



# 2024

BUSINESS PLAN  
Softstar Entertainment Inc.  
Investor Conference

2024 Sep.



# 2024 Q1~Q2 Financial Report

KPI Presentation

# Balance Sheet

KPI Presentation

Unit: Thousand NTD

ACCOUNT	2024/06/30		2023/12/31		2022/12/31	
	<u>AMOUNT</u>	<u>%</u>	<u>AMOUNT</u>	<u>%</u>	<u>AMOUNT</u>	<u>%</u>
Current Assets	3,616,670	47	3,521,156	49	3,249,755	61
Non-current Assets	4,123,522	53	3,611,314	51	2,072,805	39
Total Assets	7,740,192	100	7,132,470	100	5,322,560	100
Current Liabilities	3,334,147	43	3,160,649	44	1,550,417	30
Non-current Liabilities	1,188,933	15	981,241	14	500,254	10
Total Liabilities	4,523,080	58	4,141,890	58	2,050,671	40
<b>Total Equity</b>	<b>3,217,112</b>	<b>42</b>	<b>2,990,580</b>	<b>42</b>	<b>3,271,889</b>	<b>60</b>

# Financial Statement

KPI Presentation

Unit: Thousand NTD

ACCOUNT	2024 Q1~Q2		2023		2022	
	<u>AMOUNT</u>	<u>%</u>	<u>AMOUNT</u>	<u>%</u>	<u>AMOUNT</u>	<u>%</u>
Net Income	2,515,109	100	3,262,181	100	2,252,134	100
Margin	851,068	34	1,087,131	33	891,331	40
Net profit (Loss)	(29,092)	(2)	(287,220)	(9)	(127,615)	(5)
Profit before tax (Loss)	98,395	4	(285,642)	(9)	607,343	27
Net income (Loss)	67,310	3	(379,995)	(12)	552,388	24
Earnings per share	\$0.18		\$(3.39)		\$6.20	

# Crucial Financial Ratios

KPI Presentation

Unit: Percentage

	2024 Q1~Q2	2023	2022
Debt Burden Ratio	58.44	58.07	38.53
Current Ratio	108.47	111.41	209.61
Quick Ratio	63.95	61.22	162.20
Long term funds to fixed assets ratio	513.16	505.59	1,971.25
Return on Assets	2.56	-5.57	13.49
Return On Equity	4.34	-12.14	20.31

# Department Income Information

KPI Presentation

Unit: Thousand NTD

	2024 Q1~Q2		2023		2022	
	<u>AMOUNT</u>	<u>%</u>	<u>AMOUNT</u>	<u>%</u>	<u>AMOUNT</u>	<u>%</u>
Game Operation	270,423	11	501,391	15	517,960	23
Electronics	539,037	21	977,269	30	965,298	43
Network Equip.	267,001	11	626,690	19	398,063	18
Cash Flow Service	114,003	5	237,477	7	333,718	15
Power Machinery Manufacture	1,058,242	42	893,692	27	-	-
Other	266,403	10	25,662	2	37,095	1
Total	<u>2,515,109</u>	100	<u>3,262,181</u>	100	<u>2,252,134</u>	100

# The Second Decade, New Journey of Transformation

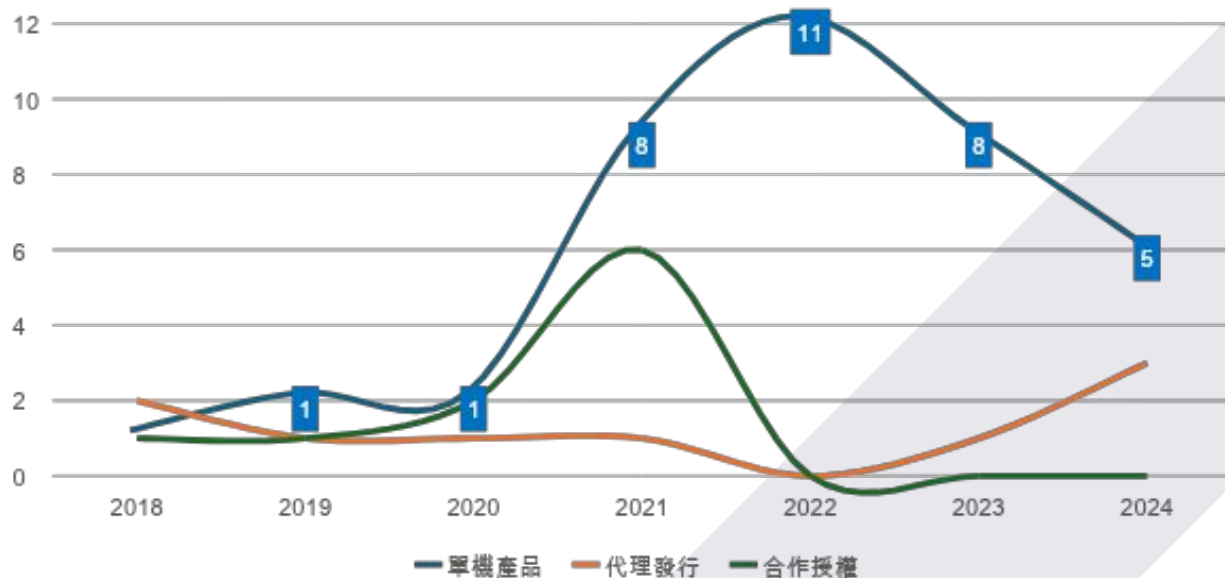
Operating Strategies and Prospect



# 2018~2024 Softstar Game Publish Records

Operating Strategies and Prospect

	2018	2019	2020	2021	2022	2023	2024
Self-developed	0	1	1	8	11	8	5
Represent Publish	2	1	1	1	0	1	3
Co-op Authorized	1	1	2	6	0	0	0



- We've done Triple-A games
- We optimized our R&D studio to small but refined
- We tried our best to authorize cooperation
- We tried to connect our well-known characters with other brands
- We authorize peripherals merchandise
- We cooperate with Famous Anime
- We conduct offline interaction

**We need a new direction**



# 2024 Strategic Adjustment (1)

Operating Strategies and Prospect

2018~2023

Issued **1** game per year one average

2024

2 games had already been published, plan to do **3** in 2024

2025

Plan to publish **5** games

**Arrange Product Release Schedule Actively**

# 2024 Strategic Adjustment (2)

Operating Strategies and Prospect

2025 North America

2024 Spain

2024 Portugal

2024 Middle EAST

2023 India

2025 Europe

2024 South East Asia

**More Active on Overseas layout and global distribution**

# 2024 Strategic Adjustment (3)

Operating Strategies and Prospect

## More Diverse Product



ACG Related



CASUAL Gambling



Moving Beyond  
Conventional Wuxia  
and Xianxia Themes



Global Friendly



Tower Defense



CARD RPG



# 2024 Strategic Adjustment (3)

Operating Strategies and Prospect

## R&D Improvement

- No longer rely on the glory of past IP
- No longer put all focus on single player game development
- Extend successful model to future product
- Expand investment opportunities for new startups
- Customize CO-OP for mainstream games



# Softstar in 2025 and After

Conclusion



# Outlook

Conclusion



## Replace the dependence on certain old IP with diverse products

- ✓ More products
- ✓ Global Layout
- ✓ Diverse Publishing Strategies



## Adjust R&D direction

- ✓ Casual mobile games
- ✓ High-quality single player game with low cost
  - └ Multi-platform adaption



# 2024 THANK YOU

BUSINESS PLAN

2024 Sep.  
YOU