



MEGAXUS

Southeast Asia's
Leading Game Company

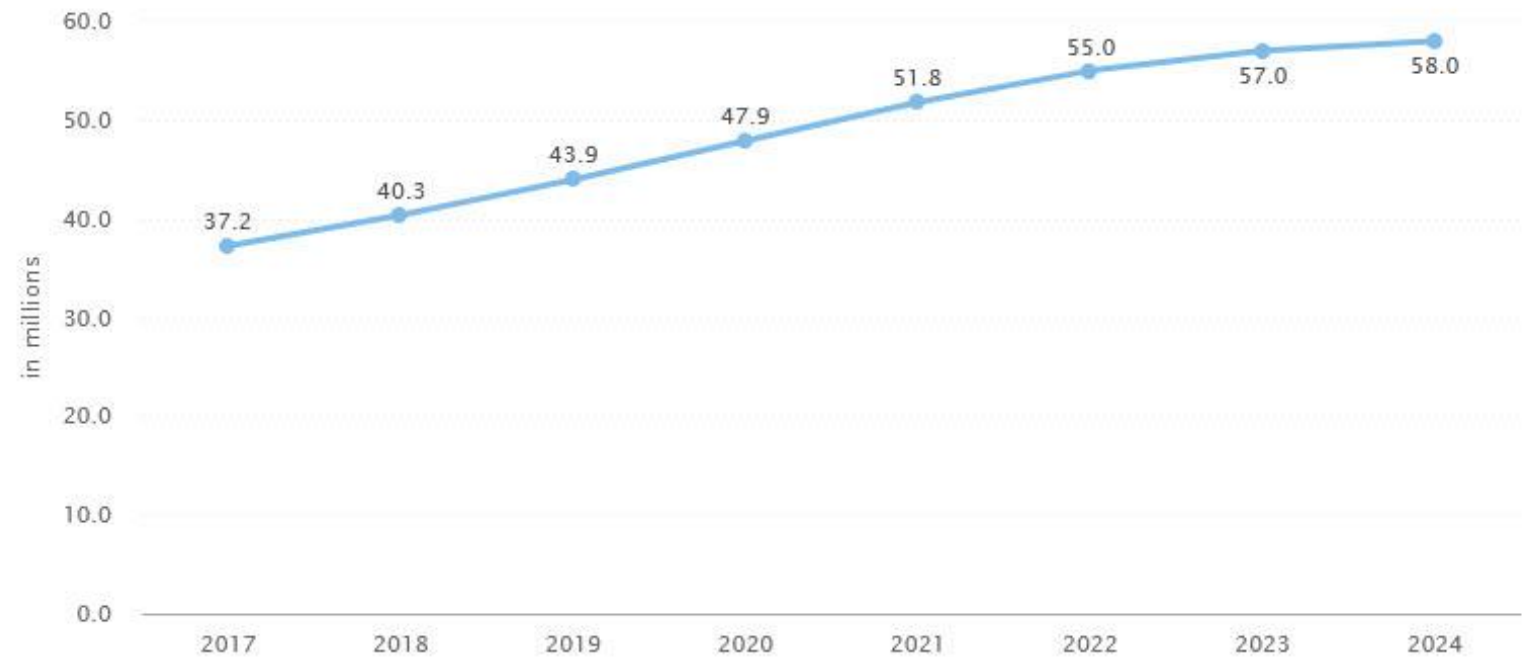
INDONESIA DIGITAL LANDSCAPE



INDONESIA DIGITAL LANDSCAPE

Mobile Games in Indonesia

In the Mobile Games segment, the number of users is expected to amount to **58m** by 2024

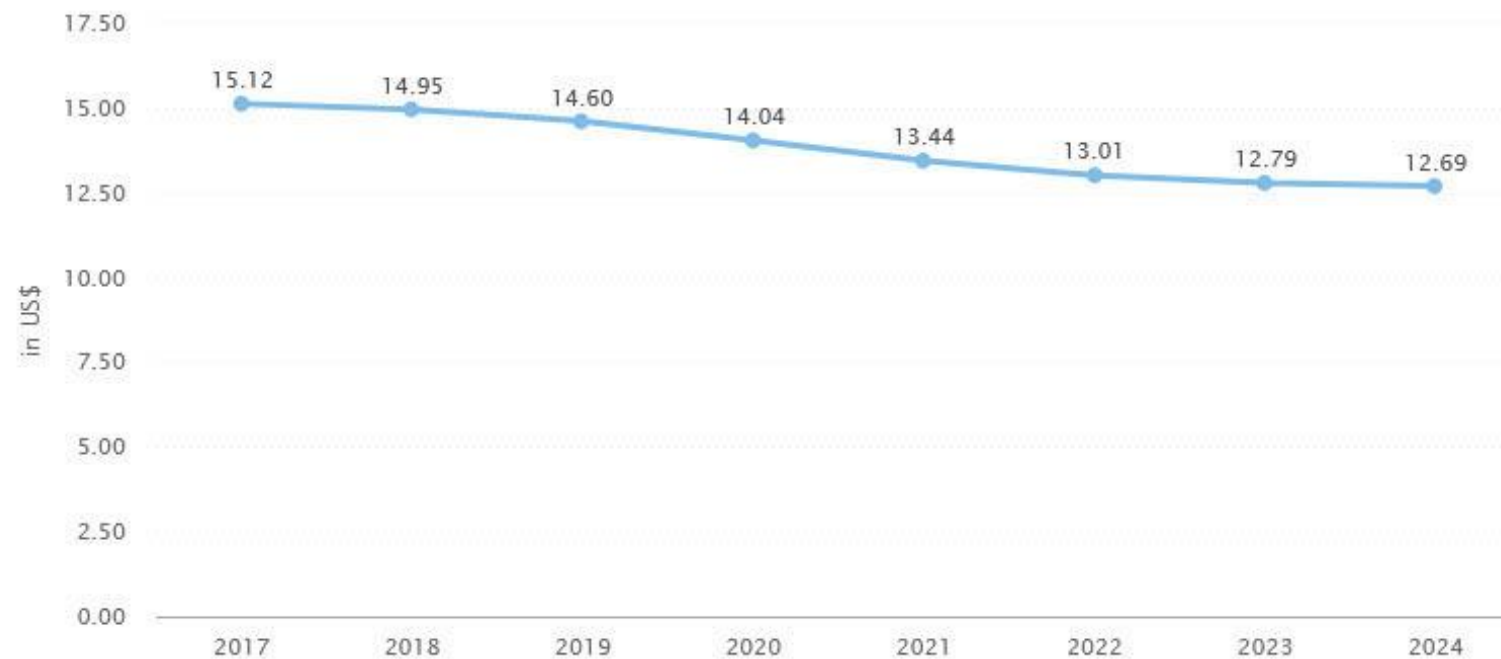


Source: Statista (COVID-19 impact will be implemented Q2 2020), November 2019

INDONESIA DIGITAL LANDSCAPE

Mobile Games in Indonesia

The average revenue per user (ARPU) in the Mobile Games segment amounts to **US\$14.04** in 2020

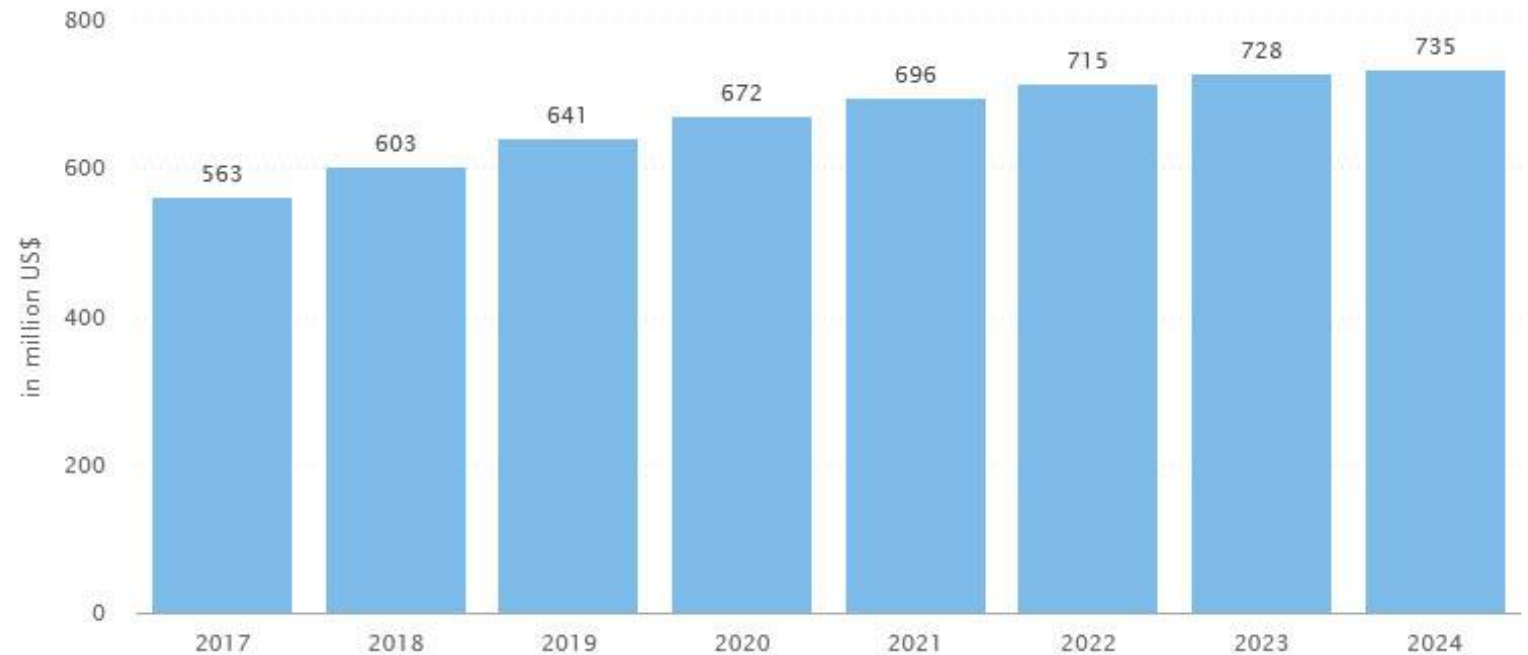


Source: Statista (COVID-19 impact will be implemented Q2 2020), November 2019

INDONESIA DIGITAL LANDSCAPE

Mobile Games in Indonesia

Revenue in the Mobile Games segment
amounts to **US\$672m** in 2020

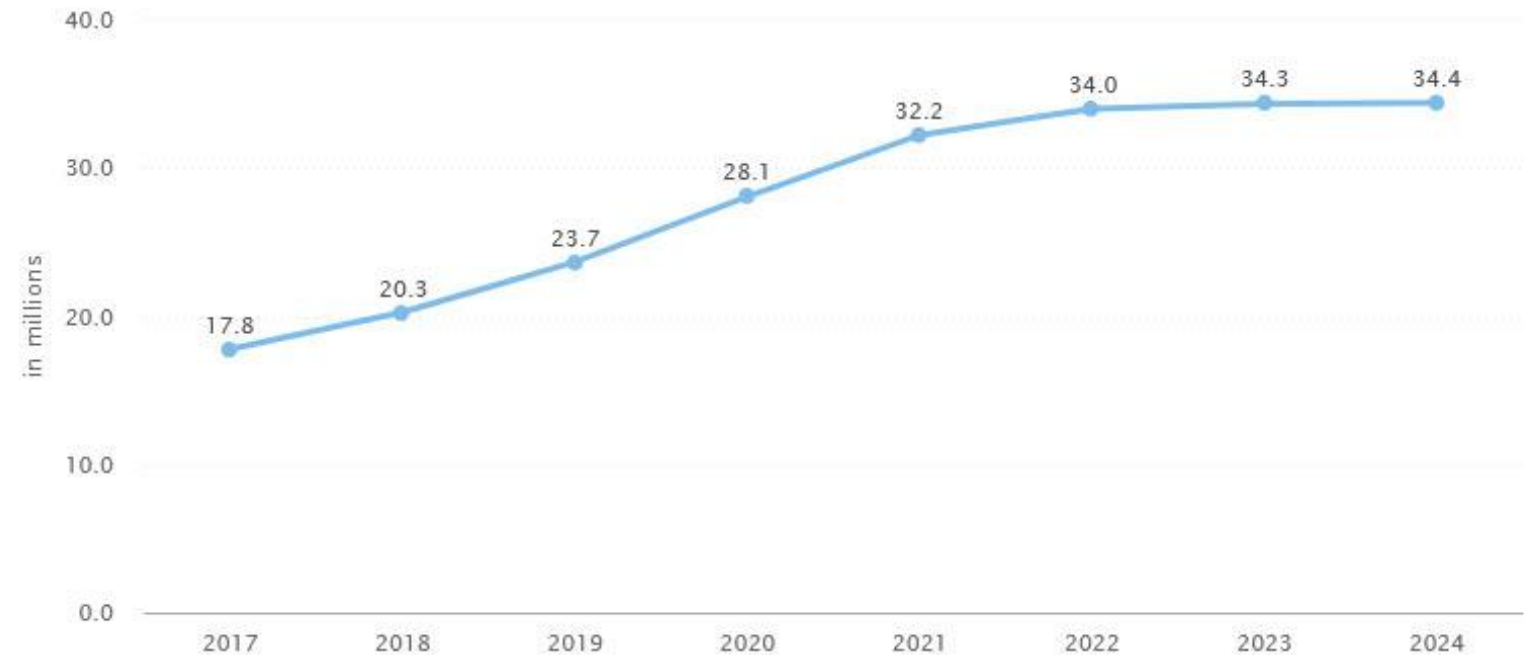


Source: Statista (COVID-19 impact will be implemented Q2 2020), November 2019

INDONESIA DIGITAL LANDSCAPE

Online Games in Indonesia

In the Online Games segment, the number of users is expected to amount to 34.4m by 2024



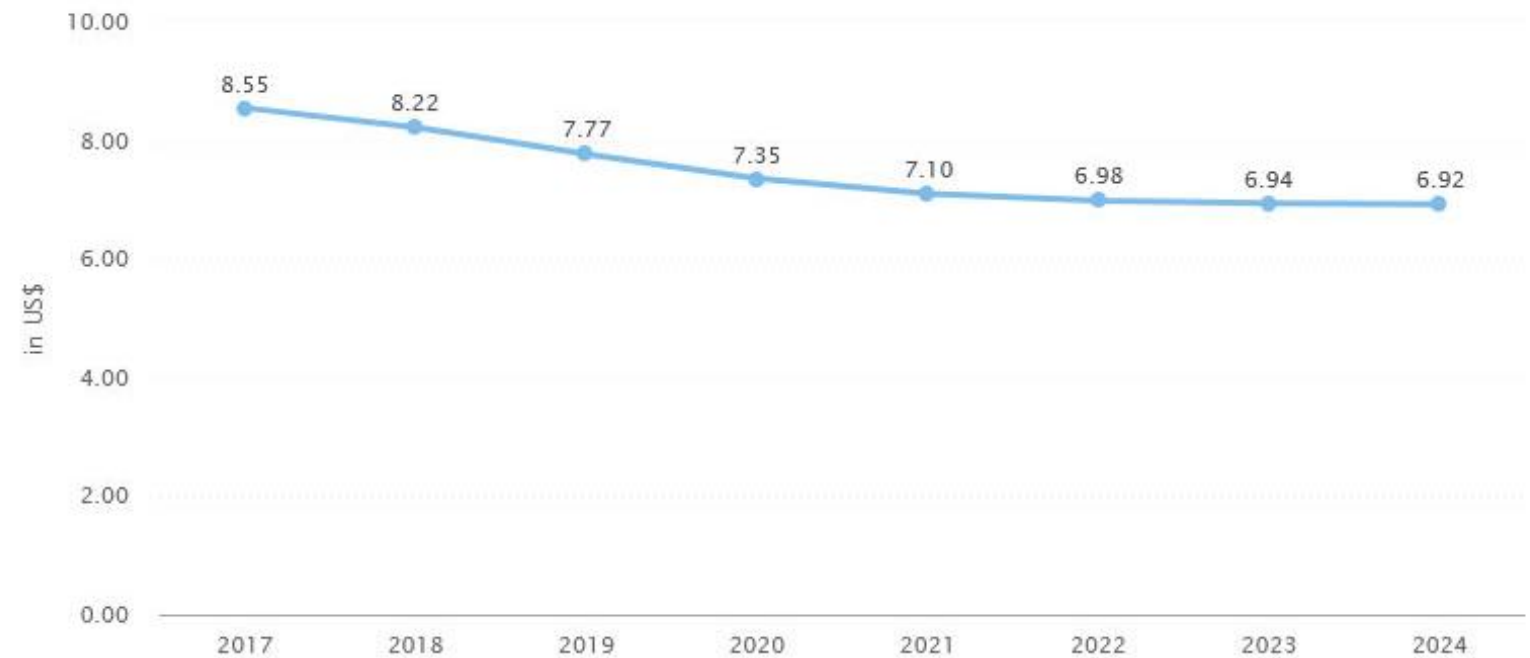
Source: Statista (COVID-19 impact will be implemented Q2 2020), November 2019

****Online Games also known as PC Games, Online Browser Games**

INDONESIA DIGITAL LANDSCAPE

Online Games in Indonesia

The average revenue per user (ARPU) in the Online Games segment amounts to **US\$7.35** in 2020



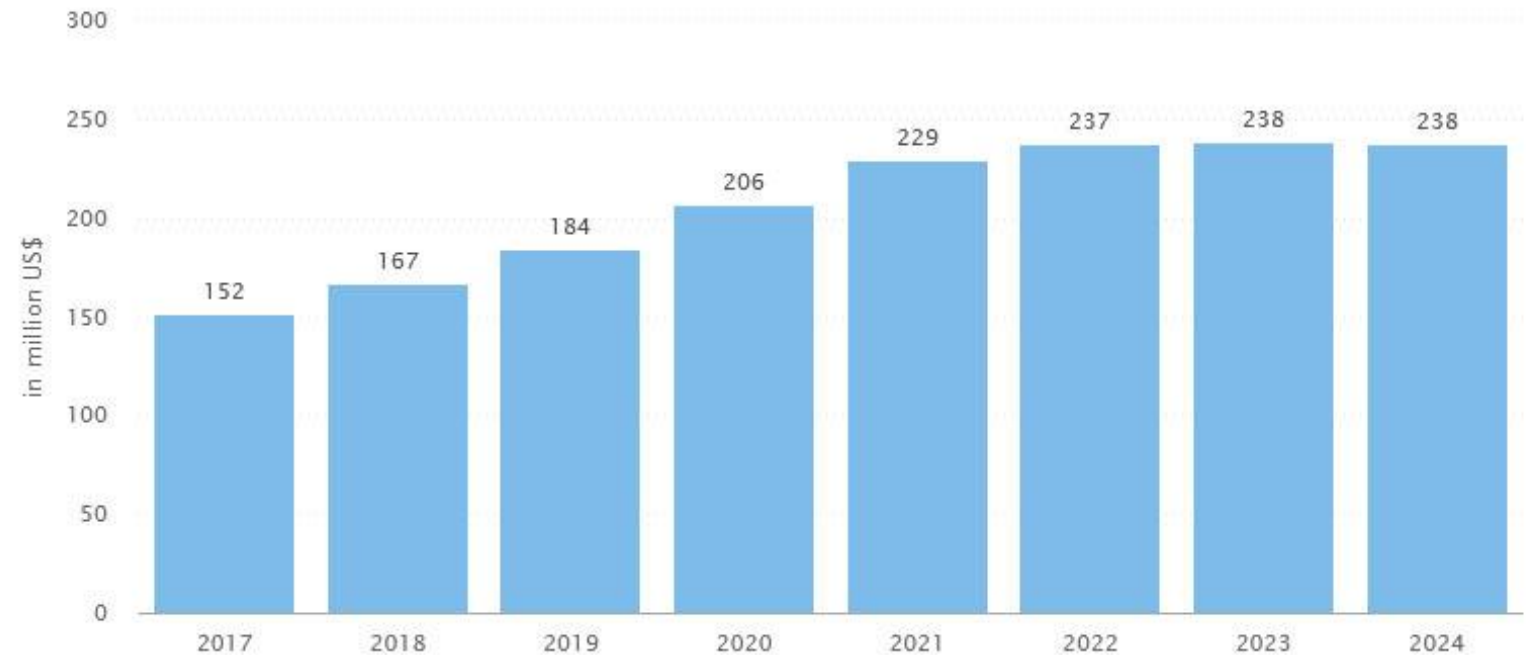
Source: Statista (COVID-19 impact will be implemented Q2 2020), November 2019

****Online Games also known as PC Games, Online Browser Games**

INDONESIA DIGITAL LANDSCAPE

Online Games in Indonesia

Revenue in the Online Games segment
amounts to **US\$206m** in 2020



Source: Statista (COVID-19 impact will be implemented Q2 2020), November 2019

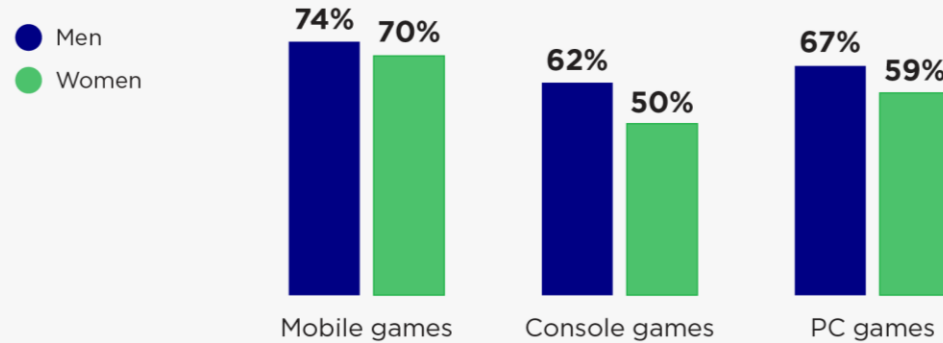
****Online Games also known as PC Games, Online Browser Games**

INDONESIA DIGITAL LANDSCAPE

POPULATION

Gamers population in Indonesia

Share of the Urban Online Population that Plays



94%

of paying gamers
spent money on in-game items or
virtual goods in the past six months



71%

of the urban online
population watches video
game content

50%

of women
spend money
on powerups



58%

of men
spend money
on powerups

38%

of the urban
online population
watches esports



58%

watches but
plays less than
once per month

Source: Newzoo insights Dec 2019

WHO **WE** ARE



MEGAXUS AT GLANCE

PT Megaxus Infotech (Megaxus) is a game company in Indonesia established in 2006. We have successfully published 11 PC online games and 8 mobile games up until now.

With more than 14 years of experience and more than **21 million+ PC users** and **3.5 million+ mobile users** (*as of Jan 2020*), Megaxus offers **total solutions** for our partners, including games publishing (Mobile, Browser & PC games) for Indonesia, SEA and Global market, games development, payment solutions, game business process outsourcing and market acquisition services.

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

MEGAXUS AT GLANCE

USER BASE

21M+

Total Registered Users
(PC Games)

3.5M+

Total Registered Users
(Mobile Games)



60%



40%

10-35 years old
(Primary: 17-25 y/o)

2M+

Total Facebook Fans

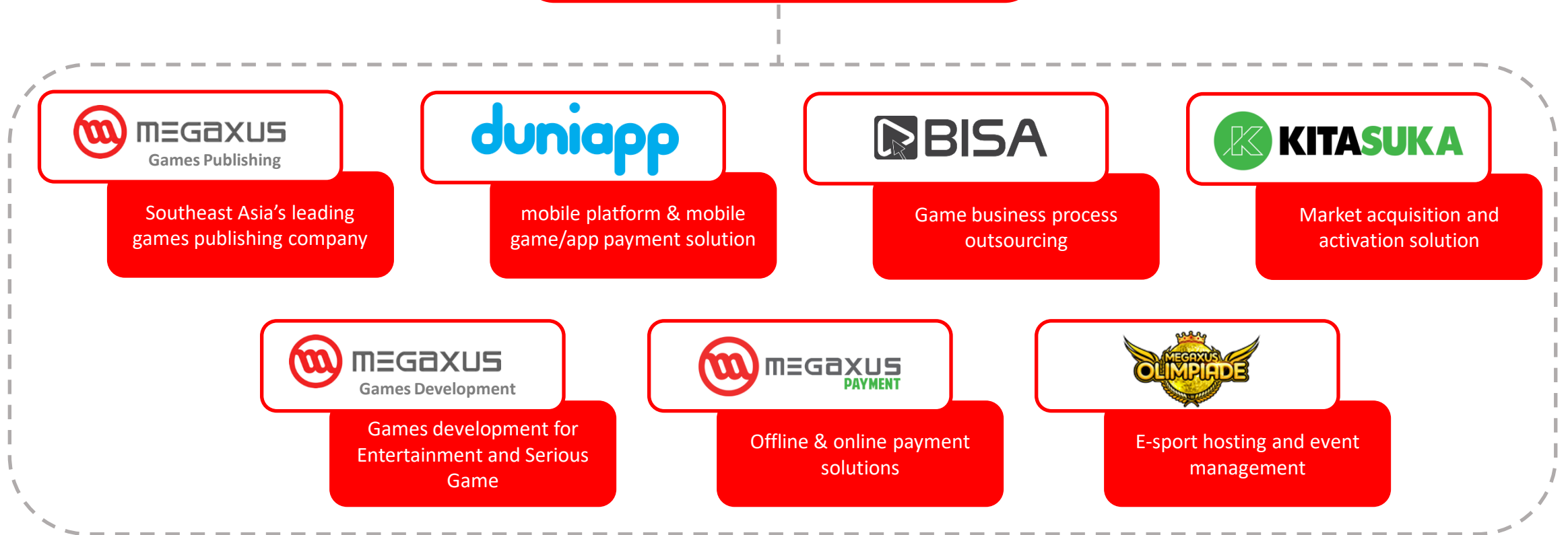
60K+

Total Twitter
Followers

300K+

Total Instagram
Followers

MEGAXUS' BUSINESS UNITS



***"A **serious game** is a game designed for a primary purpose other than pure entertainment. The "serious" adjective is generally prepended to refer to video games used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, and politics" Wikipedia

MEGAXUS' BUSINESS UNITS



Megaxus acquires a game license from the game developers to publish their PC Online games, Mobile games and Browser games in Indonesia, SEA and Global market



Megaxus develops in-house mobile games and apps. We also offer a SERIOUS game development service for clients in the healthcare and education industry



Duniapp is a mobile digital lifestyle platform, providing local digital contents and mobile payment solutions for games and apps

MEGAXUS' BUSINESS UNITS



Kitasuka is a market & activation solution by Megaxus in which our field force can help you to acquire new channels and expand your businesses in Indonesia market



Megaxus Olimpiade is an annual nationwide e-sports tournament hosted by Megaxus. Megaxus Olimpiade provides gaming and lifestyle content suitable for gamers and non-gamers

MEGAXUS' BUSINESS UNITS

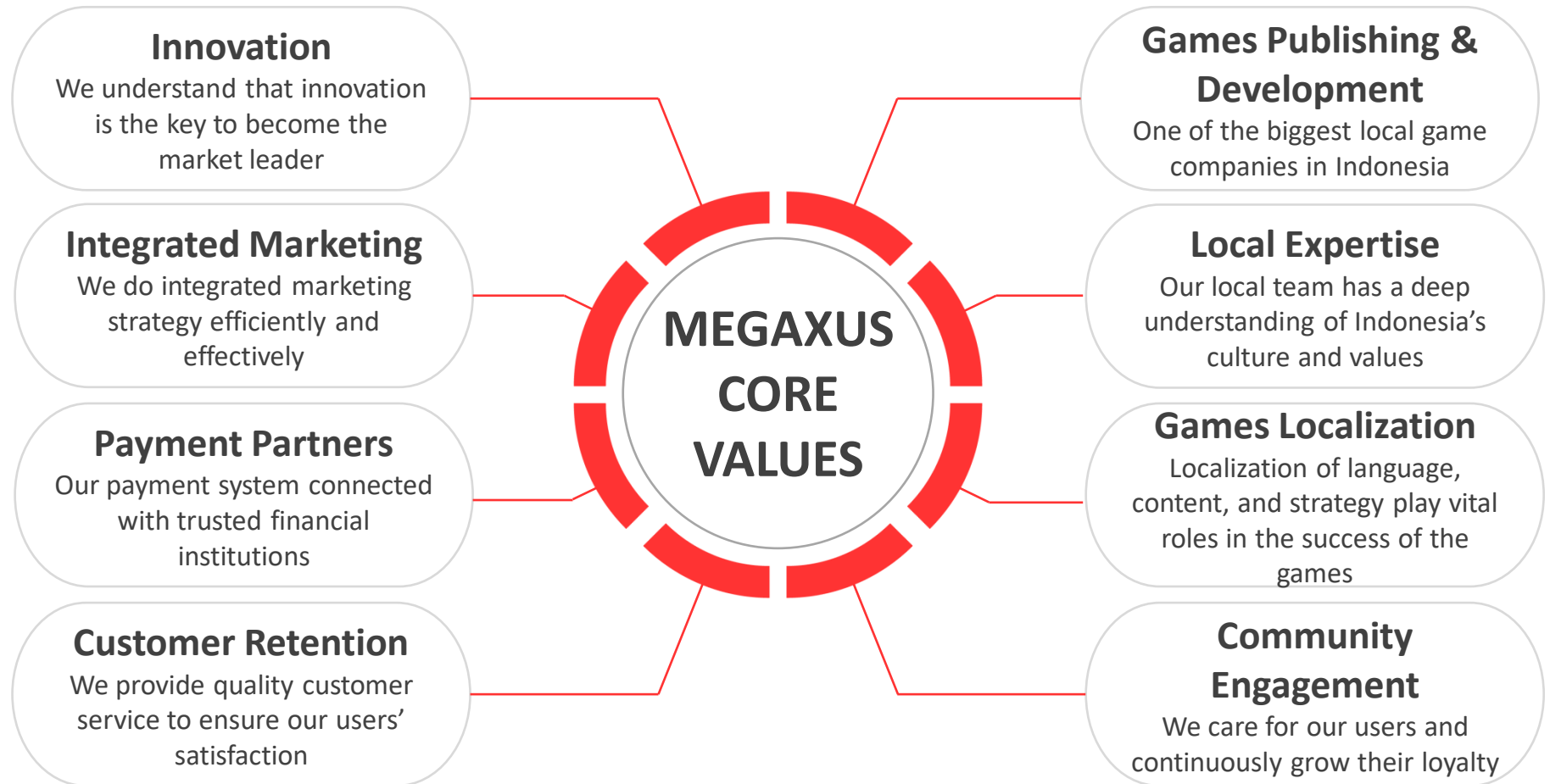


Megaxus offers solutions for companies who need game outsourcing services in the area of games development, e-sport tournaments, marketing & promotions, public relations, community management, creative 2D/3D Design, customer service, localization, consultation, Quality Assurance, and Network setup



Megaxus payment is a gaming payment solution, enables gamers to top-up to their favorite games using a broad selection of online payment channels as well as offline channels

MEGAXUS CORE VALUES

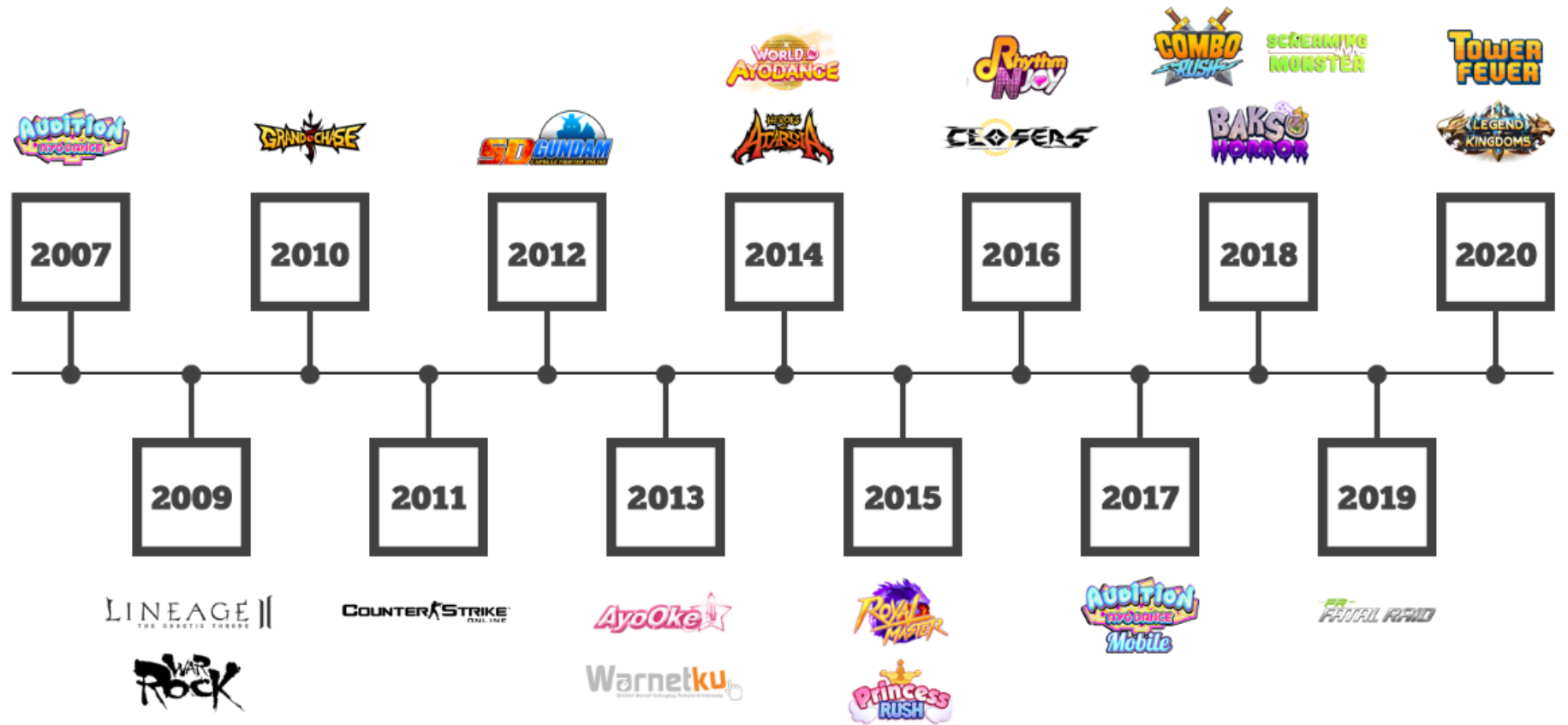


GAMES PUBLISHING



GAMES PUBLISHING

TIMELINE



OUR GAMES

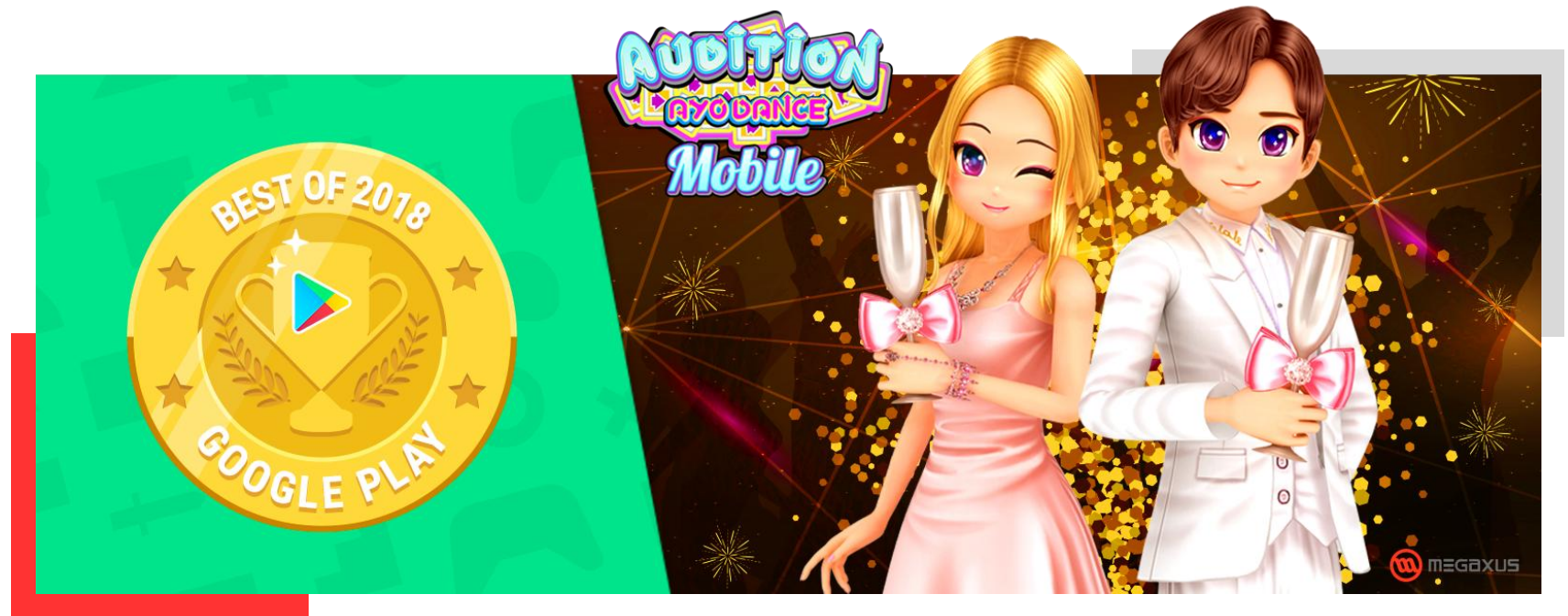
GAMES
PUBLISHING



GAMES PUBLISHING

Games Publishing Partners





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

Awards

- **The Best Game Publisher 2012** – Megaxus Infotech - Chip Awards
- **Best MMO Rhythm, Dance & Music 2009, 2010, 2011, 2012, 2013, 2014, 2015** - Audition AyoDance - KotakGame Awards
- **MMO Dance/Music Simulation Favorite 2010** - Audition AyoDance - HotGame Reader's Choice Awards
- **Best Casual Online Game 2010** - Audition AyoDance - GameQQ Readers Awards
- **Best Dance Online Game 2009** - Audition AyoDance - Omega Awards
- **Best Graphic 3D 2009** - Audition AyoDance - Omega Awards
- **Game Online dgn Grafis 3D Terfavorit 2008** - Audition AyoDance - Indonesia Game Show Awards
- **Best Online Casual Game 2008** - Audition AyoDance - Indonesia Game Show Awards
- **Best Casual Online Game 2008** - Audition AyoDance - Omega Awards
- **Best Game Online FPS 2012** - Counter-Strike Online - Chip Awards
- **The Best Online Game 2011** - Counter-Strike Online - GameStation Awards
- **Game Non MMORPG Favorite 2011** - Counter-Strike Online - HotGame Reader Choice Awards
- **Best Graphic 2009** - Lineage II - Omega Awards
- **Best MMORPG 2009** - Lineage II - Omega Awards
- **Graphic 3D Terbaik 2008** - Lineage II - Indonesia Game Show
- **Best Graphic 2008** - Lineage II - Omega Awards
- **Indonesia Most Popular Online Game 2011** - Grand Chase - Asia Online Game Award
- **Best Third-Person Shooter 2013** - SD Gundam Online - GameQQ Awards
- **Most Anticipated MMO 2012** - SD Gundam Online - Klik Game Awards
- **Best Third-Person Shooter 2012** - SD Gundam Online - GameQQ Awards

GAMES DEVELOPMENT



GAMES DEVELOPMENT

Co-Development with Local Game Studios



In-house Games Development

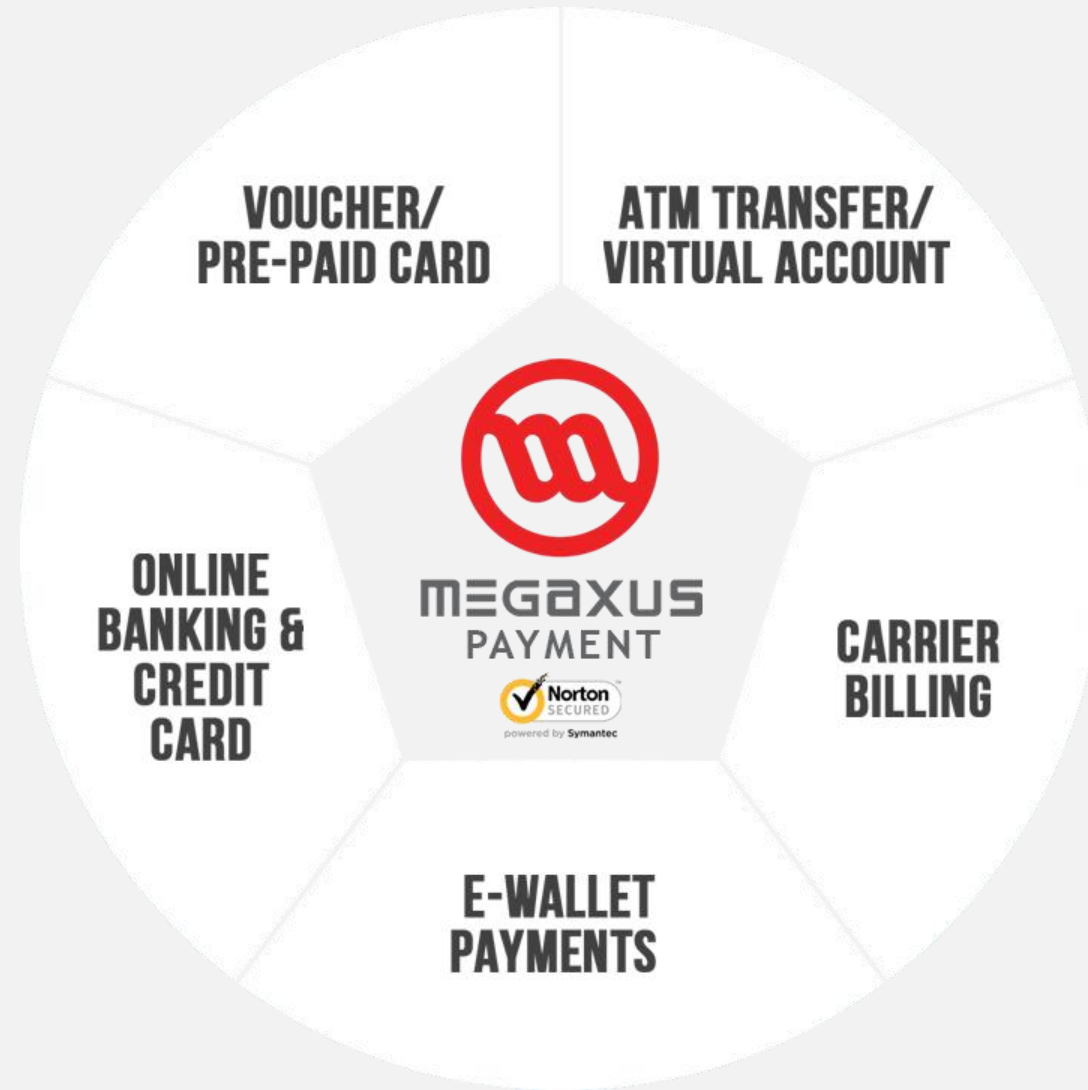


GAMES DEVELOPMENT

MEGAXUS PAYMENT



MEGAXUS PAYMENT



Megaxus Payment covers offline & online payment methods for users to top up to Megaxus' PC online games conveniently and securely

PAYMENT

MEGAXUS PAYMENT

BANKING



E-MONEY



PAYMENT GATEWAY



RETAIL & E-COMMERCE



CARRIER BILLING

MOBILE PAYMENT & PLATFORM





Duniapp is an online payment solution in which you can purchase your favorite games or apps conveniently, efficiently, and securely.

Duniapp also serves as a digital lifestyle platform, bringing a wide range of local lifestyle contents such as games, apps, music, movies, etc. to your mobile devices



MOBILE PAYMENT & PLATFORM

GAME BUSINESS PROCESS OUTSOURCING





We provide solutions for companies who need game outsourcing services, in the area of:



**GAME
BUSINESS
PROCESS
OUTSOURCING**

GAME BUSINESS PROCESS OUTSOURCING

Our clients & portfolio

DURANGO
WILD LANDS



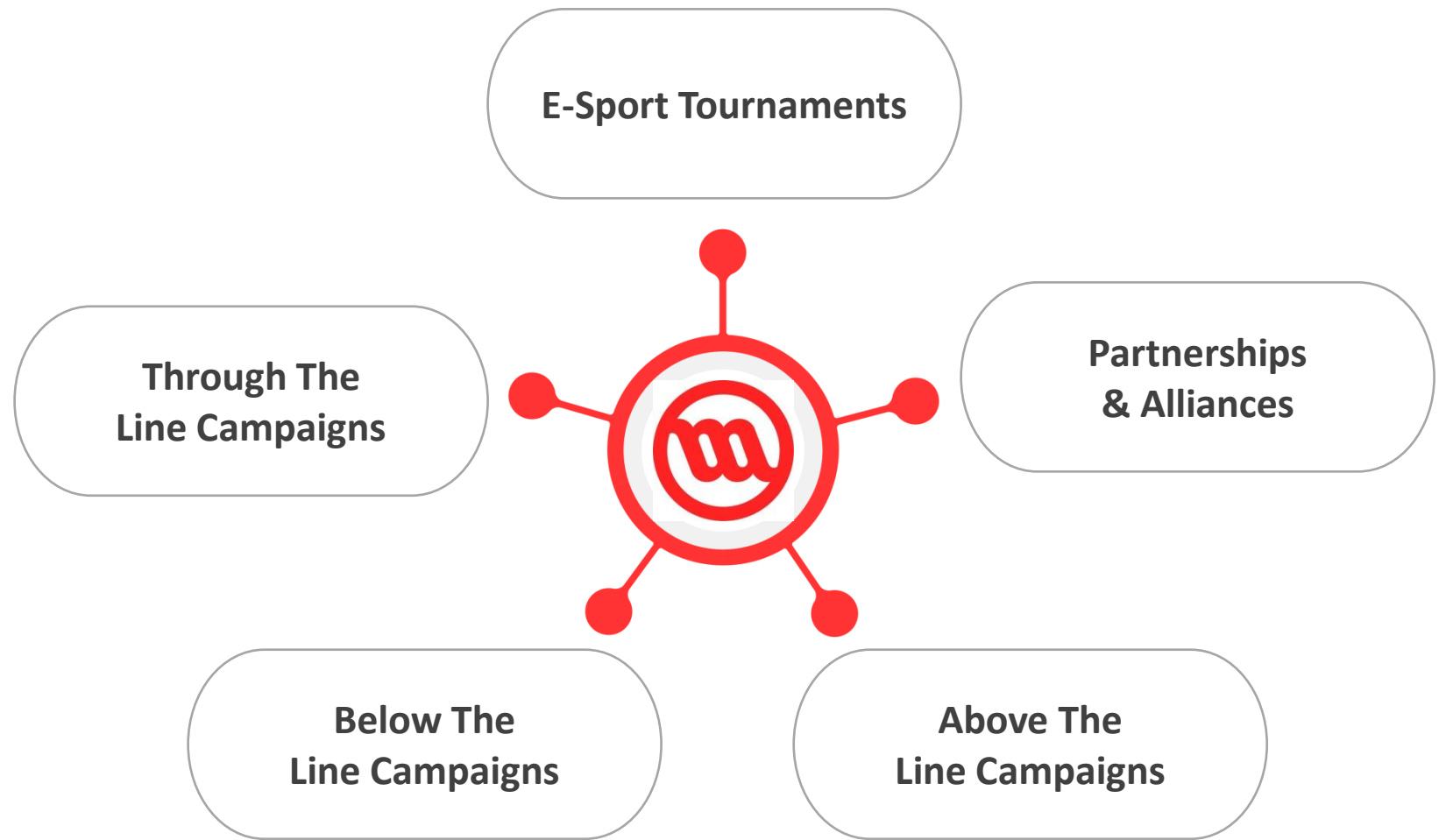
DARKNESS
RISES

maplestoryM

INTEGRATED **MARKETING** STRATEGY

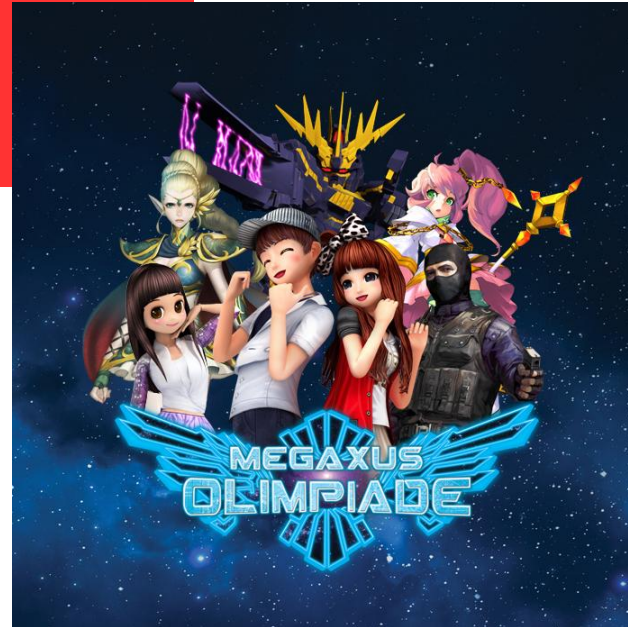


INTEGRATED MARKETING STRATEGY



INTEGRATED MARKETING STRATEGY

Megaxus Olimpiade



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

INTEGRATED MARKETING STRATEGY

Counter-Strike Online World Championship



Megaxus hosts and participates in international e-sport championship events

Counter-Strike Online World Championship



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 Media Tycoon)

INTEGRATED MARKETING STRATEGY

Audition AyoDance World Championship



Megaxus hosts and participates in international e-sport championship events

Megaxus' nationwide distribution channels, combined with our partners' regional distribution channels, resulted in a robust distribution network



INTEGRATED
MARKETING
STRATEGY

Co-Promotions



Above images are examples of some co-promotion programs with our partners

INTEGRATED MARKETING STRATEGY

INTEGRATED MARKETING STRATEGY

Below The Line Marketing



The crowd at our BTL events

Above The Line Marketing



Print ads



Train and Bus Branding

INTEGRATED MARKETING STRATEGY

INTEGRATED MARKETING STRATEGY

Social Media Engagements



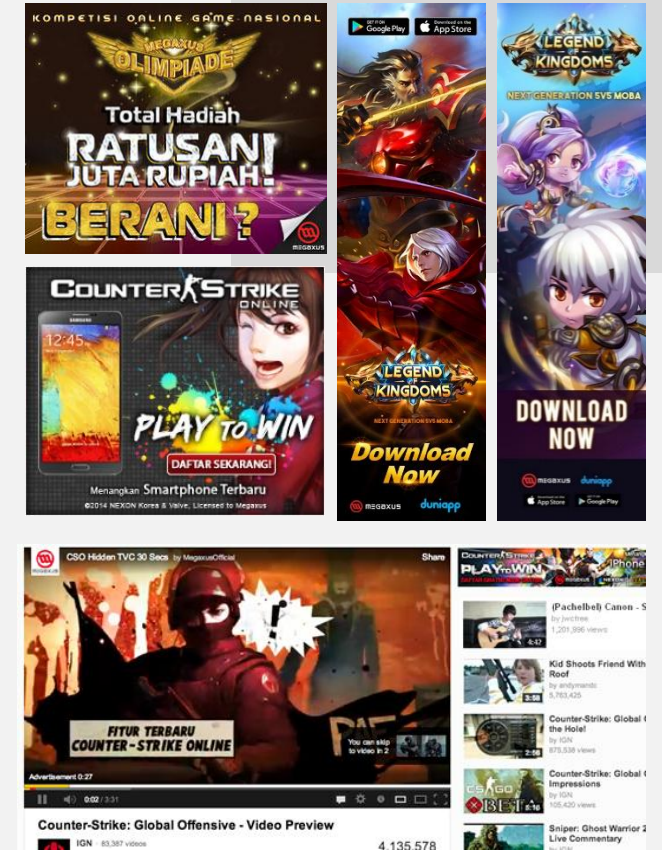
Social media engagement to maintain users loyalty

Digital Marketing

INTEGRATED MARKETING STRATEGY



Key Opinion Leader (KOL)
Endorsements



Digital Ads

INTEGRATED MARKETING STRATEGY

Public Relations



We do press conferences & press releases
and maintain our good relationship with the media

As a conscientious corporate, Megaxus acknowledges that we have a direct responsibility to society and to the communities where we do business. We are committed to integrating responsible business practices into all our activities, not just with statements, but also with action and deeds.

We educate our users, especially the younger ones, that while playing games is fun and has beneficial, it should use appropriately. We promote the "**Play responsibility**" campaign to remind our users to play healthily consistently.



Supporting Local Game Industry



Megaxus collaborates with universities and schools to introduce the potential of the gaming industry, and we share our experience on how to be successful in gaming industries.

We also do other collaborations; one of the examples is our collaboration with Bina Nusantara University (Binus) to hold the “Mobile Application Competition.”

Supporting Local Game Industry



**CORPORATE
SOCIAL
RESPONSIBILITY**

Megaxus also hosted a talk show with Bina Nusantara University to educate young mobile developers about “How to Monetize Mobile App”

INTERNATIONAL GAMING EVENTS PARTICIPATION

We participate in various international game shows to connect with international partners and to promote the Indonesia game industry to the International market





Thank You

