



案例

Leiting Games



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1 **Company** **Introduction**

Company Introduction



Xiamen G-Bits Network Technology Co., Ltd. (Also referred as G-bits)

Foundation : 03/26/2004

Registered Capital : \$11,139,167

Employees : 502

Address : G-Bits Building, No 4 Wang Hai Road, Software Park II, Xiamen, China

Website : <http://www.g-bits.com/>

Annual Income : \$202,711,095 (2016)

Market Capitalization : \$2,204,021,610

(01/05/2018 Closing Price)

Shenzhen Leiting Information Technology Co., Ltd.

(Also referred as Leiting Games)

Foundation : 07/11/2011

Registered Capital : \$15,530,932.06

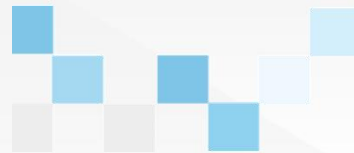
Employees : 154

Address : Leiting Games, Room 4002 Building 39, Dachong International Centre, Tonggu Road, Nanshan District, Shenzhen, China

Website : <http://www.leiting.com/>

*Leiting Games is a wholly owned subsidiary of G-bits (SH : 603444).

Leiting Games focus on the game global publishing business. In 2016 , Leiting Games was ranked 9th in China iOS publisher revenue rankings.



History

2011

- Leiting Games Foundation

2013

- Release of our MMORPG 《Faerie battle》

2014

- Release of our mobile game 《Underground Castle》

2016

- Release of our MMO mobile game 《Ask Tao》
- Release of our mobile games 《Gumballs》 and Underground Castle 2》
- Establishment of our global distribution company

2017

- G-Bits, the parent company, is listed on the main board of the Shanghai Stock Exchange (stock code 603444)

Achievements

G-Bits

“Best Key Software Companies in China Award” (three years in a row)

“China's Internet top 100 Enterprises Award”

“Key High Tech Chinese Enterprises Award”

And 18 more awards from China Official Game Industry authorities..

Leiting Games

“Best National High Tech Enterprises Award”

“2015-2016 Key Enterprise for Chinese Culture”

“2016 Annual Top Ten Cutting-edge Games Business”

And 8 more awards from China Official Game Industry authorities..



2 Our work



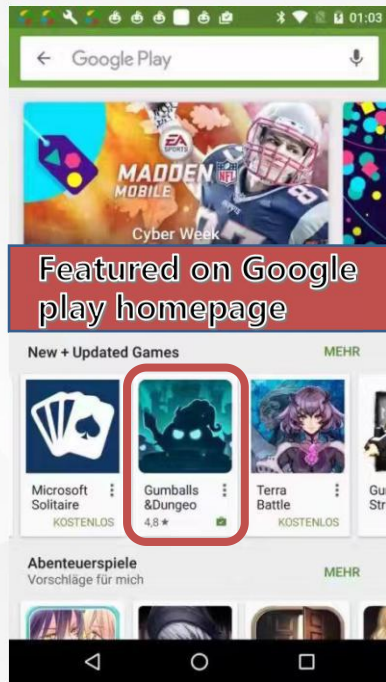
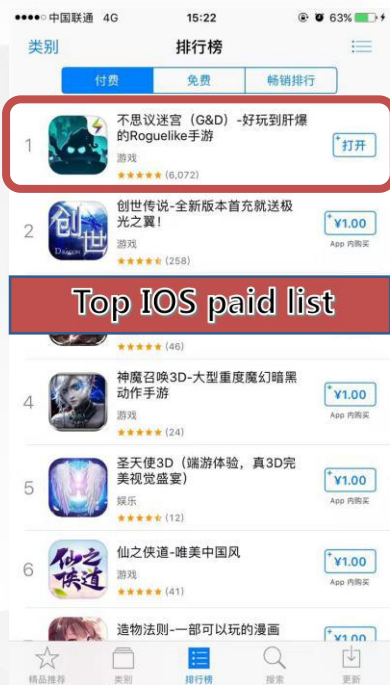
《Gumballs & Dungeons》

"Gumballs" is a mobile game that combines Roguelike strategy play with RPG.

Our little monster "Gunbu" embarks on an epic adventure in which he will defeat dangerous monsters.

Focusing on the Roguelike gameplay, the game allows you to explore the depths of the maze by turning tiles across a variety of random events and monsters. The success of the game was largely propelled by players' word of mouths (22.9% of players were introduced to the game by their friends), and as of December 8, 2016, there were already more than 10 million registered users worldwide.

Word-of-mouth is king



《Gumballs》's unique gameplay attracted massive support from the players and the industry.

- ◆ 80,000 five-star reviews on App Store. Global rating 4.9
- ◆ Repeatedly featured on the App Store home page
- ◆ Google Play rating 4.8. The app page was shared 162 times
- ◆ "Best Chinese Game " award in 2017
- ◆ 2017 "Star Product of the Hardcore Gaming Alliance"
- ◆ TapTap.com 2017 Top Mobile Games, rated 9.3
- ◆ "2017's most popular indie game" award

Market Promotion

We put significant resources in pre-release promotion.

Between influencer marketing, advertising, and other media, every channel compounds to build strong game awareness.

【Influencer/KOL】

1. 小缘 sings the theme song 《敲砖大冒险》；
2. 熬厂长 plays in the experimental video 《是男人就下50层》；
3. 金玟岐 sings the theme song 《不思議人生》；
4. 王峰 does a live streaming the 600 levels of the ultimate challenge.



Our Work

【Branding】

We work hand in hand with like-minded publishers who always put players first. Our reputation is our most precious asset and our fans know that they can trust the games we publish. We only help to promote and publish games who are aligned with our values.



Rayark



Da Hu Fa



Kairossoft

Game Optimization

We believe that publishers should not dominate the development process and demand heavy modification of the games' content. Typically, Leiting Games plays a role market data researcher and gathers direct players feedback for developers. We work hand in hand with developers to allow them better optimize their games.

In 'Air War', Leiting games assisted the developers to increase the retention and ARPU by suggesting to build a simple additional feature.

【Air War】

Gameplay Suggestion :

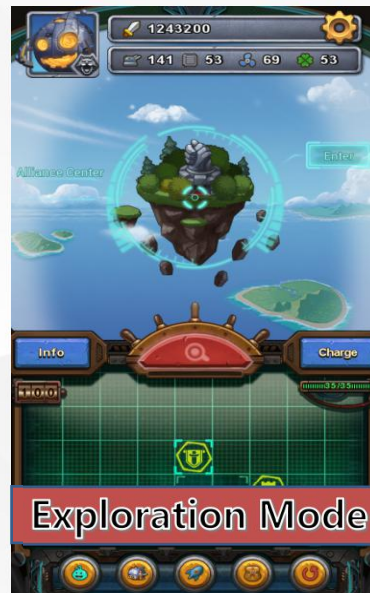
Include exploration mode and develop asynchronous network for PVP.

Rationale :

Increase player retention and ARPU.

Results :

4X more paying players after new features implementation.



【Mysterious Islet】

Gameplay Suggestion :

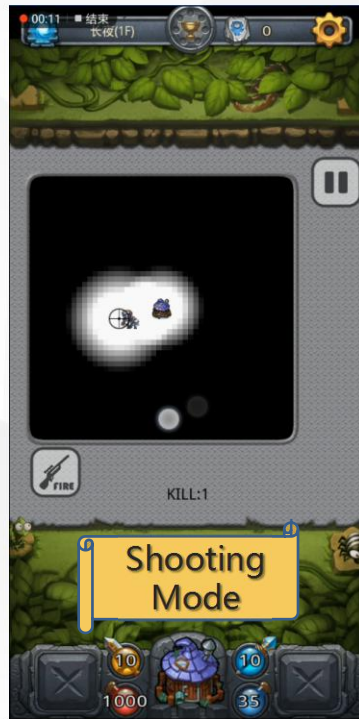
Creation of China's first exclusive mobile map editor, players could create a variety of new maps to play or share with other players.

Rationale :

Encourage players to create new content, increase retention and daily user activity.

Results :

Players created a variety of mini-games far beyond our expectations of what could be achieved within the map editor. Up to 70% of players have taken part in UCG.



Our Work



【World Hall•Eden】

Gameplay Suggestion :

Add a structure building mode, a technology tree, a resource grinding system, and a lootbox system.

Rationale :

Increase playability and retention, improve daily user activity.

Results :

Currently under development.



问道

手游

The Chinese Taoist culture and the five elements lay the foundation of 'Ask Tao' core system. It's a classic Chinese MMORPG mobile games with a strong social emphasis.

The mobile game was released on April 28, 2016. Within the first month, the game had gathered 1.6 million DAU, sold 450 million units, scored 83% at retention rate (2nd return) and 74.5% (3rd return), and recorded payments from 30.12% of players.

Registered users are now up to 25 million.



《Ask Tao》

《Ask Tao》 is a mobile game fully developed by the developer's team of the original computer version of the game.

《Ask Tao》 is known as Chinese' evergreen computer game, and the mobile version of the game is now one of the three most successful MMORPG mobile games in China.

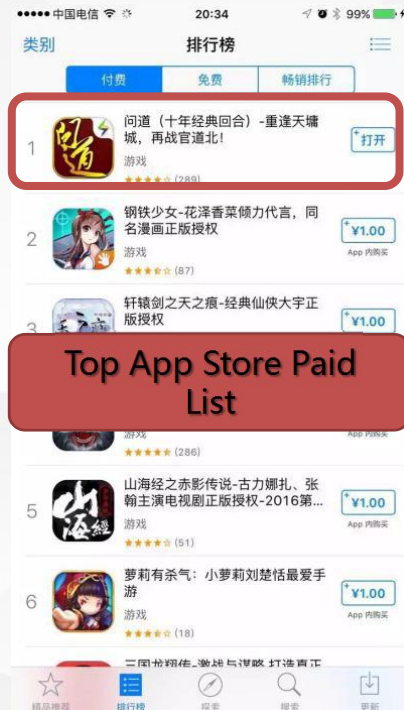
Official release on 04/22/2016 , the game has been serviced for more than 12 consecutive years

Total revenue generetad now exceeds \$1,243,000,000

More than 350 millions registered users



Our Work



《Ask Tao》 Mobile Game

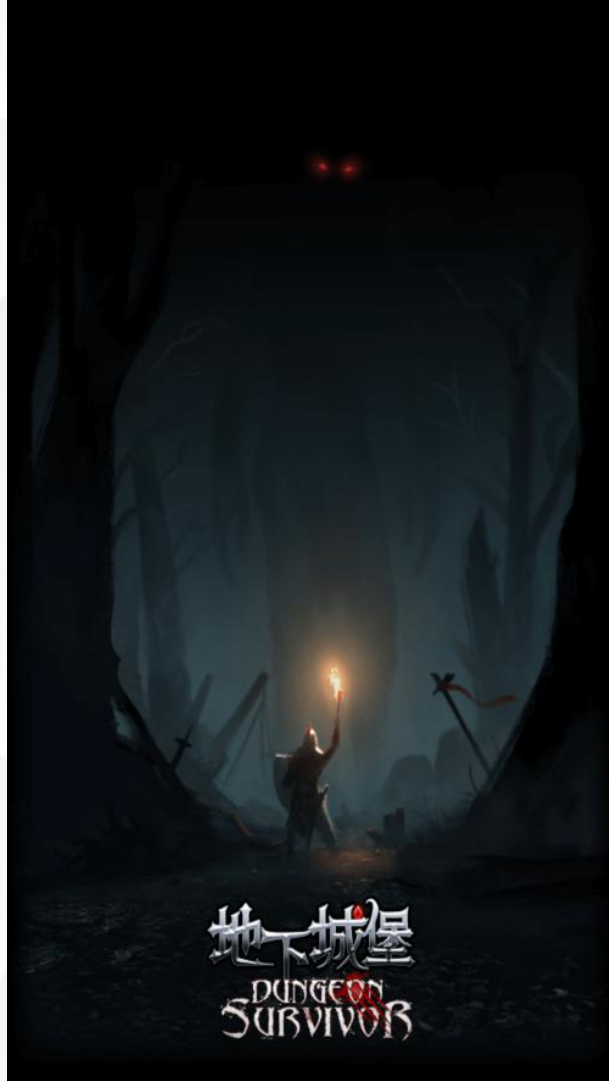
- ◆ 2016 « Star Product of the Hardcore Gaming Alliance »
- ◆ "China Outstanding Publication Award for audio-visual video game publication"
- ◆ 2016 Top Ten Chinese Most Popular Original Mobile Online Games
- ◆ "Best Original Mobile Games 2016" Jin Ling Award
- ◆ 2016 Hainan Asia-Pacific Game Show "Annual Most Popular Mobile Games", "Best Role-playing Mobile Games of the Year", "Best Original Game"
- ◆ 2016 Star Yao 360 Festival "Top Ten popular mobile games"
- ◆ 2016 CGWR Sina China Games Ranking and the third Golden Wave Award ceremony "Best Mobile Game of the Year"
- ◆ Baidu game Billboard "2016 Top Ten Mobile Games"
- ◆ 'Best IP adaptation of online games' award

《Dungeon Survivor》

Released in September 2017, 'Dungeon Survivor' combines aspects of adventure strategy and complex economic simulation in a stand-alone game.

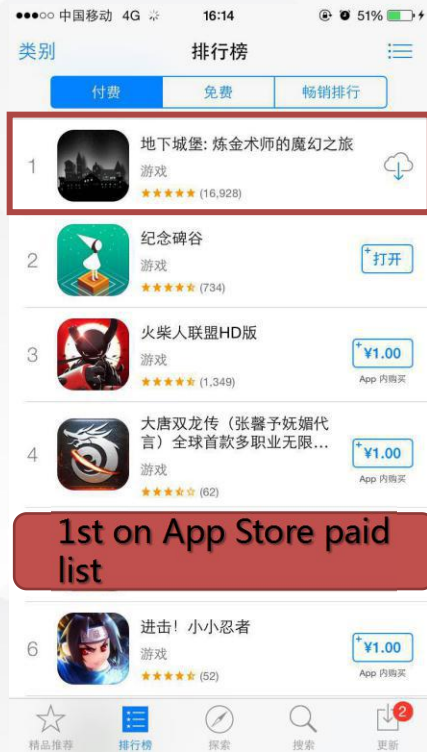
In the underground world, as a city-state leader, you need to create your city from scratch to progress through the adventure and explore a complex and dangerous world.

More than 50 types of units are available, with more than 500 unique locations for players to explore, and an ultimate Maze "The Timeless Arena" to allow players to challenge the world record.



地下城堡
DUNGEON
SURVIVOR

Our Work



- ◆ More than 100,000 five-star reviews on App store, rating 4.8
- ◆ Has won three times and long-term occupy iPhone / iPad pay list Top1
- ◆ Featured for 18 consecutive weeks on App store 'popular games' listing
- ◆ Featured on App Store "classic text adventure"
- ◆ Featured on App Store "one dollar Featured Zone"
- ◆ App Store custom background image
- ◆ Featured on App Store "2015 Trend Inventory"
- ◆ Won the 2017 Top Ten Chinese Games Top Ten Most Popular Original Mobile Stand-alone Games Awards"
- ◆ Selected as "2016 China Most Original Gaming Publishing Project"
- ◆ Selected by Weifeng – "2015 Best Stand Alone Mobile Game"



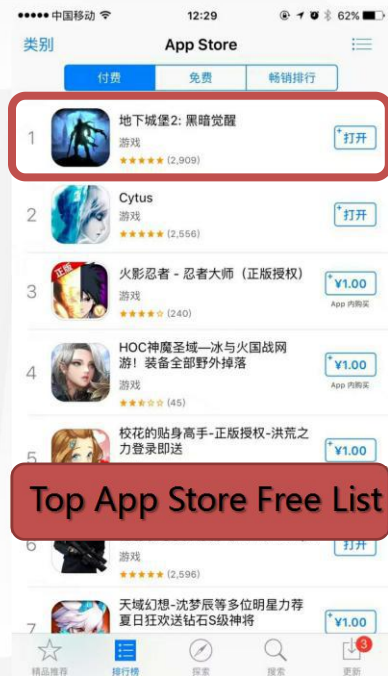
《Underground Castle 2》

"Underground Castle 2" is a sequel to the now classic "Underground Castle".

As the defender of the Sanctuary realm, the player will lead its people to fight against the Kingdom of Death. The players are able to make different choices along their adventure, which in turn will impact the game's narrative. The players will need to manage towns and production structures, raise armies of warriors, advance in the technology tree, and come up with unique tactics to make it through this long adventure.

As of August 18, 2016, the game has already generated 23 million USD profit, and counts more than 9 million registered users.

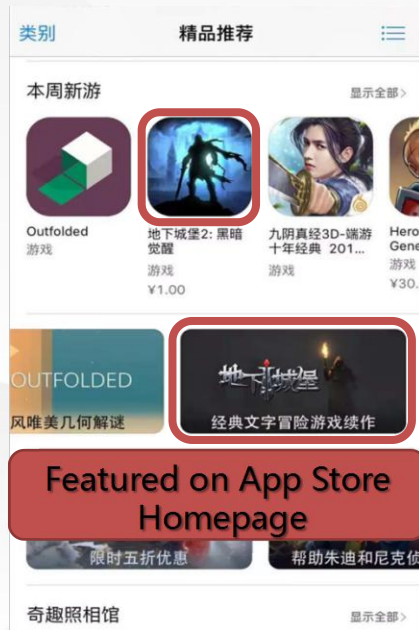
Our Work



Top App Store Free List



4.8 on App Store Reviews

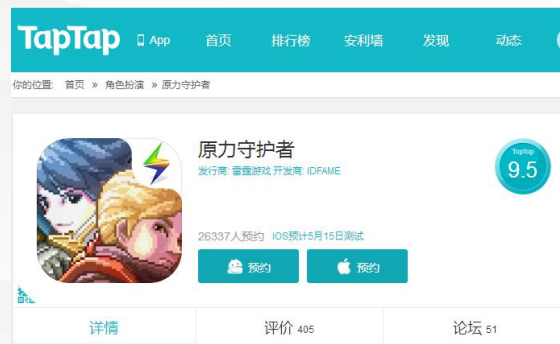
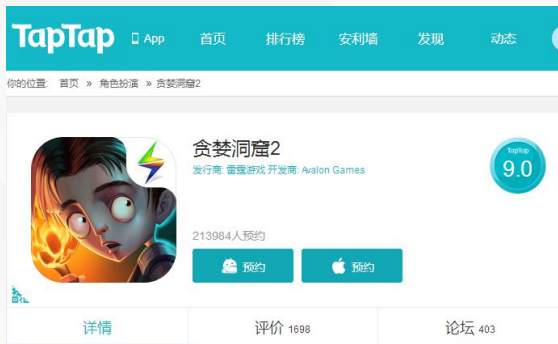


Featured on App Store Homepage

The game was featured at the top 1 of China's paid list after only 36 hours.

- ◆ 40,000 players five-star reviews on App store, rating 4.8
- ◆ Featured repeatedly on App store homepage
- ◆ 2017 "Star Product of the Hardcore Gaming Alliance"
- ◆ Featured on the App Store classic adventure games banner
- ◆ Selected for the third annual hardcore Union Blackstone Award "the most popular strategy game of the year"
- ◆ "Top Ten Emerging Casual Games of the Year" award and "Best Pay Games of the Year" award by Huawei in the application market in 2017
- ◆ Featured in Huawei store recommendations.

Our new games in 2018





Top App Store Paid List

《The Greedy Cave》

《The Greedy Cave》was first released in March 2016, it was approved by the Appstore, but it didn't get featured due to the original publisher's violation.

In March 2018, Thunder took over the operations.

After taking over, we made a series of efforts such as gathering old players, a full rebranding, events marketing, and cross-promotion partnerships. It resulted in:

- ◆ Top App Store paid category
- ◆ TapTap score increased from 6.8 to 8.2.
- ◆ Featured in TapTap "Hot Games"
- ◆ Featured on TapTap Homepage.

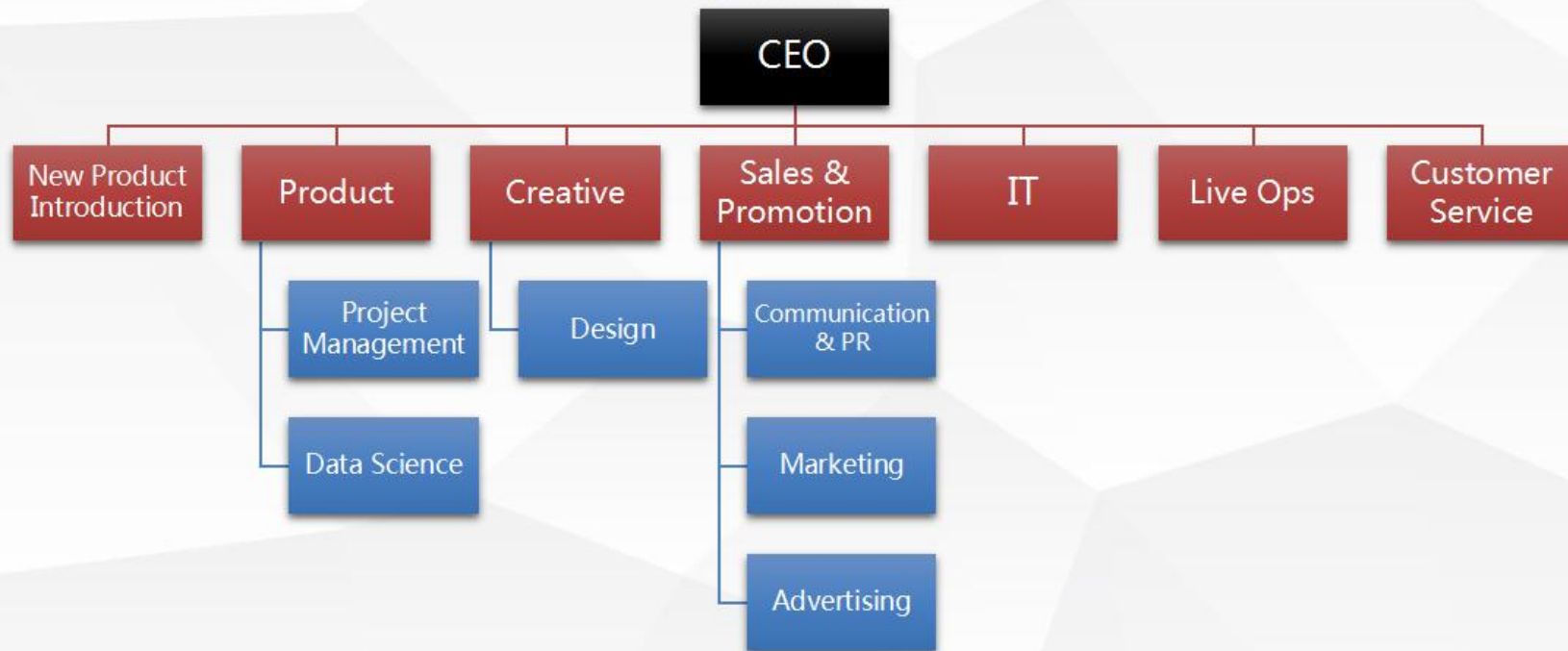


3

**Our Strategy &
Processes**

Team Structure

Leiting Games Structure





An expert technical team



SDK

All-in-one Leiting SDK



Servers Capacity

Already supporting 44 million registered users ;

Millions of mobile phone accounts concurrent login;
6 million PV access.



Payments Settlement

Monthly settlement of 31 million USD on uninterrupted stable operation.



Customer Service

1

Players always come first



24

24/7, 365 days support

Customer service is a key element of our success. We spend 2 times more resources than the market average on customer service and set exceptionally high requirements on hiring for our customer service team.

We are very proud to say that our customer service achieves a level of excellence without equal in the industry.

Maintenance

雷霆游戏
106903319223061

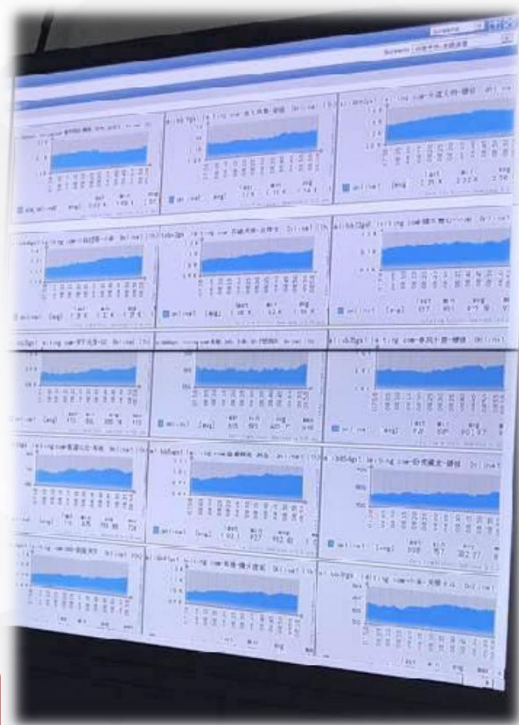
控值: 405退订请回
复TD

清晨6:36

【雷霆游戏平台】
状态:PROBLEM-机
器:[alibb14gs1.leitin
g.com](#)-国色天香-触
发条件:最后一次监
控值人数骤降-监控
项:online1 触发器:
atm_online 监控
值: 154退订请回复
TD

清晨6:36

Server anomalies
automatic SMS alerts



Maintenance Team

- ◆ Real time monitoring of server status;
- ◆ Automatic SMS notifications alerts and remote operations ;
- ◆ 1.6 million DAU with stable operating experience;
- ◆ 24/7 monitoring and security;



Our Vision & Strategy

App Store

Android
Channels

- ◆ High experience with App Store operations, 4 of our games have been directly featured on the App Store homepage.
- ◆ Focus on deep cooperation with every Android channels. Expertise with each channel's unique capabilities.

- ◆ We believe that offering refunds or rebate undermine games user experience and balance. Conforming to our values, we aim at publishing long-lasting games and refuse to support those practices.
- ◆ Again, conforming to our values of publishing long-lasting games, we refuse one-off game promotions and only agree to publish games under the premise of continued version and content updates.

Rebate

One-off
Promotion



Cooperating with Leiting Games

In 2016, Leiting ranked among the Top 9 Chinese iOS publisher who generated the most revenue.

We already count more than 44 million unique Leiting mobile users and our unique expertise regarding China's internet policies has led us to set up our own internet consulting firm in 2015 to help other publishers to apply for all kinds of government-issued distribution license.

Above all else, we believe that publishing great games wholeheartedly enjoyed by players, is the one true indicator of success.

1. Developers

We appreciate working with developers who focus on user experience, and already have a long-term vision of their game development.

3. Project Vision

Successful game development studios have a well-rounded vision of where their games are heading in the long-term, and the ability to carry all the necessary adjustments to keep improving their existing games.

2. Publishing

The market is saturated by ephemeral copycats and non-original games. We only publish games who are able to differentiate themselves through (1) their original concept, or (2) their superior gameplay.

4. Players-oriented

Word-of-mouth is the most powerful tool in this industry and players are the one true source of our success.

While most Chinese publishers' primary focus on quick returns on investment, Leiting Games differentiate itself by always focusing on players experience first and aiming at long-term results.

Developers

Publishing

Project Vision

Players First



THANK YOU

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@: nathan@g-bits.com