



IR Book

November 2023



Notice

The "predictive information" included in this document is information that has not undergone a separate verification procedure. It is related to future events, not the past, and refers to the company's expected management status and financial performance in the future, and includes words such as 'predictions', 'prospects', 'plans', and 'expectations'.

The above "predictive information" may be affected by future changes in the business environment and inherently implies uncertainty, which can lead to significant differences in actual future performance from what is stated or implied in the "predictive information".

In addition, please note that as the prospects were made at the time of writing this document, taking into account the current market situation and the company's management direction, they may change due to changes in the future market environment and company plan revision, etc., and may change without notice.

Due to these uncertainties, the company does not guarantee the accuracy and completeness of the financial information and operational performance described in this document, and they may differ significantly from the content explicitly or implicitly contained in the 'predictive Information'.

Therefore, investors should not make investment decisions based only on the information contained in this document, and the investor's responsibility for the investment lies entirely with the investor.

About MOBIRIX

1. Company Overview

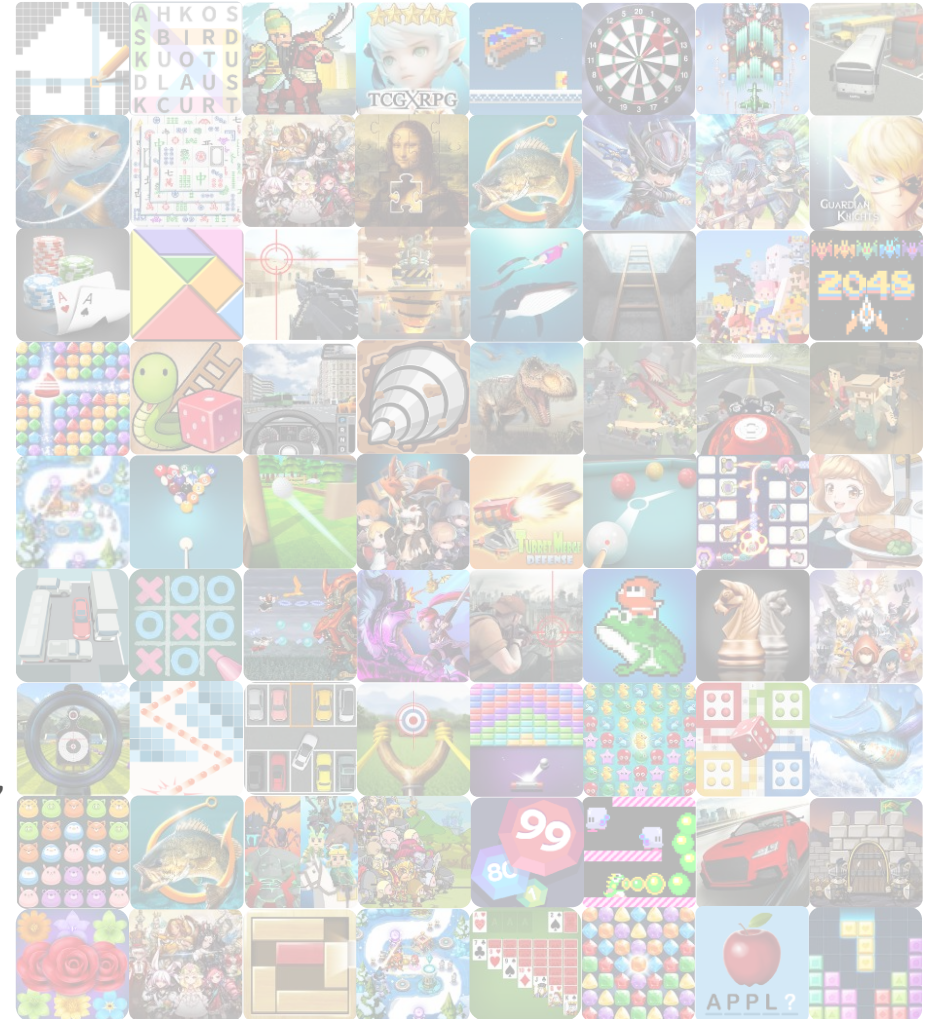
2. Major Business Status

3. Key Competitiveness

4. New Game Lineup

5. Appendix
(2023.3Q Financial Results)

Name	MOBIRIX Corporation
C.E.O	Joong-Su Lim
Founded	July 9 th , 2007
Capital	₩960M <\$800K>
# of Employees	294
Major Business	Publishing & developing mobile games
Address	#604-607, #901-902 and #1401 JEI-PLATZ, 186 Gasan digital 1-ro, Geumcheon-gu, Seoul, Republic of Korea
Homepage	www.mobirix.com



Company History

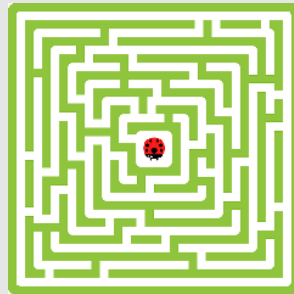
2004~2010



Focused on Casual Genre

- Founded in 2004 and Incorporated in 2007
- 'Pharaoh's Jewelry' awarded (Game of the month)
- Minister of Culture and Tourism Award (Mobile part)
- Launched 8 mobile games including 'Chess Master'
- Developed, converted and published more mobile games
- Won KT2010 SHOW Mobile Game Grand Prize

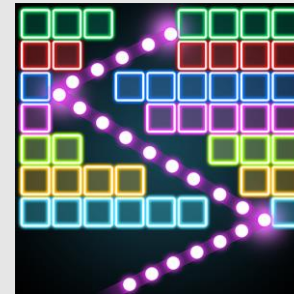
2011~2015



Increased D/L & Ad Revenue

- Launched 50 mobile games on Android / iOS store
- Began Global launch on Google Play/iOS, and Ad platform monetization
- 'Sudoku and World Exploration' awarded by Ministry of Science, ICT and Future Planning
- 'Maze King' achieved 10M D/L on Google Play
- Achieved monthly global NRU > 10M

2016~2020



Launched BBQ & Investment Attraction

- Launched Bricks Breaker Quest series in 2017
- Became a successful case of Apple Search Ads Marketing
- Investment Attraction
 - NEOWIZ PlayStudio invested a billion Korean won in 2015
 - Geon investment invested a billion Korean won in 2015
 - LB investment invested 4 billion Korean won in 2015
 - NEOWIZ invested 4.9 billion Korean won in 2016

2021~Present

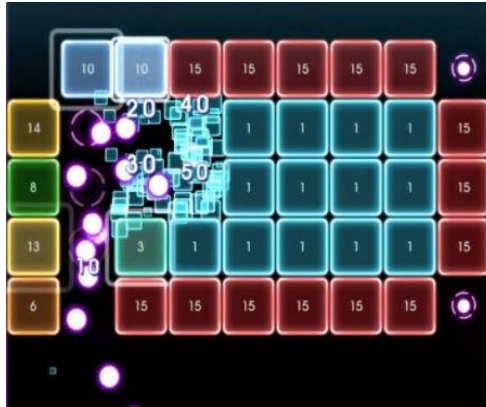


Listed on KOSDAQ & Expanding Mid-core games

- Listed on KOSDAQ in 2021
- Acquisition of IP apps, 'Dungeon K night' and 'Guan-Yu Idle'
- Established subsidiary company 'MOBIRIX Partners' in 2021
- Joined the Block Chain BORA 2.0 Governance Council (2022)
- Participated in a 20 billion Korean won paid-in capital increase to invest in Mobirix Partners (2022)

Major Business Status

Core KEYWORDS



In-App
Purchase
&
Ad
Monetization



3Q.2023
(The average from January
to September)

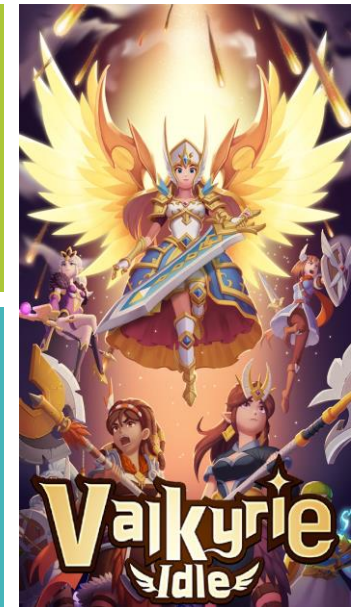
DAU
(5,450,150)

MAU
(33,906,324)

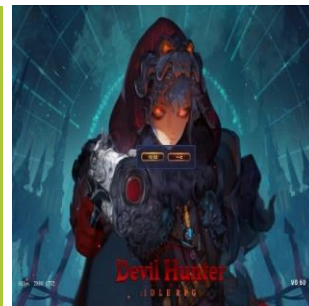
Global
TOP Publisher



New game lineup
Development
Publishing



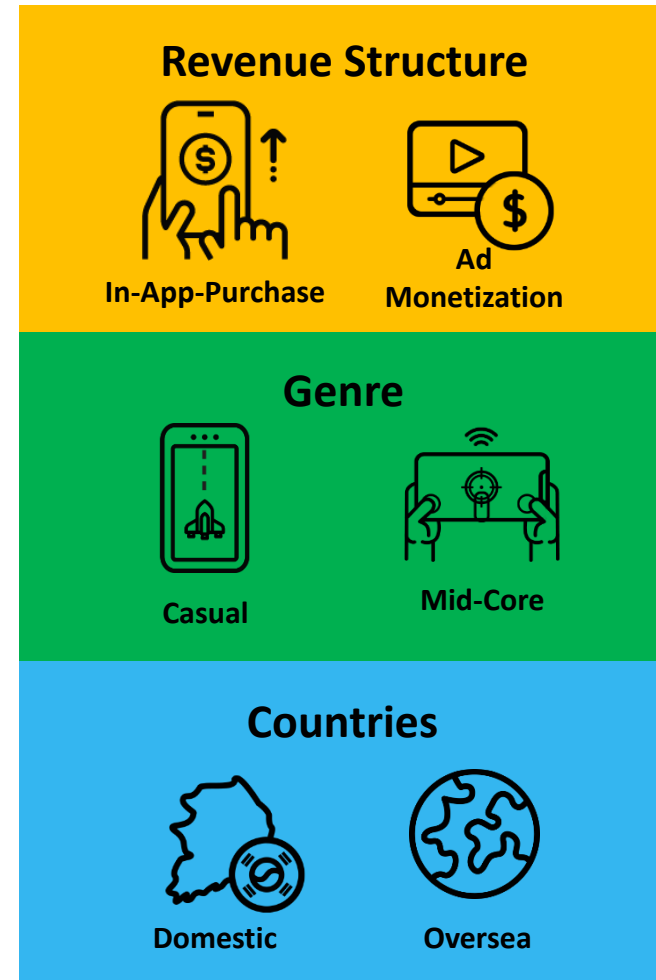
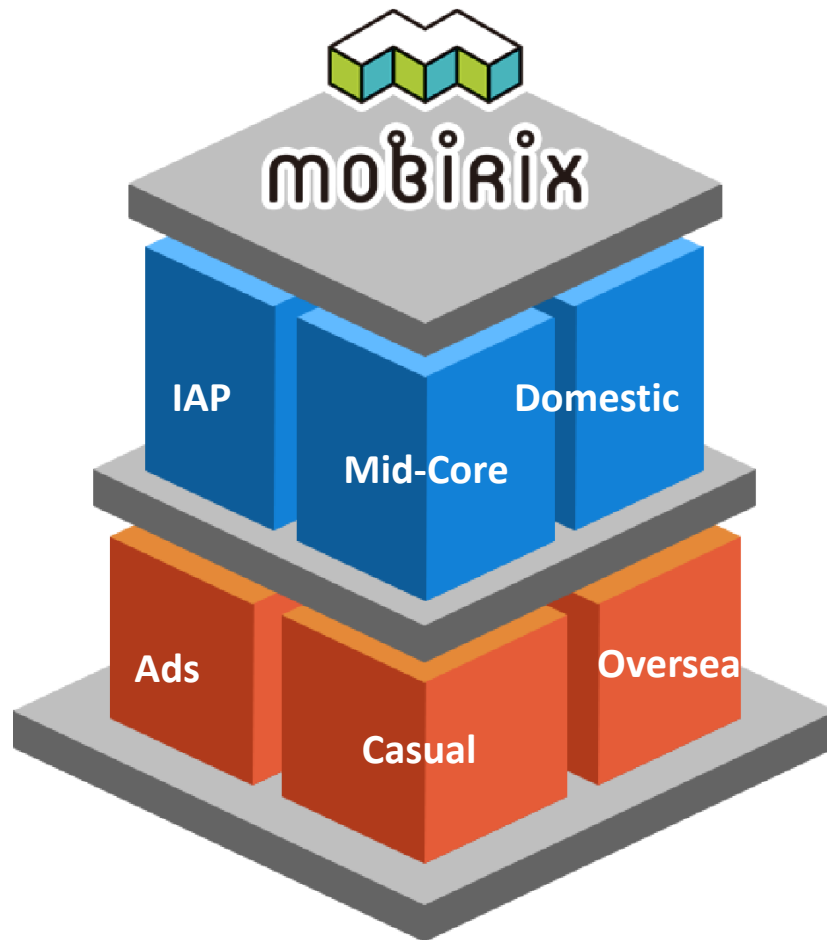
More than
200 games



Game genre
Casual
Mid-Core

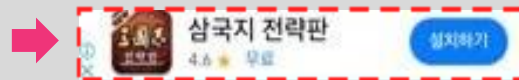
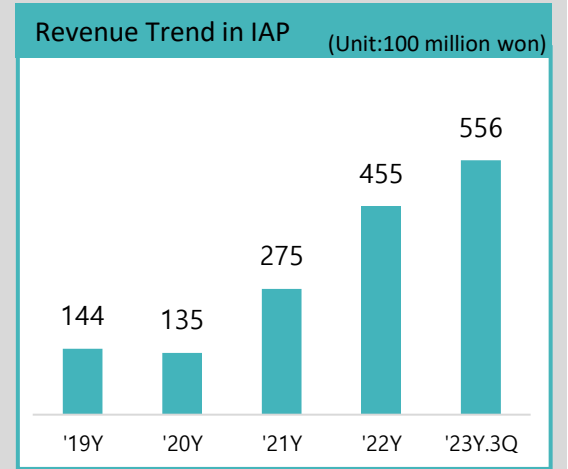
Major Business Status

Revenue Model Structure

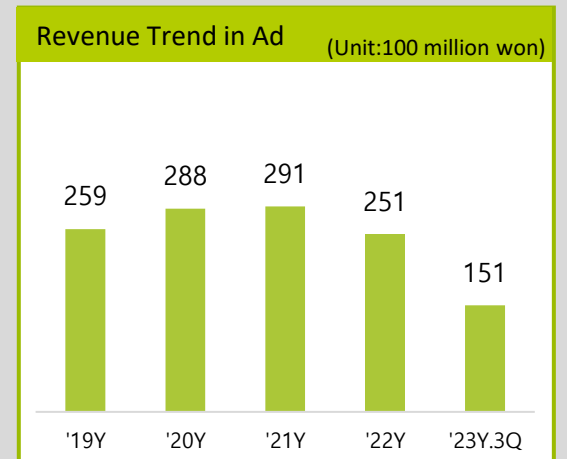




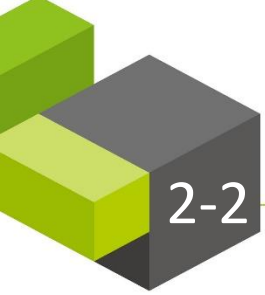
Earnings from in-game purchases and subscription payments to remove ads.



Receive advertising fees through banner and full-page ad exposure on in-game screens



※ Based on sales excluding subsidiaries that are non-game fields
 ※ Based on cumulative revenue in 2023 3Q

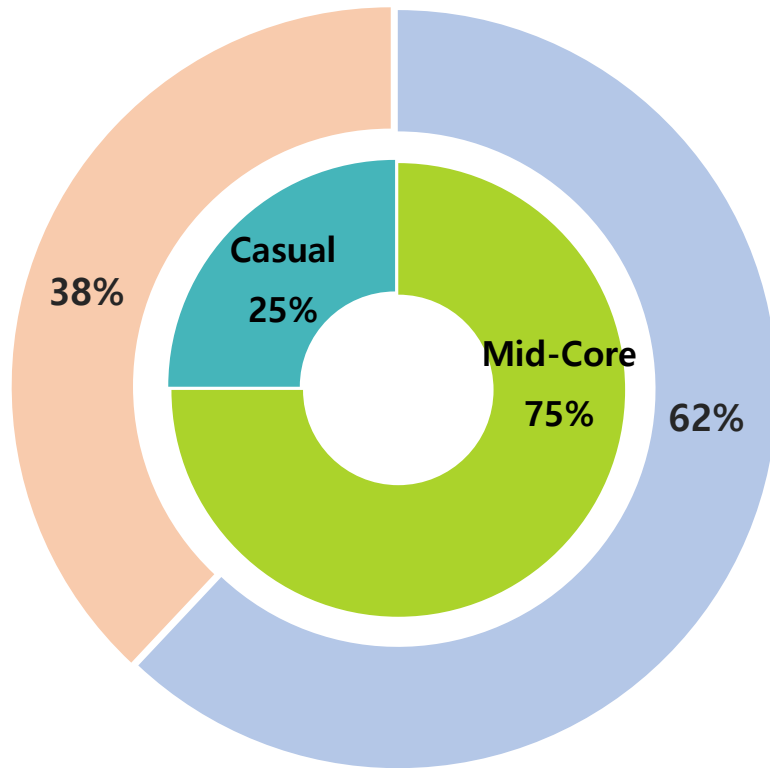


Main Business - Games in Service

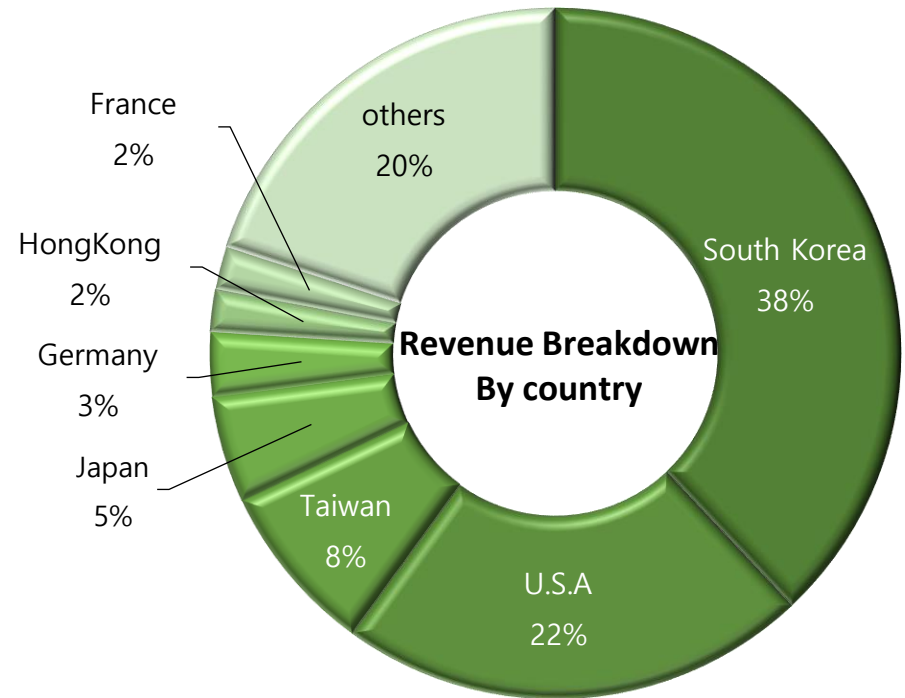


Breakdown of Revenue by Country

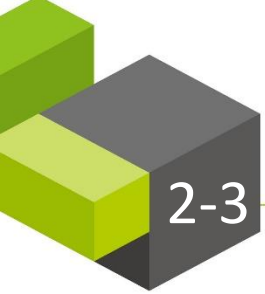
Oversea/Domestic Revenue Breakdown by genre



Oversea Domestic



※ Based on sales excluding subsidiaries that are non-game fields
※ Based on cumulative revenue in 2023 3Q

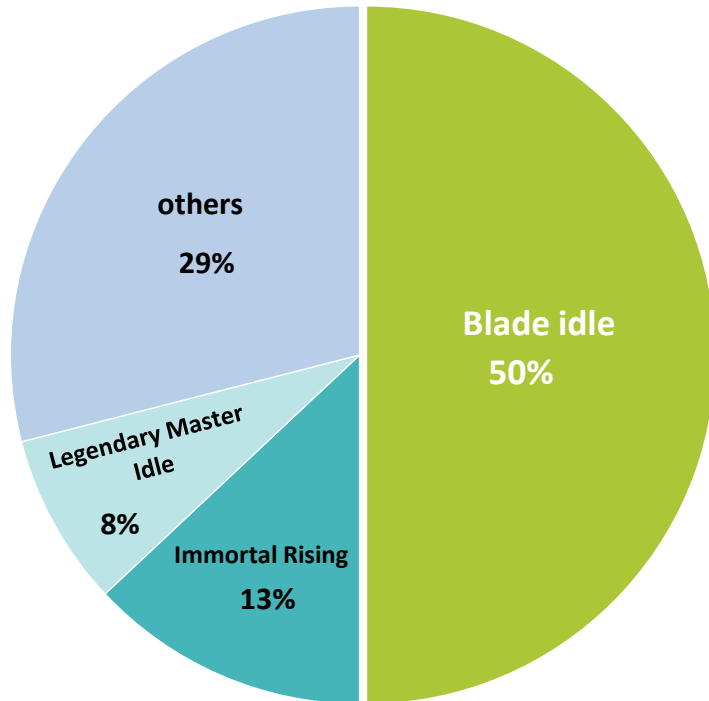


Main Games in Service by Genre



Mid-core

48 Games / 75 % of Total Revenue



Blade Idle

26.7 B KRW (Sales)

2022.02 (Release date)



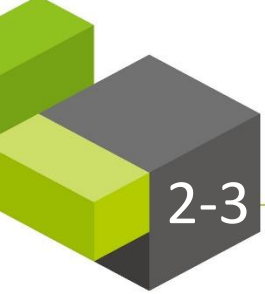
Immortal Rising

6.7 B KRW (Sales)

2022.11 (Release date)

※ Based on sales excluding subsidiaries that are non-game fields

※ Based on cumulative revenue in 2023 3Q

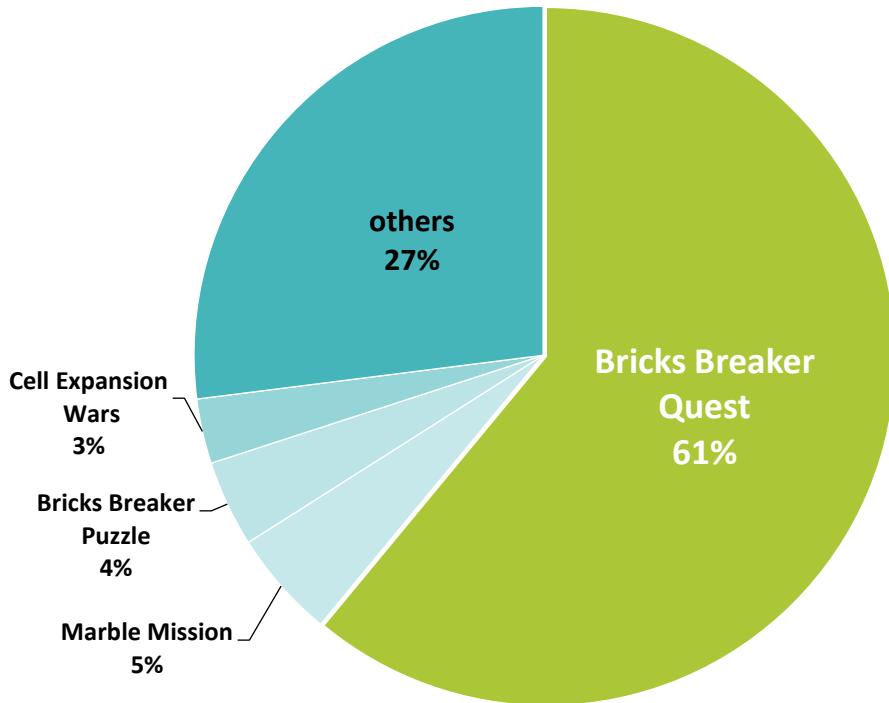


Main Games in Service by Genre



Casual

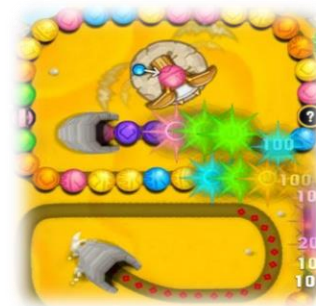
220 Games / 25 % of Total Revenue



Bricks Breaker Quest

9,310,005 (September MAU)

2017.10 (Release date)



Marble Mission

967,805 (September MAU)

2018.07 (Release date)

※ Based on sales excluding subsidiaries that are non-game fields

※ Based on cumulative revenue in 2023 3Q

Key Competitiveness



Well-balanced game portfolio



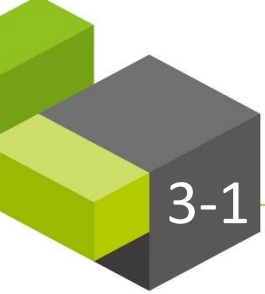
Internal Cross Promotion



Global TOP publisher



MOBIRIX Partners



Well-balanced Game Portfolio



Has a number of games with more than 20 million cumulative downloads



World Football League
280M+



Bricks Breaker Quest
123M+



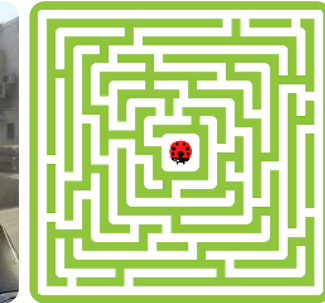
Fishing Hook
145M+



Air Hockey Challenge
73M+



Zombie Hunter King
66M+



Maze King
58.5M+



Snake & Ladders King
58M+



Hit & Knock down
47.5M+



Marble Mission
44M+



Zombie Fire
40M+



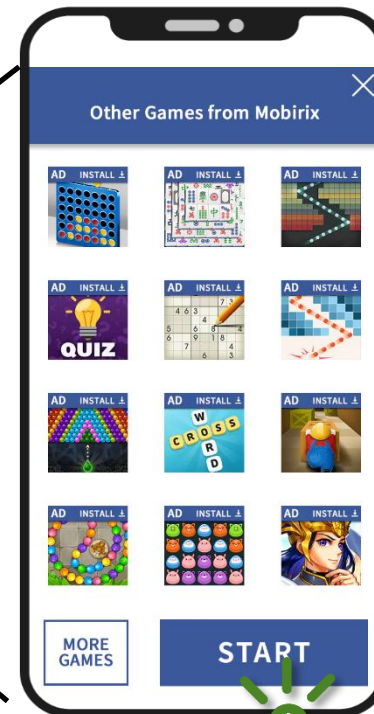
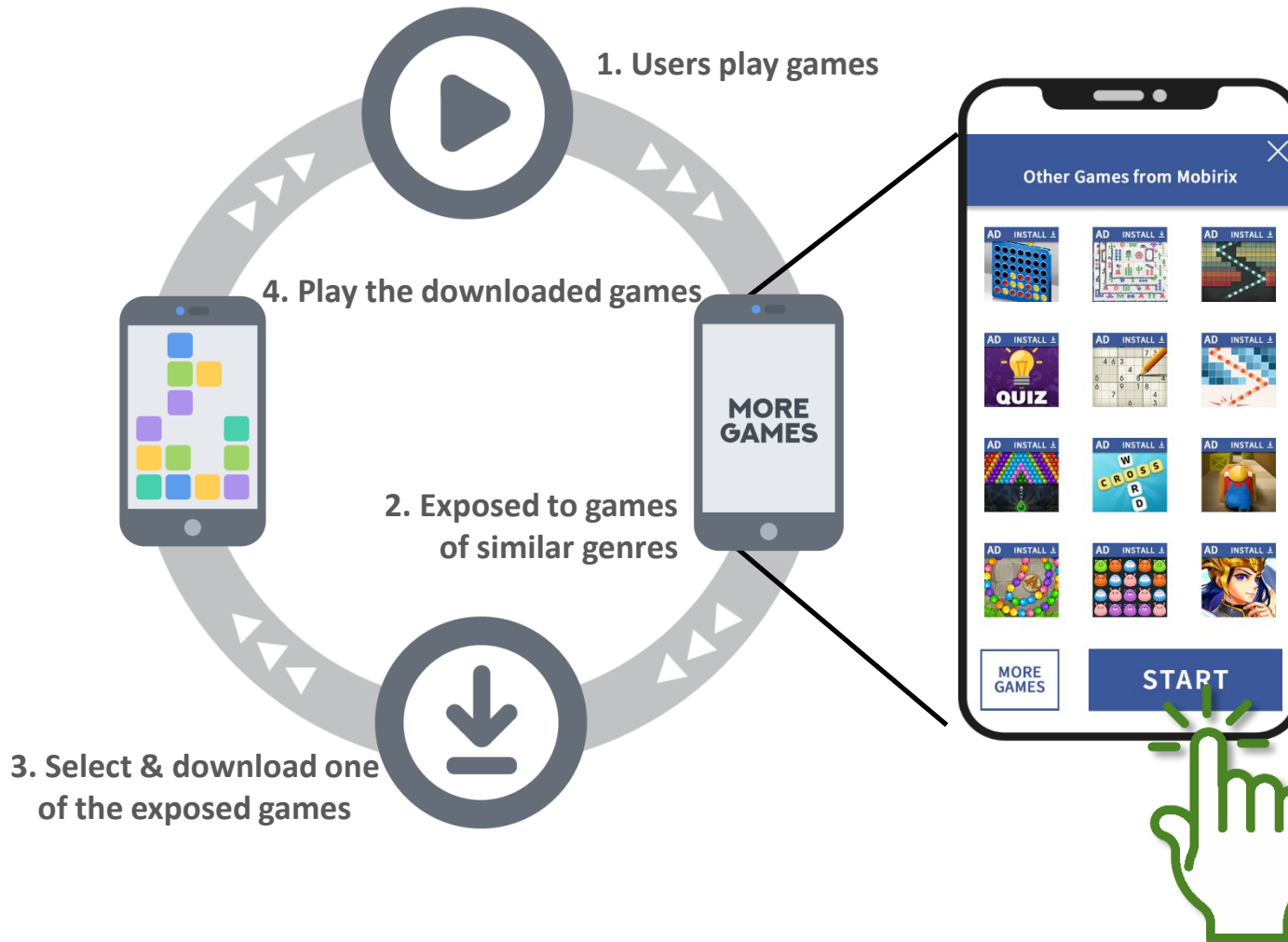
Catapult Quest
37M+



Shooting King
36.5M+

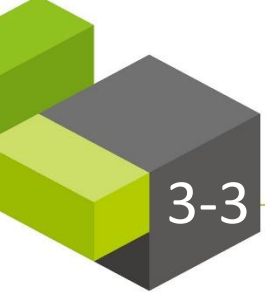
And more than 200 other games

※ Google Play + iOS + other open market, based on market cumulative downloads
※ Source: Google Play Console + Apple App Store connect + MS store +Galaxy store (As of September 2023)



Acceleration of user acquisition through Internal Cross-Promotion

- Cross-promotion between similar genres of its own games
- User acquisition without marketing expenses
- Easy to recognize the growth potential of the game







Global TOP Publisher







One of the top tier global publisher among Korean publishers in downloads

AOS

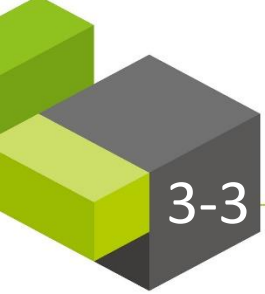
Rank	Company Name	# of Download
1	 ONESOFT	
2	 AZUR GAMES	
3	 Unity	
	⋮	
63	 mobirix	9,225,504

Top 6.3% among 1,000 global publishers

AOS + IOS

Rank	Company Name	# of Download
1	 Tencent 騰訊	
2	 ONESOFT	
3	 AZUR GAMES	
	⋮	
67	 mobirix	9,554,709

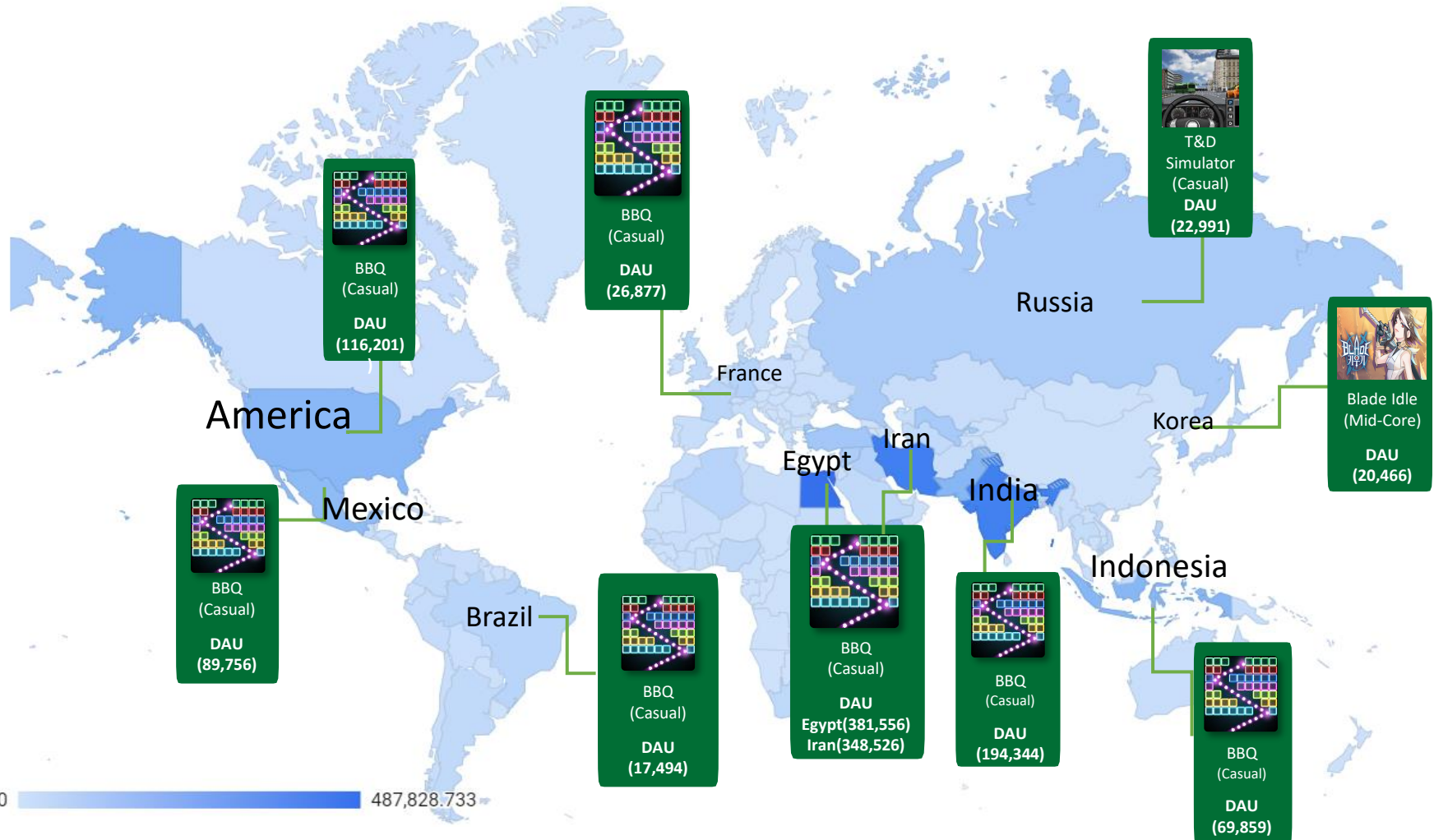
Top 6.7% among 1,000 global publishers



Global TOP Publisher

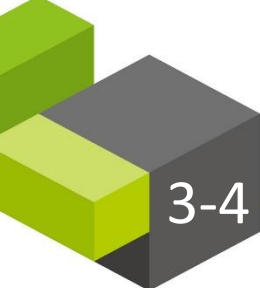


Top DAU Games by Country



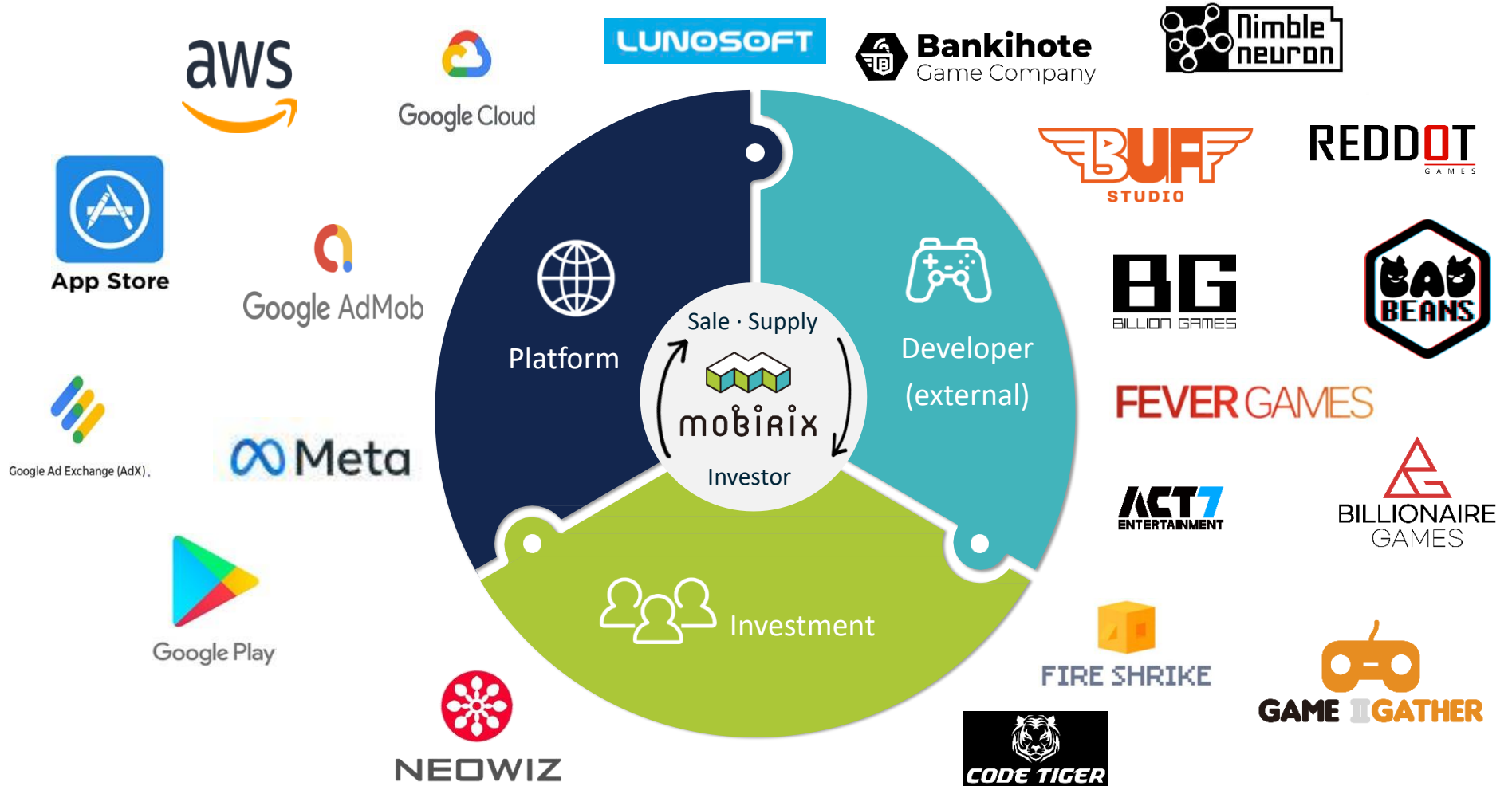
※ Based on DAU in September 2023

※ DAU: Exported data only projects equipped with Firebase analysis tool



3-4

MOBIRIX Partners



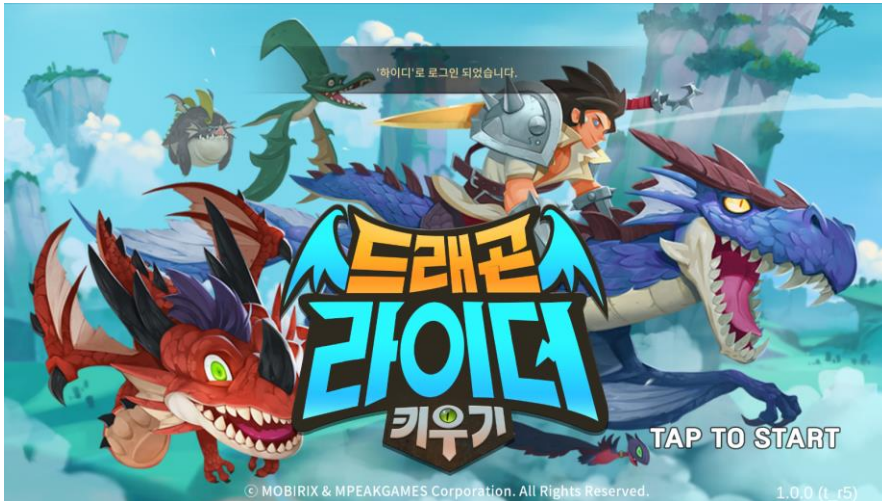
※ Source: each company's homepage



Match Puzzle Blast (Casual)

Immersive, addictive match-2 style puzzle games

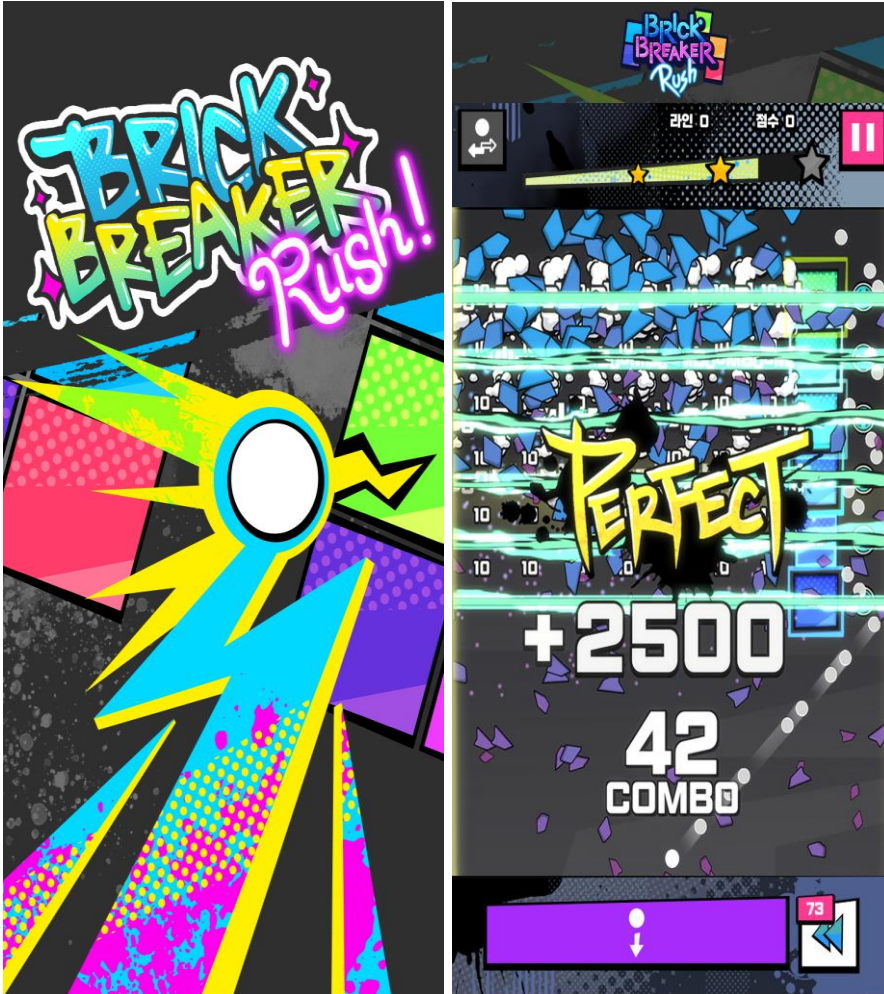
- Title: Match Puzzle Blast
- Features: Simple rules and fast-paced puzzles
- System: Clear the stage using cute and varied special blocks to compete with other users
- OS : Android (AOS), Apple (IOS), Galaxy (SGS)
- Game engine : Unity3D
- Service: Global service scheduled for November (excluding China)



Dragon Rider Idle (RPG)

Idle RPG that goes on adventures with dragons and growing up

- Title: Dragon Rider Idle
- Features: Grow dragons and combine them for each attribute
- System: Equipment, companions, infinity stones, artifacts, runes and more
- OS: Android (AOS), Apple (IOS)
- Game engine : Unity3D
- Service: Global service scheduled for November (excluding China)



Brick Breaker Rush (Casual)

Brick breaking game where you have to remove all the bricks from different obstacles with a single touch

- Title: Brick Breaker Rush
- Features: Puzzle adventures with cute animals
- System: Configuration of different game modes
- OS : Android(Google, Samsung, Amazon), IOS(Apple),
PC(Google Play Games, MS)
- Game engine: Unity3D
- Service: Global service scheduled for November
(excluding China)



Dark Warrior Idle (Idle RPG)

Maximize the depth of mid-core RPG and the fun of easy idle RPG

- Title : Dark Warrior Idle
- Feature : Maximize the fun of Diablo 3 + the fun of idle RPG
- System : An auto-progressive RPG that maximizes the fun of Item farming
- OS : Android(AOS), Apple(IOS)
- Game engine : Unity3D
- Service : Global service scheduled for December (excluding China)



Soul Slayer Idle (Idle RPG)

The 3D idle RPG with easy play and spectacular skills

- Title : Soul Slayer Idle
- Feature : Brilliant action with 3D graphics that was difficult to see in existing idle games
- System : A high-quality 3D idle RPG where you use 13 different skills and summon shadow corps to battle together
- OS : Android(AOS), Apple(IOS)
- Game engine : Unity3D
- Service : Global service scheduled for December (excluding China)



Go Baduk Weiqi Master (Board)

Go game where you can feel the essence of authentic Go, equipped with AI optimized for each level of difficulty

- Title: Go Baduk Weiqi Master
- Features: Go game that can be played against artificial intelligence optimized by difficulty level.
- System: A Go game that highlights the beauty of Go, where you can enjoy various contents such as one-player, two-player games, life and death, and professional notation.
- OS: Android(Google, Samsung, Amazon), IOS(Apple), PC(Google Play Games, MS)
- Game engine : Unity3D
- Service: Global service scheduled for December (excluding China)



Water Sort Quest (Puzzle/Casual)

A puzzle game in which collecting water of the same color to complete a tube

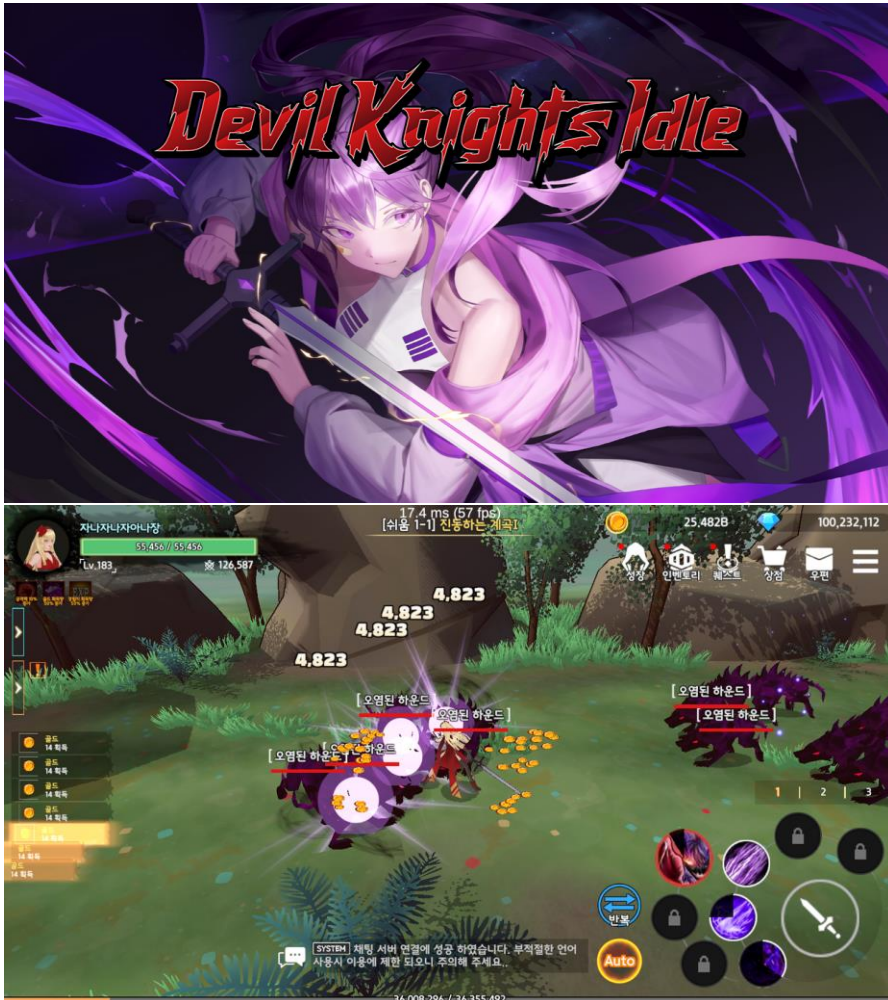
- Title: Water Sort Quest
- Features: Easy to play games to train your brain
- System: The most comfortable and challenging puzzle game with no time limit
- OS: Android(Google, Samsung, Amazon), IOS(Apple), PC(Google Play Games, MS)
- Game engine: Unity3D
- Service: Global service scheduled for December (excluding China)



Hide N Seek Adventure (Casual)

Stimulate metaverse users in a full network environment

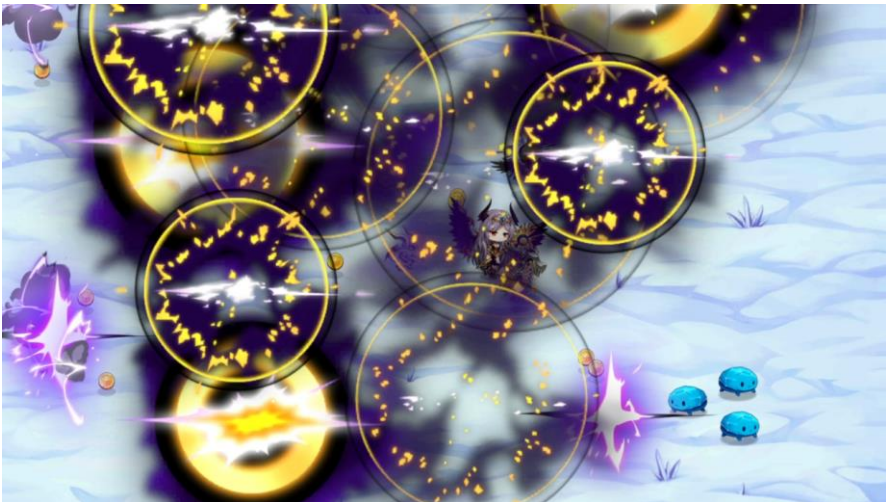
- Title : Hide N Seek Adventure
- Feature : It is a game to find and confront opponents in an online environment with the material of hide-and-seek that everyone in the world knows. Players may switch their characters through victories.
- System : Full network match played by 15 people including taggers
- OS : Android(AOS), Apple(IOS)
- Game engine : Unity3D
- Service : Global service scheduled for January 2024 (excluding China)



Devil Knights Idle (Idle RPG)

The mid-core RPG where you can enjoy the hit satisfaction using various skills

- Title : Devil Knights Idle
- Feature : Attractive 3D design, skills' hit satisfaction, and wide game fields
- System : Promotion system
(acquiring demonization step by step)
- OS : Android(AOS), Apple(IOS)
- Game engine : Unity3D
- Service : Global service scheduled for January 2024
(excluding China)



Lucifer idle (Idle RPG)

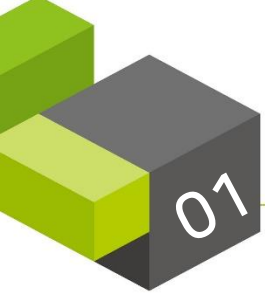
Easy and fast growable Hack and Slash Idle RPG

- Title: Lucifer Idle
- Features: Various skill combinations with colorful and powerful combat effects
- System: Impressive skill building with light and dark traits and creating your own characters with different costumes
- OS: Android (AOS), Apple (iOS)
- Game engine : Unity3D
- Service: Global service scheduled in January 2024 (excluding China)

Appendix.

2023.3Q Financial Results

1. Financial Summary
2. Revenue Breakdown
3. Revenue Category
4. Global Breakdown
5. Expenses Breakdown
6. Summary of Consolidated Financial Statements

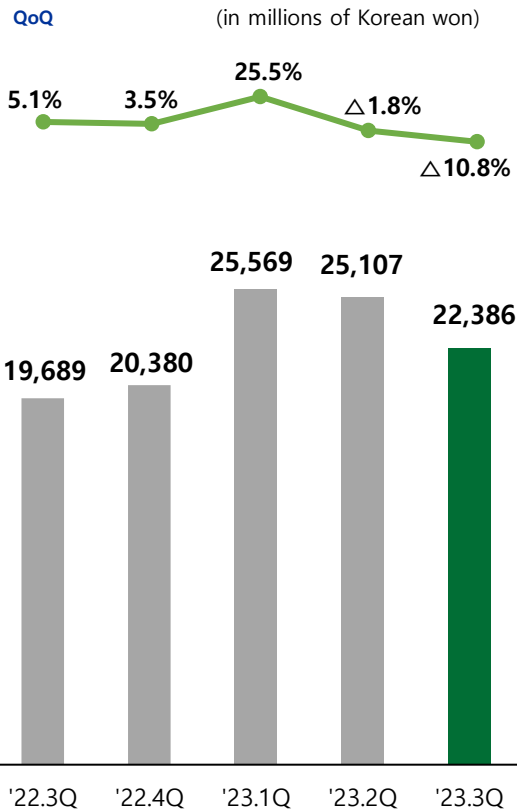


Financial Summary

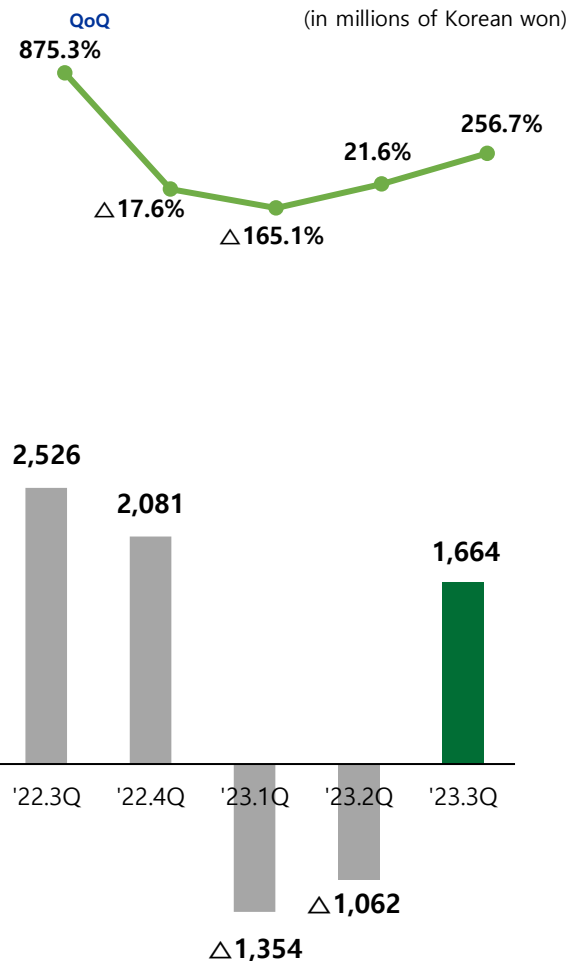


- ▶ Revenue 22,386 million Korean won (YoY +13.7%, QoQ Δ 10.8%)
- ▶ Operating Income Δ 1,664 million Korean won (YoY Δ 34.1%, QoQ +256.7%)
- ▶ Net Income Δ 2,114 million Korean won (YoY Δ 9.8%, QoQ Δ 383.7%)

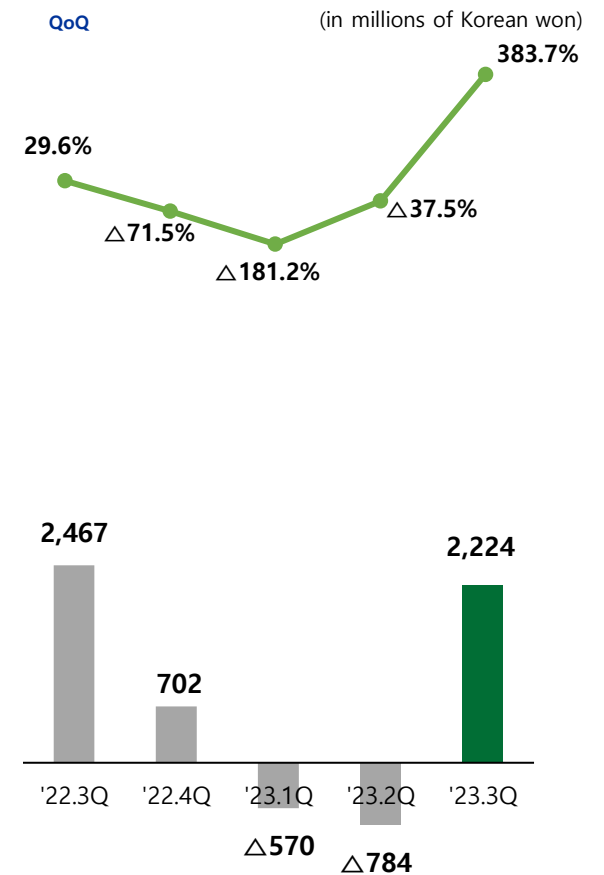
Revenue



Operating Income



Net Income



※ The above data is based on consolidated financial statements



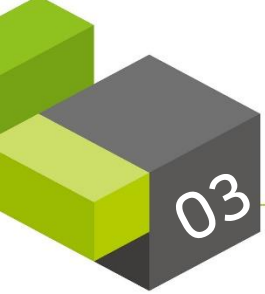
Revenue Breakdown



(in millions of Korean won)

Classification	'22.3Q	'22.4Q	'23.1Q	'23.2Q	'23.3Q	YoY	QoQ	Note
Revenue	19,689	20,380	25,569	25,107	22,386	13.7%	△10.8%	
I.A.P	13,263	14,238	20,286	19,802	15,559	17.3%	△21.4%	
Oversea	8,887	8,286	10,357	11,147	9,527	7.2%	△14.5%	
Domestic	4,376	5,952	9,929	8,655	6,032	37.8%	△30.3%	
Ads	6,324	5,949	4,994	5,095	5,002	△20.9%	△1.8%	
Oversea	5,479	5,122	4,083	4,314	4,358	△20.5%	1.0%	
Domestic	845	827	911	781	644	△23.8%	△17.5%	
Others (non-game fields)	102	194	289	210	1,825	1,689.2%	769.0%	Other income increased due to investment income from MOBIRIX Partners

※ The above data is based on consolidated financial statements

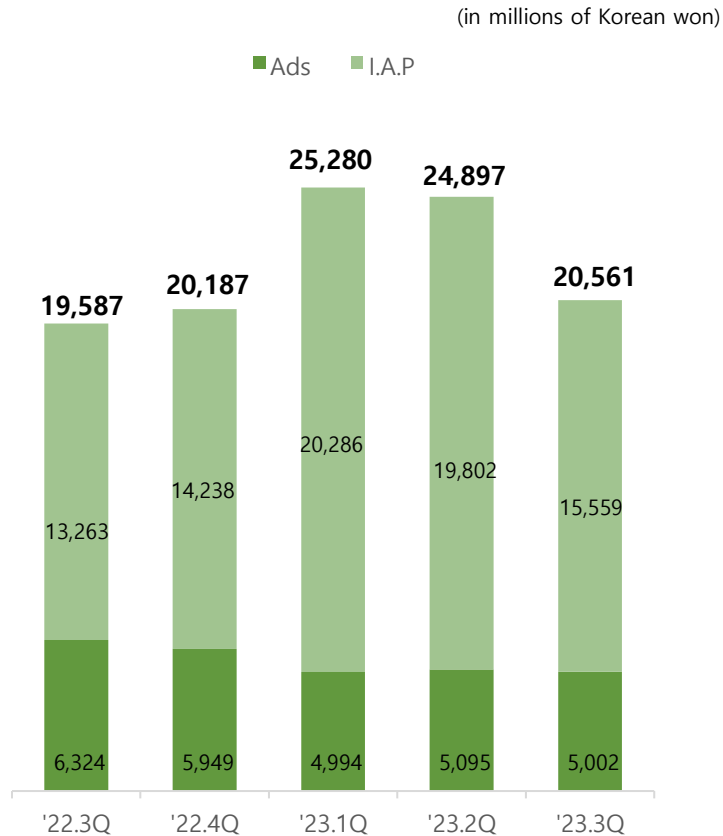


Revenue Category

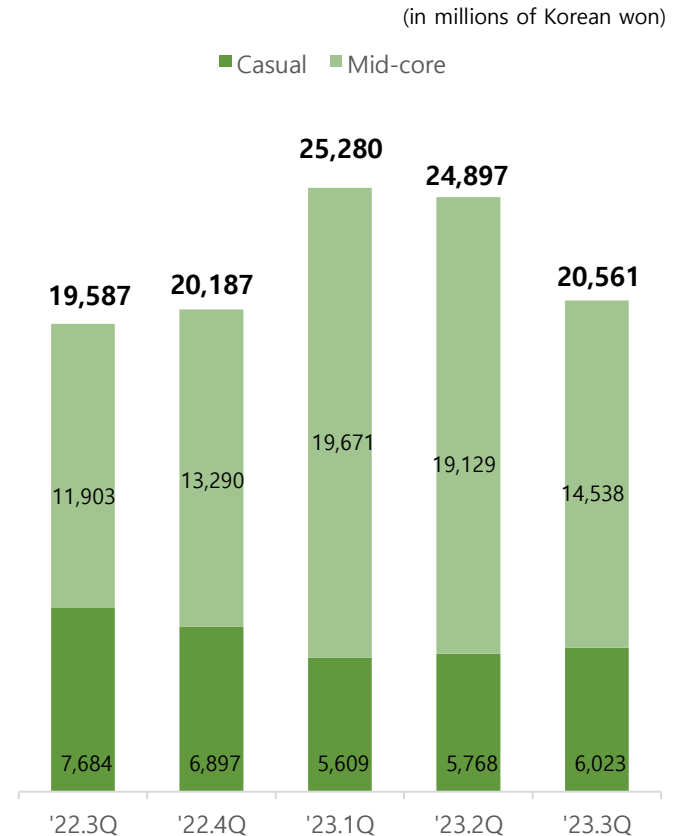


- ▶ I.A.P : 15,559 million Korean won (YoY +17.3%, QoQ Δ 21.4%), Ads : 5,002 million Korean won (YoY Δ 22.9%, QoQ +1.8%)
- ▶ Mid-core : 14,538 million Korean won (YoY +22.1%, QoQ Δ 24.0%), Casual : 6,023 million Korean won (YoY Δ 21.6%, QoQ +4.4%)

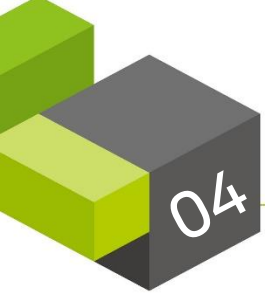
Revenue by Ads / I.A.P



Revenue by Genre



※ Based on sales excluding subsidiaries that are non-game fields



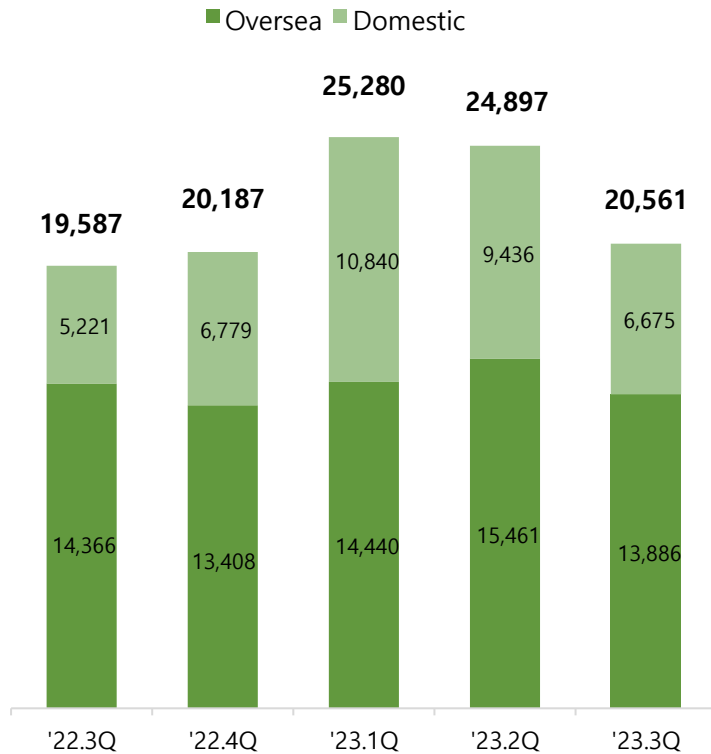
Global Breakdown



- ▶ Overseas Revenue 13,886 million Korean won (YoY +3.3%, QoQ +10.2%), Domestic Revenue 6,675 million Korean won (YoY +27.8%, QoQ Δ 29.3%)

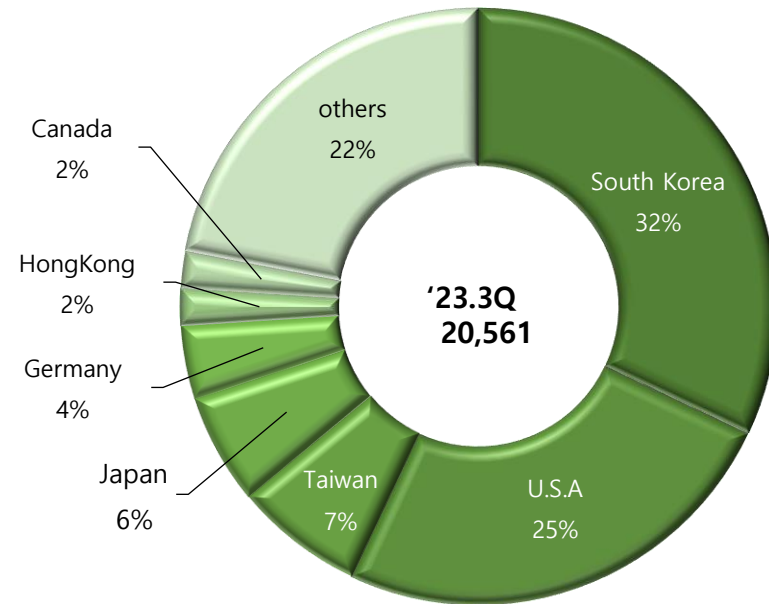
Domestic / Overseas

(in millions of Korean won)



Breakdown by Country

(in millions of Korean won)



※ Based on sales excluding subsidiaries that are non-game fields



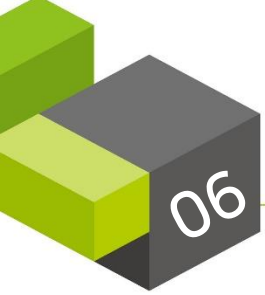
Expenses Breakdown



(in millions of Korean won)

Classification	'22.3Q	'22.4Q	'23.1Q	'23.2Q	'23.3Q	YoY	QoQ	Note
Operating Expenses	17,163	18,300	26,923	26,169	20,722	20.7%	△20.8%	
Platform Fee	3,967	4,401	5,987	6,162	4,815	21.4%	△21.9%	
Revenue Sharing Fee	2,128	2,968	2,362	3,379	2,651	24.6%	△21.5%	
Server Fee	163	184	300	342	364	123.3%	6.4%	
Marketing Fee	6,526	6,103	13,081	10,815	6,480	△0.7%	△40.1%	
Labor Fee	2,392	2,943	3,162	3,584	4,222	76.5%	17.8%	
Amortization	613	614	596	631	652	6.4%	3.3%	
Other Fee	1,374	1,087	1,435	1,256	1,538	11.9%	22.5%	
Operating Profit and Loss	2,526	2,081	△1,354	△1,062	1,664	△34.1%	256.7%	- Increased profits by reducing marketing costs - Other income increased due to Investment income from MOBIRIX Partners
Net Income	2,467	702	△570	△784	2,224	△9.9%	383.7%	

※ The above data is based on consolidated financial statements



Summary of Consolidated Financial Statements



Consolidated Statements of Financial Position

(in millions of Korean won)

Classification	'22.3Q	'22.4Q	'23.1Q	'23.2Q	'23.3Q
Current assets	54,718	56,654	57,954	60,462	55,712
Non-current assets	32,062	29,828	32,706	28,279	28,357
Total assets	86,780	86,482	90,660	88,742	84,069
Current liabilities	5,289	5,797	9,367	8,384	5,499
Non-current liabilities	1,441	857	1,019	1,258	863
Total liabilities	6,730	6,653	10,387	9,642	6,362
Share capital	960	960	960	960	960
Capital surplus	36,531	36,531	36,531	36,531	36,531
Capital adjustments	5,780	5,780	5,780	5,780	5,780
Accumulated other comprehensive income	6,743	5,820	6,835	6,446	2,829
Retained earnings	30,034	30,736	30,166	29,382	31,607
Total equity	80,049	79,828	80,273	79,100	77,707

Consolidated Statements of Comprehensive Income

(in millions of Korean won)

Classification	'22.3Q	'22.4Q	'23.1Q	'23.2Q	'23.3Q
Revenue	19,689	20,380	25,569	25,107	22,386
Operating expenses	17,163	18,300	26,923	26,169	20,722
Operating profit	2,526	2,081	△1,354	△1,062	1,664
Other income	787	△125	1,100	889	976
Other expenses	37	3,455	332	468	57
Earnings before income tax	3,276	△1,499	△585	△640	2,583
Income tax expense	809	△2,201	△15	144	358
Net income for the period	2,467	702	△570	△784	2,224



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