



MEGAXUS

SOUTHEAST ASIA'S LEADING GAME COMPANY



MEGAXUS

[www.megaxus.com](http://www.megaxus.com)



MegaxusInfotech



MegaxusInfotech



MegaxusInfotech



@Megaxus



MegaxusOfficial



# Who We Are



# Megaxus at Glance

**PT Megaxus Infotech (Megaxus)** is a games publishing & development company in Indonesia which was established in 2006. We have successfully published 11 PC online games and 7 mobile games.

With more than 13 years of experience and more than **20 millions PC users** and **2.5 millions mobile users** (*as of Jan 2019*), Megaxus offers total solutions for our partners, including games publishing (PC & Mobile) for SEA and Global market, games development, and payment solutions.

Megaxus also provide all-around business process outsourcing services (BPO) in Indonesia market.

## Vision

“To be the **LARGEST** and **TRUSTED** Digital Content Company in Southeast Asia”

## Mission

“To Provide the **BEST** Services and **INNOVATIVE** Contents for Our Stakeholders”

# Megaxus' User Base

By consistently adding more products and contents to our line up, our user base consistently grows over time.



Total Registered Users (PC)

**20 MILLION+**



Total Registered Users (Mobile)

**2.5 MILLION+**

*As of Jan 2019*



# Megaxus' User Base

By consistently adding more products and contents to our line up, our user base consistently grows over time.



Total Facebook Fans

**2.8 MILLION+**



Total Twitter Followers

**70 THOUSAND+**



Total Instagram Follower

**355 THOUSAND+**

*As of Jan 2019*

# Community Engagement

We continuously grow our communities and build their loyalty



Community Gatherings | Roadshows & Competitions | Celebrity Meet & Greet | Social Media Events

# Target Market



**60%**

Male / Female



**40%**

Primary : 17 to 25 years old

Secondary : 10 to 16, 26 to 35 years old



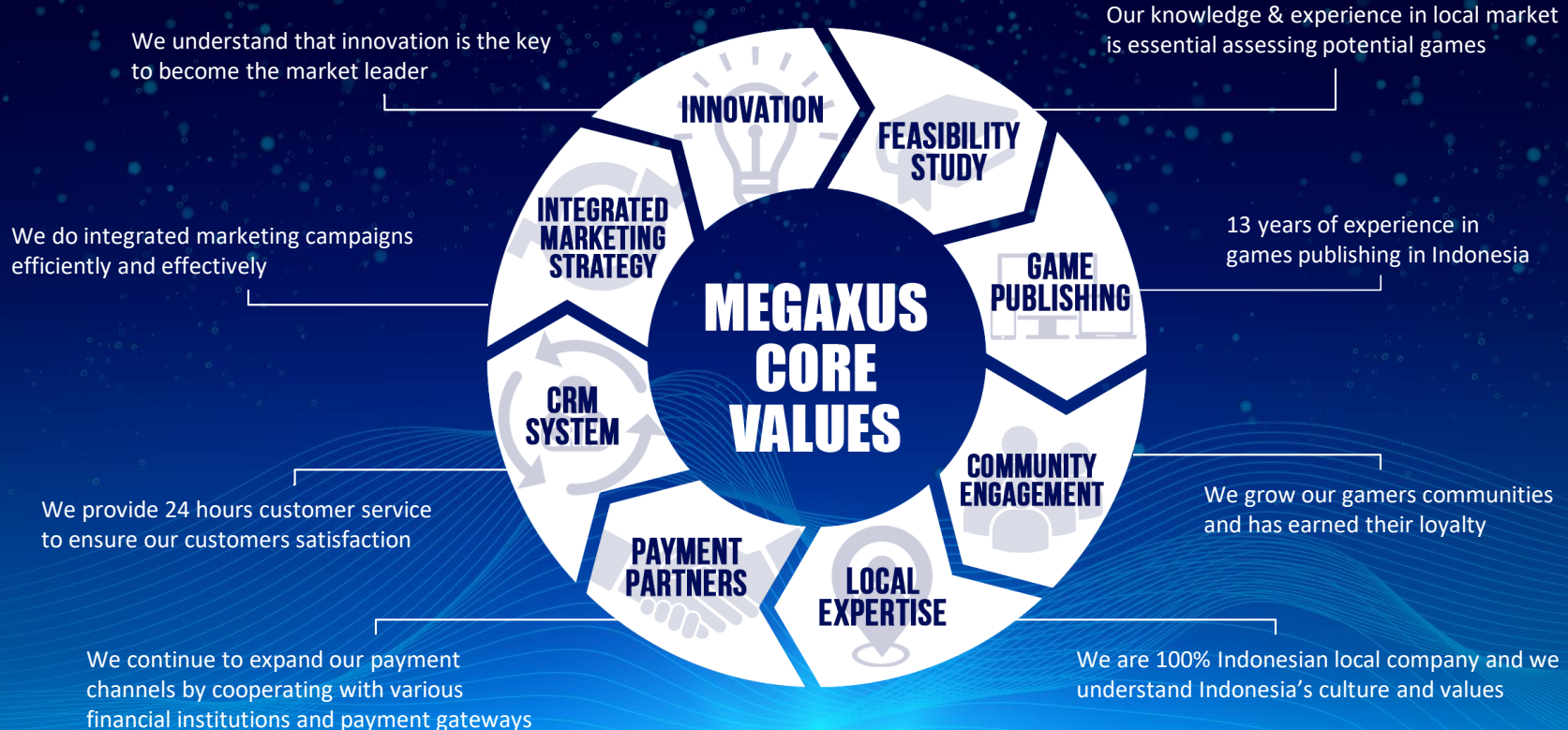
Pre-paid card & carrier billing are the favorite payment methods



Home users, PC café users, mobile users and social media users



# Megaxus Core Values





# Local Expertise



## Games localization

We translate the game language to Indonesian language, adjust game content to **local culture** and **local taste**.



## Games Monetization

We monetize our games effectively based on **local market behavior**.



## Data Analytic

Our strategies are based on comprehensive **analysis** of data.



## Local contents

We add various **local contents** into our games to suit local market taste.



## Local team

Our team consists of passionate individuals with **various backgrounds and cultures**.

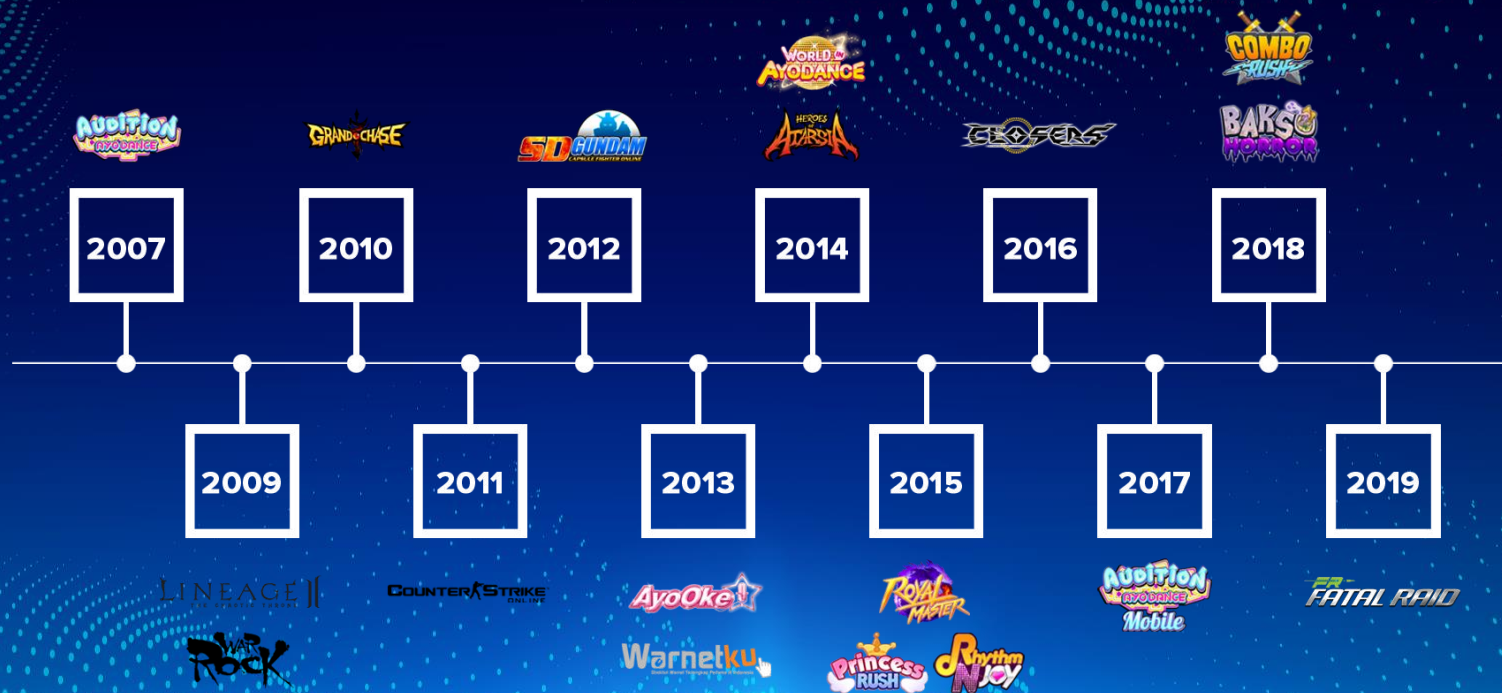
# Business Units





# Games Publishing

# Games Publishing





# Games Publishing

AyoDance Mobile won the Google Play Best of 2018 Award in the “Most Casual” category.



# Games Publishing Partners





# Games Development

# Games Co-Development





# In-house Games Development

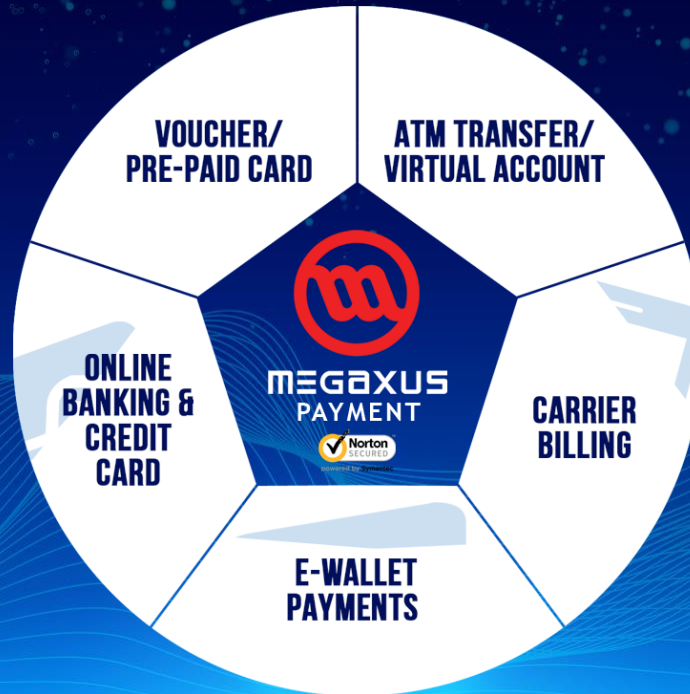


# Megaxus Payment



# Megaxus Payment

Convenient, secure & easy transactions with wide range of payment options



# Megaxus Payment

## Internet Banking



## E-Money



## Credit Card



## Carrier Billing



## Mobile Payment



## Payment Solutions



## Convenience Stores





# Megaxus Payment

Megaxus pre-paid card is a popular payment method for Indonesian gamers to make in-game purchases.

- **Nationwide distribution coverage**, covers major cities in Indonesia with **more than 500 resellers**
- Easy to find **point of sales** at PC cafes, online game centers
- Available in a **wide range denominations**, from +/- US\$ 1 up to US\$ 35

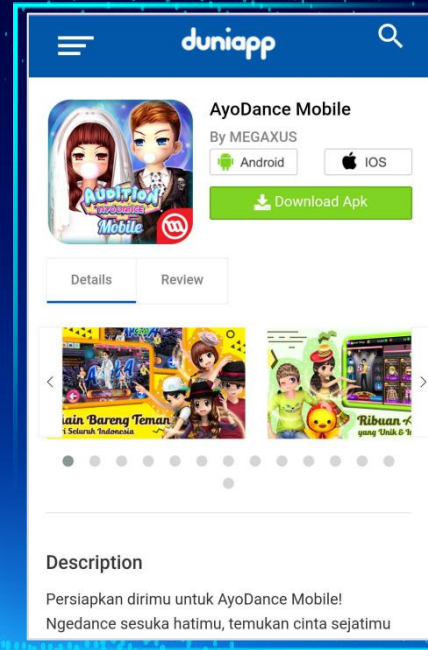
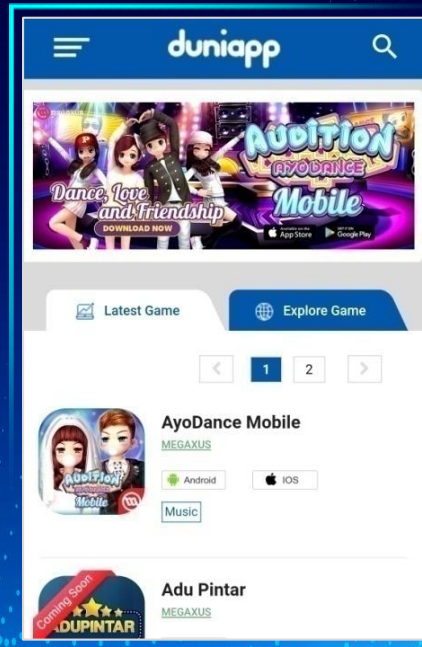


# Mobile Platform



# Mobile Platform

Duniapp is a mobile platform that provide free mobile games.



The background features a dark blue gradient with a dense field of small, light blue particles or dust specks scattered throughout. In the lower half, there are several overlapping, wavy lines in a lighter blue shade, creating a sense of motion and depth. A horizontal band of slightly lighter blue is positioned behind the main text.

# Warnetku.com



# Warnetku.com

Warnetku.com is the first and the most comprehensive online PC café / game center directory in Indonesia



# Business Process Outsourcing Services



# Business Process Outsourcing Services



We offer total solutions for overseas companies in doing various business activities in Indonesia.



Marketing/User Acquisitions



Community Management



Customer Service



Offline Events / e-Sport Tournaments



Localization



Creative Design (2D / 3D)



Quality Assurance (QA)

# Business Process Outsourcing Services

## Our Clients





# Integrated Marketing Strategy

# Integrated Marketing Strategy





# Integrated Marketing Strategy

Megaxus Olimpiade is an **annual nationwide e-sport event** held and organized by Megaxus since 2007, presenting fun entertainment for everyone.

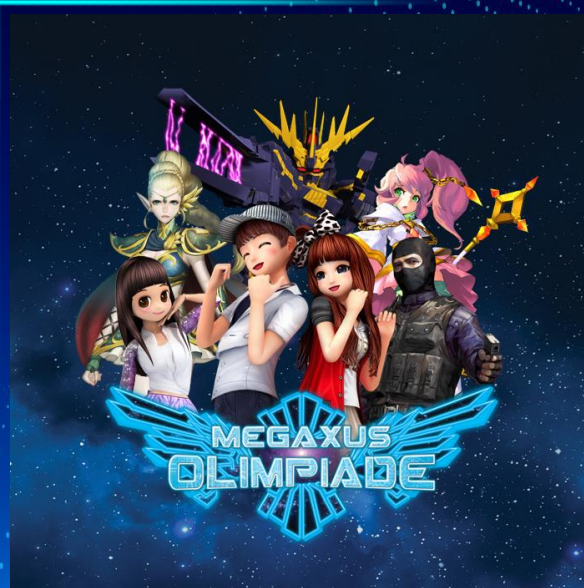
Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns



# Integrated Marketing Strategy

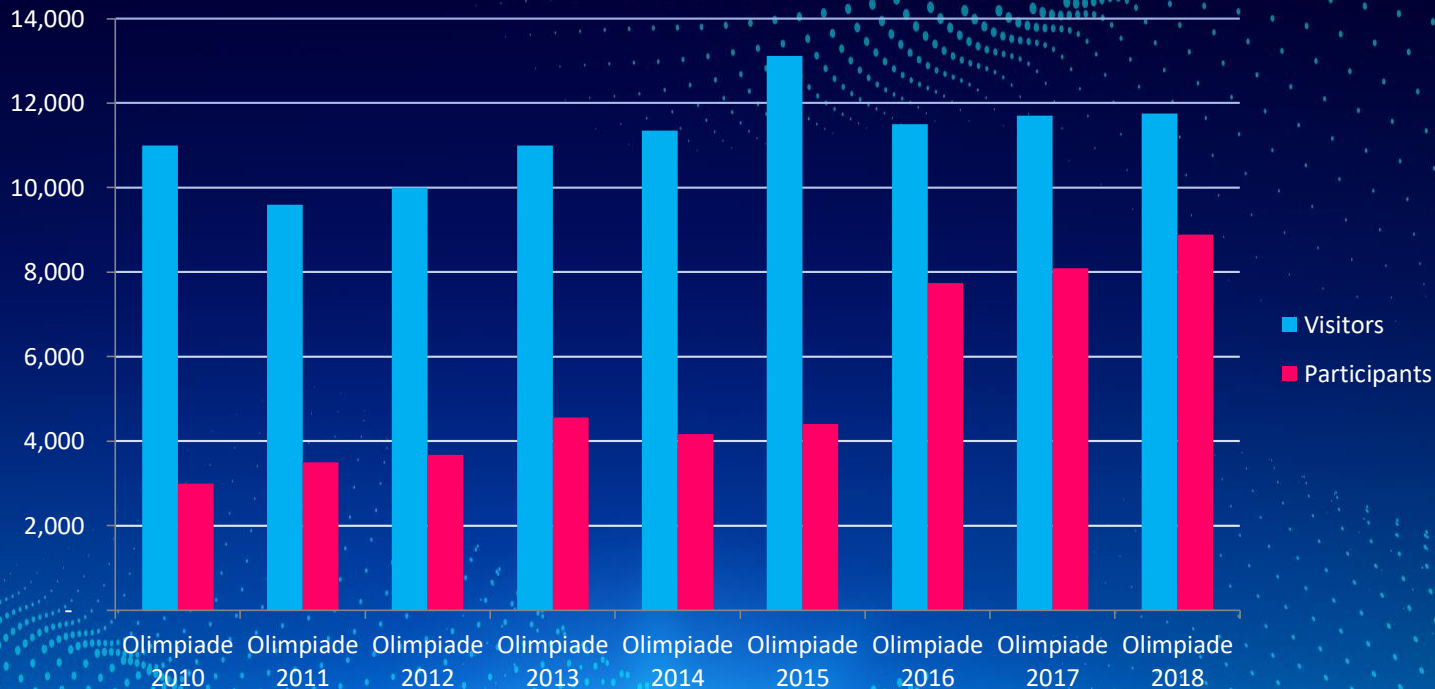
Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns





# Integrated Marketing Strategy

Megaxus hosts and participates in international e-sport championship events.

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns



# Integrated Marketing Strategy

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns



Opening Ceremony of Megaxus Olimpiade 2015 and CSO World Championship 2015,  
attended by Mr. Rudiantara (*Minister of Communications and Informatics of Indonesia*)  
and Mr. Hary Tanoesoedibjo (*Indonesian Billionaire Businessman and Politician*)



# Integrated Marketing Strategy

Megaxus hosts and participates in **international e-sport championship events**

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns





# Integrated Marketing Strategy

Megaxus' nationwide distribution channels combined with our partners' nationwide distribution channels, resulted in a **powerful distribution network**.

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns



# Integrated Marketing Strategy

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns

We run BTL activities such as game competitions, exhibitions and activations at major cities across Indonesia to build **awareness** and to **engage** our customers.





# Integrated Marketing Strategy

Megaxus' crowd at BTL events

Megaxus  
Olimpiade



Partnerships  
& Alliances



BTL  
Campaigns



ATL  
Campaigns



TTL  
Campaigns





# Integrated Marketing Strategy

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

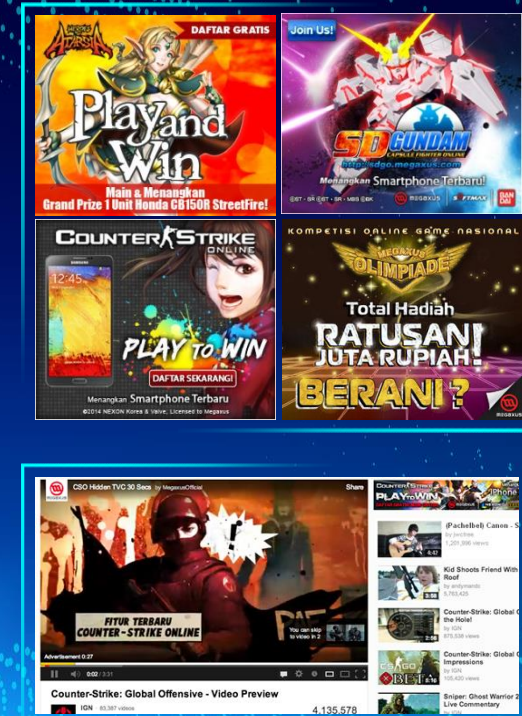
ATL  
Campaigns

TTL  
Campaigns

Print Ads



Digital Ads





# Integrated Marketing Strategy

Train Branding



Bus Branding



Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns

# Integrated Marketing Strategy

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns

## TV Commercials





# Integrated Marketing Strategy

## Social Media Activities

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns



# Integrated Marketing Strategy

## KOL Endorsement

Megaxus  
Olimpiade

Partnerships  
& Alliances

BTL  
Campaigns

ATL  
Campaigns

TTL  
Campaigns





# Public Relations

Build good relationship with the media





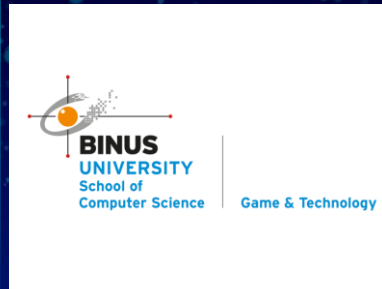
# Supporting Local Game Industry



Megaxus cooperated with Bina Nusantara University (Binus) to hold “**Mobile Application Competition**” for Binus students.

Megaxus also held a talkshow with Bina Nusantara University to educate young mobile developers about “**How to Monetize Mobile App**”.

# Supporting Local Game Industry



**"Mobile Application Competition"** showcase at Binus



# Supporting Local Game Industry



“How to Monetize Mobile App” Talkshow at Binus

# International Gaming Events

We participate in international game shows and introducing Indonesia game industry to International market.





# Thank You

**Contact us:**  
**[business@megaxus.com](mailto:business@megaxus.com)**  
**<http://about.megaxus.com/>**