASOFT

Singapore

Malaysia

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Summarized Performance-Overseas

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Unit: Million Baht	Q1/09	Q4/09	Q1/10	YOY	QOQ
Revenue	102	132	101	(1%)	(23%)
% / Revenue	100.0%	100.0%	100.0%		
Cost	75	112	78	4%	(30%)
% / Revenue	73%	85%	77%		
Gross Profit	28	21	23	(16%)	10%
% / Revenue	27%	15%	23%		
SG&A	34	35	24	(29%)	(31%)
% / Revenue	33%	27%	24%		
EBIT	(6)	(14)	(1)	86%	93%
% / Revenue	(6%)	(11%)	(1%)		
Net Profit	(10)	(14)	1	109%	107%
% / Revenue	(10%)	(11%)	1%		

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Revenue Breakdown

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Revenue Breakdown by Business Type

Unit: Million Baht	Q1/09	Q4/09	Q1/10	YOY	QOQ
Online Revenue	91	107	92	1%	(14%)
Distribution Revenue	11	24	9	(16%)	(61%)
Other Revenue	1	2	0.2	(68%)	(85%)
Total Revenue	102	132	101	(1%)	(24%)

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Consolidated Performance 2009

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Summarized Group Performance

ASIASOFT

	Q1/09	Q4/09	Q1/10	YOY	QOQ
Revenue	347	415	366	6%	(12%)
% / Revenue	100.0%	100.0%	100.0%		
Cost	196	221	192	(2%)	(13%)
% / Revenue	56%	53%	52%		
Gross Profit	151	194	174	16%	(10%)
% / Revenue	44%	47%	48%		
SG&A	95	98	90	(5%)	(8%)
% / Revenue	27%	24%	25%		
EBIT	56	96	84	51%	(13%)
% / Revenue	16%	23%	23%		
Net Profit	28	64	63	122%	(2%)
% / Revenue	8%	15%	17%		

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Proportion Domestic and Oversea

ASIASOFT

2009

Total Revenue 1,476 MB

Q1-2010

Total Revenue 366 MB

Quarterly Revenue

(Unit : million baht)

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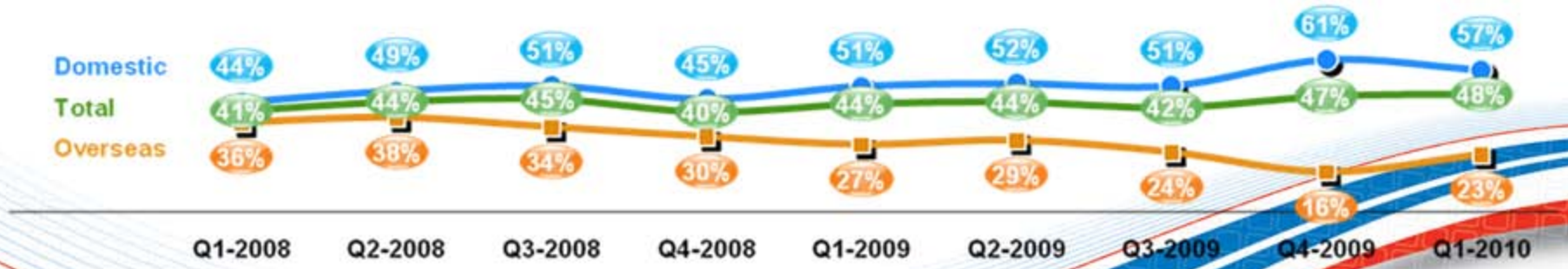
Proportion Domestic and Oversea

Gross Profit

(Unit : million baht)

Gross Profit Margin (GPM)



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Proportion Domestic and Oversea

ASIASOFT

Net Profit

(Unit : million baht)

Net Profit Margin (NPM)

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Balance Sheet Q1/2010

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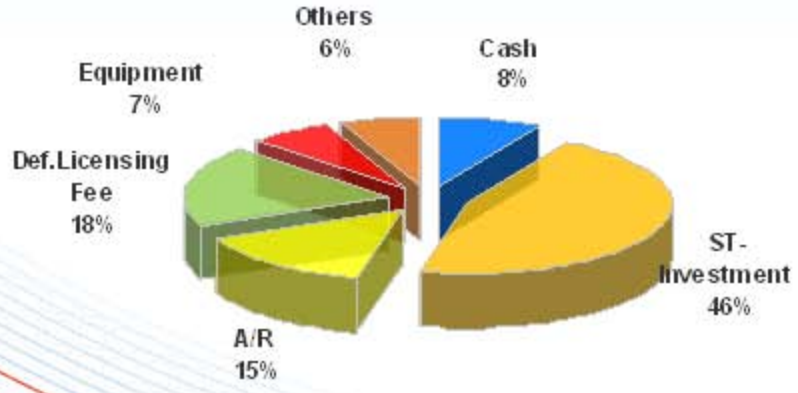
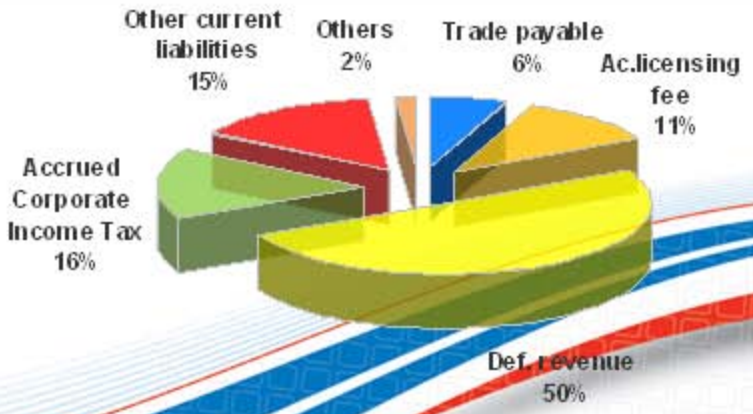
Balance Sheet Structure

Total Assets (Q1/2010)



Total Liabilities (Q1/2010)



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