



KingNet

Company Profile

2008—2022

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UNIVERSITY
HITACHI PARK



01 COMPANY PROFILE



COMPANY PROFILE

Profile

Kingnet Network Co., Ltd. (SZ.002517), or

Kingnet for short

Kingnet Network Co., Ltd. (SZ.002517) is a well-known **listed online game company** in China. The company's main business covers R&D as well as the operation and publishing of quality entertainment content, including mobile games, webgames and PC games. It also engages in the operation of webgame platforms and mobile apps distribution platforms. In addition, Kingnet is actively developing its overseas business in hopes of creating an international market through its strong R&D capacity and market development capability, thus pushing the company's performance to the next level.

The company has always held fast to the principle of providing **higher quality and better service**, with user value at the core of what Kingnet is about. The company continually improves upon its games in every way, values the sustained profitability of its products, and strives to provide users with the best gaming experience possible. Kingnet operates under a core strategy that involves focusing on the game industry and conducting three core businesses that cover R&D, publishing and investment + IP. In doing so, it endeavors to build a multi-dimensional R&D system and a complete publishing system, while also seeking out and introducing quality IPs. Kingnet intensively investigates the brand potential of different IPs and strives to tap and enhance the brand value of its IPs to their full potential. By drawing on its superior technological strength and excellent R&D team, the company has expanded its product line and created next-gen quality games. Now, the company's strength in acquiring and creating quality IPs has become a part of its core competitiveness. This advantage generates strong momentum for the company to develop new games. The *MU Miracle* stands as a pioneer and successful example of a mobile game IP adapted from a client game IP. Shanghai Kingnet and Zhejiang Shenghe, which are under the Kingnet banner, have developed and operated numerous popular games including *Happy Tower*, *Shushan Legend*, *MU Miracle*, *Legend of Blue Moon*, 《敢达争锋对决》, *World of Warships Blitz*, 《王者传奇》 and *Figure Story*. The [XY.COM](http://xy.com), which is also part of the company's brand, is a domestically well-known game platform that operates quality mobile games, H5 games and webgames. Since its launch, this platform has rolled out over a hundred quality games, including RPGs, simulation games, casual games and strategy games.

Kingnet always persists in focus on the main business of developing games as its core strategy for corporate development. It follows the principle of creating quality games that meet market demand, operates three business systems including **R&D, publishing and investment + IP**. With user value at its core, Kingnet continuously provides users with quality content and services as well as a fulfilling gaming experience and strives to be an outstanding listed online game company.



KingNet

Corporate matrix

上海恺英

**Shanghai Kingnet Network
Technology Co. Ltd.**

Founded in 2008, it is an Internet enterprise that specializes in both platform operation and product R&D. It is affiliated with Kingnet Network Co., Ltd. This company has a development and operation team comprised of nearly a thousand employees and owns multiple industry-leading Internet platforms.

恺英网络

上海恺英

盛和游戏
SHENG HE GAME

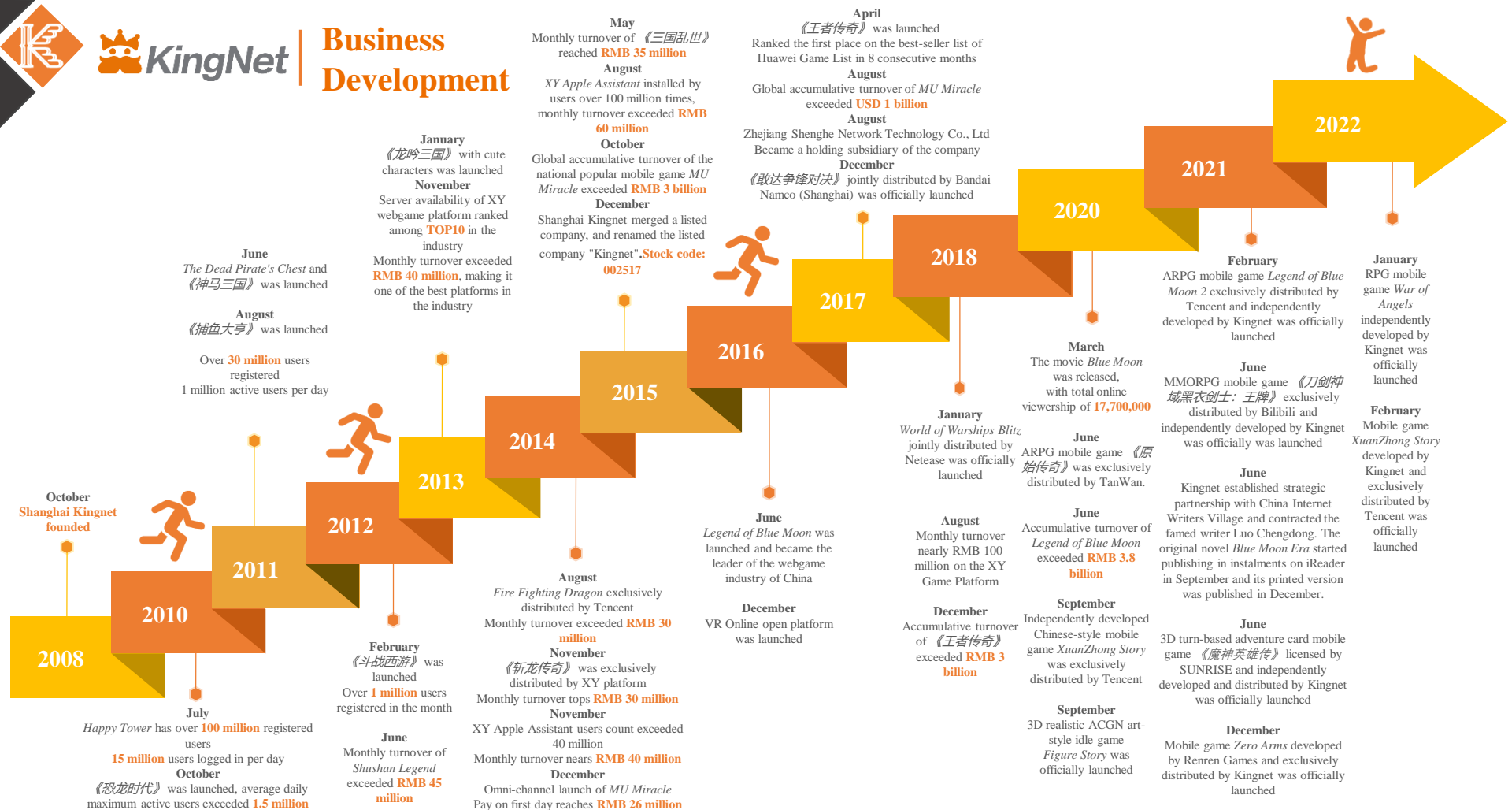
盛和游戏
SHENG HE GAME

**Zhejiang Shenghe Network
Technology Co., Ltd**

Founded in 2011 and affiliated with Kingnet Network Co., Ltd., it is a light entertainment and interactive entertainment enterprise that develops webgames and legend-inspired mobile games as its core business and engages in R&D, operation and publishing.



Business Development

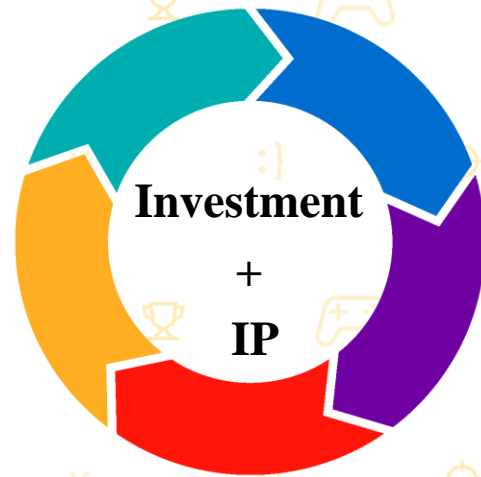




02 CAPACITY



Three business systems centered around "game"





- Kingnet has advanced independent R&D technology platforms and top-class production and operation teams **comprised of nearly a thousand excellent game R&D professionals in the industry**. In the recent years, Kingnet has been increasing its investment in R&D. Its **seven professional studios and other project teams** conduct production of over ten independently developed products and they are doing their best to offer players quality games.
- By drawing on its ample technical experience and strong R&D capacity, Kingnet 's R&D team has obtained **nearly 20 patents** including “**cross-network domain resources access method and device**” and “**3D game rendering engine method**”. While improving its product quality, Kingnet also contributes to development of the game industry.

Gundam Studio

王者工作室

Bluemoon Studio

Flying Bird Studio

Genie Studio

Arclight Studio

Dominator Studio

Other project
teams



- Strong products of social games

2011-2017: won the excellent partner award of Tencent for several consecutive years

2010: *Happy Tower* launched, daily active users over **15 million**, total registered users over **300 million**

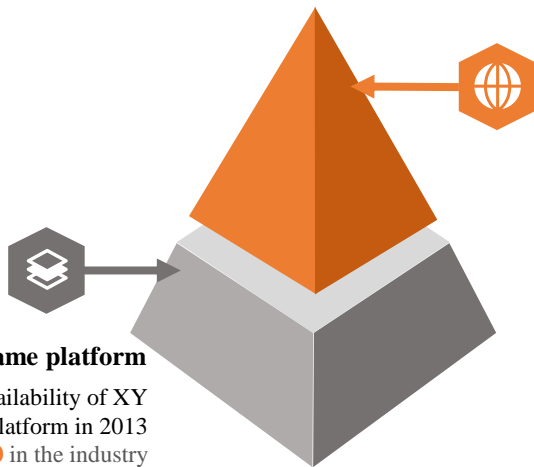
2011: 《恐龙时代》, *The Dead Pirate's Chest*, 《神马三国》 and 《捕鱼大亨》 launched in succession, daily active users over **5 million**

- Webgames and webgame platforms catapult Kingnet into the "RMB 100 million turnover" club

XY webgame platform

Server availability of XY webgame platform in 2013

TOP10 in the industry
Accumulative paid amount exceeded **RMB 2.8 billion**



Top-class webgames

2012: *Shushan Legend*, monthly turnover exceeded RMB 45 million, accumulative turnover **RMB 1 billion**

2013: *Fire Fighting Dragon*, monthly turnover exceeded RMB 35 million, accumulative turnover **RMB 600 million**

2014: 《三国乱世》, monthly turnover exceeded RMB 35 million, accumulative turnover **RMB 1.2 billion+**

2016: *Legend of Blue Moon*, monthly turnover exceeded **RMB 200 million**, turnover in the year exceeded **RMB 1.1 billion**

As at the date of financial report of 2018, *Legend of Blue Moon* has ranked the 1st place on the server availability list for 22 consecutive months; as at June 30, 2020, its accumulative turnover has exceeded **RMB 3.8 billion**

2019: 《三国乱世》 and *Battle City* win QQGAME **Long Excellence Award**

2020: *Figure Story* launched domestically, **turnover in the 1st month exceeded RMB 100 million**





- Turnovers of Mobile games and mobile game platforms exceeded the USD 1 billion mark, with one hot game every year.





- Now the core purpose of Kingnet's industrial investment is to **achieve high level of strategic synergy** and **back feed the industry**. The investment + IP division mainly supports the two core divisions of R&D and publishing around products, in order to eventually the game division which is Kingnet's main division.



心光流美

■ *Figure Story*



沧溟网络
CANGMING NET

■ *Xuanzhong*

■ *Chronicles*



■ *Yokai: Spirits Hunt 1*

■ 《妖怪事务所》

■ 《喵话西游》

■ *Yokai: Spirits Hunt 2*



■ 《王牌星舰》

■ *Hegemony of the Dune*



SJOY STUDIO

· 光粒游戏 ·

■ *Endless Galaxy*

■ *Nofland*



幻境游戏
Huanzheng Entertainment

■ *Crazy Ones*



彦澜网络科技
Yanlan Network Technology

■ *Forward! Occupation!* ■ *Grok!*



- Kingnet executes its IP strategy through three major initiatives. 1) **Introducing top-class IPs that match the categories in which Kingnet's self-research capacity specializes** and **exploring the highly cost-effective IPs with great potential.** 2) **Incubating the proprietary benchmarking IPs including "Blue Moon".** 3) **Investing in the studios that are capable of IP incubation.** These can provide IP support for the Kingnet's R&D system and empower strategic investment enterprises to grow at high speed.

IP Reserves



Through its IP introduction strategy, Kingnet has obtained many IP licenses by now, including "The World of Legend", "Sword Art Online", "《魔神英雄传》", "《敢达争锋对决》", "The Westward", "The Investiture of the Gods", "Heaven Sword and Dragon Sabre", "Chinese Paladin", "Grave Robber's Chronicles" and "Doula Continent", which can help Kingnet diversify its products. In 2021, Kingnet has established strategic partnership with **China Internet Writers Village**. The two entities will collaborate in the business lines including core games, literature IPs and original IPs incubation, to create a new generation of high-quality IP matrix.





03 PRODUCTS



Legend of Blue Moon

Webgame

Massive multiplayer APRG

Exclusively distributed by Kingnet

Accumulative turnover tops RMB
3.8 billion



《传奇世界网页版》

Webgame

Genuine licensed "World of Legend" IP, reproduces the classic gameplay of client game

Exclusively distributed by TanWan



MU Miracle

Mobile game

3DMMORPG melee

Developed and distributed jointly
by Beijing Tianma Shikong and
Kingnet

Nearly **210 million** active users in
total

Global accumulative turnover tops
RMB 8.3 billion



Legend of Blue Moon 3D

Mobile game

RPG mobile game

Developed by Shenghe Network

Maximum monthly turnover tops
RMB **141 million**



Legend of Blue Moon 2

Mobile game

ARPG mobile game

Developed by Kingnet and exclusively distributed by Tencent



KingNet | Products



©SOTSU·SUNRISE
©SOTSU·SUNRISE·MBS
©SOTSU·SUNRISE·TV TOKYO

《敢达争锋对决》

Mobile game

Genuine Gundam action
melee mobile game

Developed and distributed jointly
by Bandai Namco (Shanghai) and
Kingnet



Figure Story

Mobile game

Figure-themed idle card
mobile game

Distributed by Shenghe Network,
developed by Reflex Fox Studio

Turnover tops RMB **100 million**
in the first month of domestic release



《刀剑神域黑衣剑士：王牌》

Mobile game

MMORPG mobile game

Genuine IP Licensed by Bandai Namco (Shanghai)

Independently developed by Kingnet and exclusively distributed by Bilibili

Ranked the 2nd place on the iOS free games list and 7th place on the

best-seller list on the first day of release



《魔神英雄传》

Mobile game

3D turn-based adventure card mobile game

Licensed by SUNRISE, Independently developed and distributed by Kingnet

Ranked the 1st place on the iOS free games list and 7th place on the best-seller list on the first day of release



《原始传奇》

Mobile game

ARPG mobile game

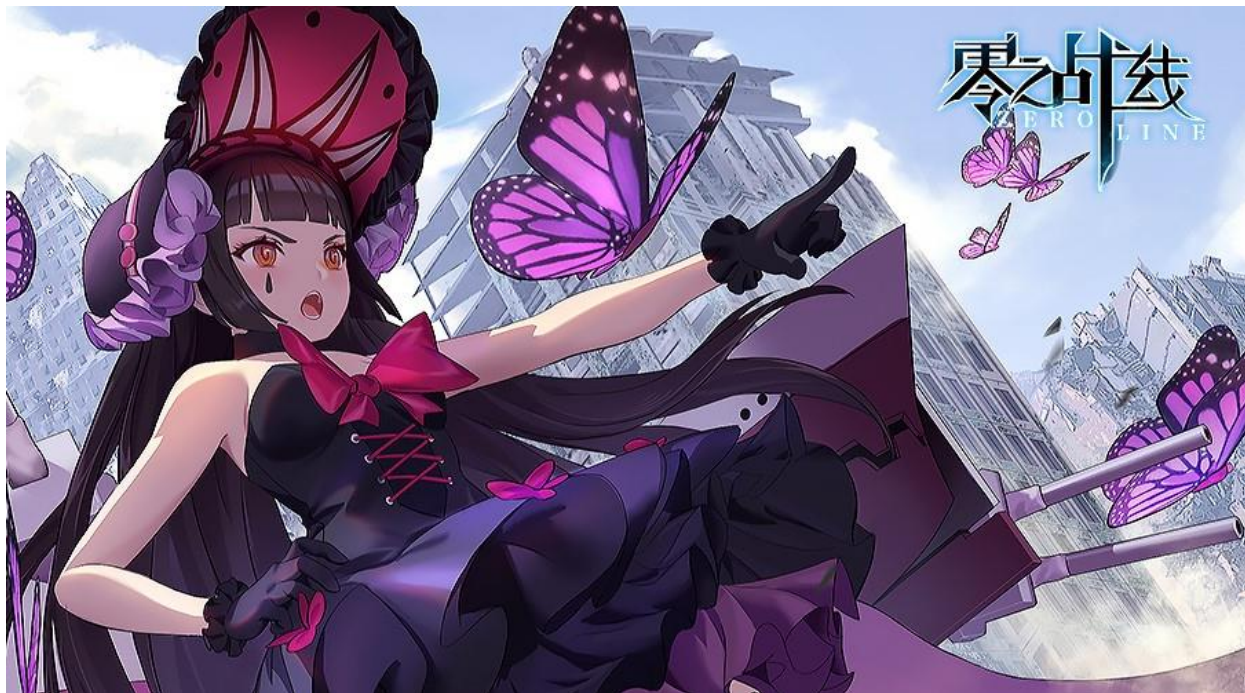
Developed by Kingnet and exclusively distributed by TanWan



Hot Blood

Mobile game

Genuine "Legend" licensed mobile game, exclusively distributed by TanWan



Zero Arms

Mobile game

Casual idle mecha card mobile game

Developed by Shanghai Renren Games
and exclusively distributed by Kingnet



War of Angels

Mobile game

RPG

Exclusively distributed by Kingnet
Software



XuanZhong Story

Mobile game

Chinese-style MMO mobile game

Exclusively distributed by Tencent



Yokai: Spirits Hunt 2

Mobile game

Chinese-style idle card RPG mobile game

Developed by Digital Raccoon Interactive Entertainment Technology

(Beijing) Co., Ltd., a company receiving strategic investment from Kingnet



04 HONORS



Company honors



"Key National Cultural Export Enterprise" in 2021-2022, 2019-2020, 2015-2016 and 2013-2014



"High-tech Enterprise" of 2021



"Software Company with Core Competitiveness in Shanghai" of 2021



"Role Model Entity of Minhang District, Shanghai" in 2021



"Professional, Fine, Specialized and New Enterprise of Minhang District, Shanghai" in 2021



"Star of Hope of Lingang Industry Area" in 2021



"White horse award at China Game Capital Summit" of 2021



"Responsible Internet Company" of 2021



"Excellent Volunteer Service Project at the CSR China Education Award" in 2021



"Sincere Cooperation Award" of 2021



"Influential Game Company of the Year" in 2021



"Lighting China Social Responsibility Award" of 2021



"Most Influential Mobile Game Publisher" of 2021



"Ten Best Global Publishers" of 2021



"Most Influential Game Enterprise" of 2021



"Corporate Social Responsibility Paragon Award" of 2021



"Excellent Public Welfare Project Award" of 2021



"Best Responsible Corporate Brand" of 2021



"Listed Company with Growth Potential" of 2021



"Ten Best Overseas Cultural Export Companies" of 2021



Company honors



"Social Responsibility Award for Internet Enterprise" of 2020



Innovative Enterprise on the Pioneering Technology Enterprises List in 2020



"Best Game Publisher" of 2020



"Most Valuable Game Enterprise" of 2020



"Software Company with Core Competitiveness in Shanghai (Large-scale Type)" in 2019 and 2018



"Most Influential Mobile Game Publisher" in 2019 and 2020



"Most Influential Game Enterprise" in 2019 and 2020



"Top 100 Internet Enterprises of China" in 2018 (25th place)



"Top 10 Game Publishing and Operating Enterprises in China" of 2018



"Most Influential Game Company" of 2018



"Top 100 Service Enterprises of Shanghai" and "Top 100 Private Service Enterprises of Shanghai" in 2018, 2017 and 2016



"Top 10 Mobile Game Operators in China" of 2017



"Municipal-level Enterprise Technology Center of Shanghai" in 2016



"Best Reputed Game Company" of 2016



"Most Influential Brand of Mobile Game at the Golden Apple Award" of 2015



"Top 10 Game Enterprise Brands" of 2015



"Top 10 Cultural Enterprises in Shanghai" of 2015



"Little Giant Technology Enterprise in Shanghai" of 2013



"Top 10 Webgame Development Companies" in 2013 and 2012



Product honors



Moshen Studio won Best Game Animation Representation Award at 2021 CGDA



《**魔神英雄传**》 recognized as "Players' Favorite Mobile Online Game" at 2021 Golden Plume Award



《**魔神英雄传**》 won Classic IP Game Award at 2021 Star Awards



《**魔神英雄传**》 recognized as "Players' Most Anticipated Mobile Online Game" at 2021 Talent Award



Zero Arms recognized as "Best ACGN Game of the Year" at 2021 vivo Developers Conference



Sword & Knife Studio won "Best Game Audio Design Award" at 2021 CGDA



Zero Arms recognized as "Players' Most Anticipated Mobile Online Game" at 2021 Golden Plume Award



《**狂暴传奇**》 recognized as "Most Popular MMO Game of Hardcore Year" at 2021 Blackstone Awards



《**狂暴传奇**》 recognized as "Star Game of Hardcore Month" at 2021 Blackstone Awards



Legend of Blue Moon 2 won the "Most Popular Game Award of the Year" at 2021 Star Awards



《**魔神英雄传**》 recognized as one of the "Best Online Mobile Games of the Year" at 2021 CICADA Awards



《**魔神英雄传**》 recognized as "Most Attractive New Game of the Year" at 2021 WANYOUYL Award



Figure Story recognized as one of the "Best Online Mobile Games of the Year" at 2020 Golden Gyro Awards



Figure Story recognized as "Best Mobile Game of the Year" at 2020 Golden Tea Awards



《**魔神英雄传**》 recognized as "Players' Most Anticipated Mobile Online Game" at 2020 Golden Plume Award



Figure Story recognized as "Players' Favorite Mobile Online Game" at 2020 Golden Plume Award



《**魔神英雄传**》 recognized as "Best ACGN Mobile Game" at 2019 Golden Plume Award



《**新倚天屠龙记**》 won "Excellent H5 Game Award of the Year" at 2019 Golden Gyro Awards



Product honors



Legend of Blue Moon recognized as "Players' Favorite Webgame" at 2017 Golden Plume Award



《刀剑神域黑衣剑士：王牌》 recognized as Players' Most Anticipated Mobile Online Game at 2019 Golden Plume Award



《新倚天屠龙记》 won the "Popular IP Game Award of the Year" at 2019 Golden Gyro Awards



Legend of Blue Moon recognized as "Players' Favorite Webgame" at 2018 Golden Plume Award



《传奇来了》 recognized as "Players' Favorite H5 Game" at 2018 Golden Plume Award



《王者传奇》 recognized as "Players' Favorite Mobile Online Game" at 2018 Golden Plume Award



《敢达争锋对决》 recognized as "Players' Most Anticipated Mobile Online Game" at 2017 Golden Plume Award



MU Miracle recognized as "Best Overseas Mobile Game" at 2017 Golden Plume Award



MU Miracle recognized as "Players' Favorite Mobile Online Game" at 2016 Golden Plume Award



XY Game Platform recognized as one of "Ten Best Webgame Platforms" in 2015 and 2014



MU Miracle won the "Best Ported Mobile Game Award of CGWR Chinese Games List" in 2014



Shushan Legend recognized as "Excellent Software Product in Shanghai" of 2013



05 SOCIAL RESPONSIBILITY



Implement the governmental policy to let Chinese culture "go global"



Strategy on overseas games publishing, marketing and operation and revenue and expenditure of overseas business, recognized as "key national cultural export enterprise" in 2021-2022.



KingNet

Social Responsibility



Participate in public benefit activities, increase non-commercial contribution of the company

The company has organized the public welfare activities such as donating clothes to the impoverished people, providing aid to the families with disabled people, protecting physical health of the adolescent and poverty relief efforts for the Taihe Community, Laomai Township, Shidian County, Yunnan. When the COVID-19 pandemic broke out in 2020, the company immediately donated medical supplies to the regions hit by the pandemic, and organized the Overseas Chinese Business Association and the other companies under the same brand to aid the pandemic control efforts in Wuhan. After the flood hit Zhengzhou, Henan in 2021, the company's personnel immediately arrived in Zhengzhou and donated life supplies, daily necessities and disinfection materials to aid Henan in disaster relief efforts. When the COVID-19 pandemic deteriorated in Shangrao, Jiangxi in 2021, Kingnet instated a pandemic control supplies preparation team that donated 30,000 pieces of N95 medical masks, 3,000 protection suits, safety goggles and outdoor jackets that were urgently needed in the city, to help the local pandemic control center in their pandemic control efforts.

The company initiated the "Cloud Supported Education Program" in September 2020, conducted field visit at and donated supplies to the three schools covered by the "Cloud Supported Education Classroom" program in Nangqen County, Yushu Tibetan Autonomous Prefecture, Qinghai, and used the company's advantages to bring more educational resources to the students in the remote poverty-stricken areas. The company came to the Qinghai-Tibet Plateau again in October 2021, to conduct field visit and donate supplies to the four schools under its aid program.



Protect healthy growth of minors and build a harmonious online gaming environment



Suitable age for *Legend of Blue Moon*:
16+



Suitable age for 《敢达争锋对决》:
16+



Suitable age for 《传奇盛世》: 16+

The company has established the "game age reminder system" and "anti-addict system", gradually establishes the minors protection system, and works with many enterprises to promote healthy development of the industry and to guide minors to play online games in a healthy manner; The company has vigorously participated in formulation of the standards for minors protection, participated in the discussions over the *Initiative for Preventing Minors from Becoming Addicted to Internet* initiated by Internet Society of China, and participated in formulation and enactment of the *Framework for Network Operators of Protecting Minors from Harmful Content*.





Intensify intellectual properties protection, and protect the rights and interests of consumers and investors



The company has joined the Alliance for Intellectual Property Protection of Listed Companies of China and become one of its earliest members. The company intensifies protection of the foreign and domestic brands, participates in protection of IP rights, and has obtained many technological patents.



THANK YOU