

Lang Inc.

Company Introduction Dec., 2021

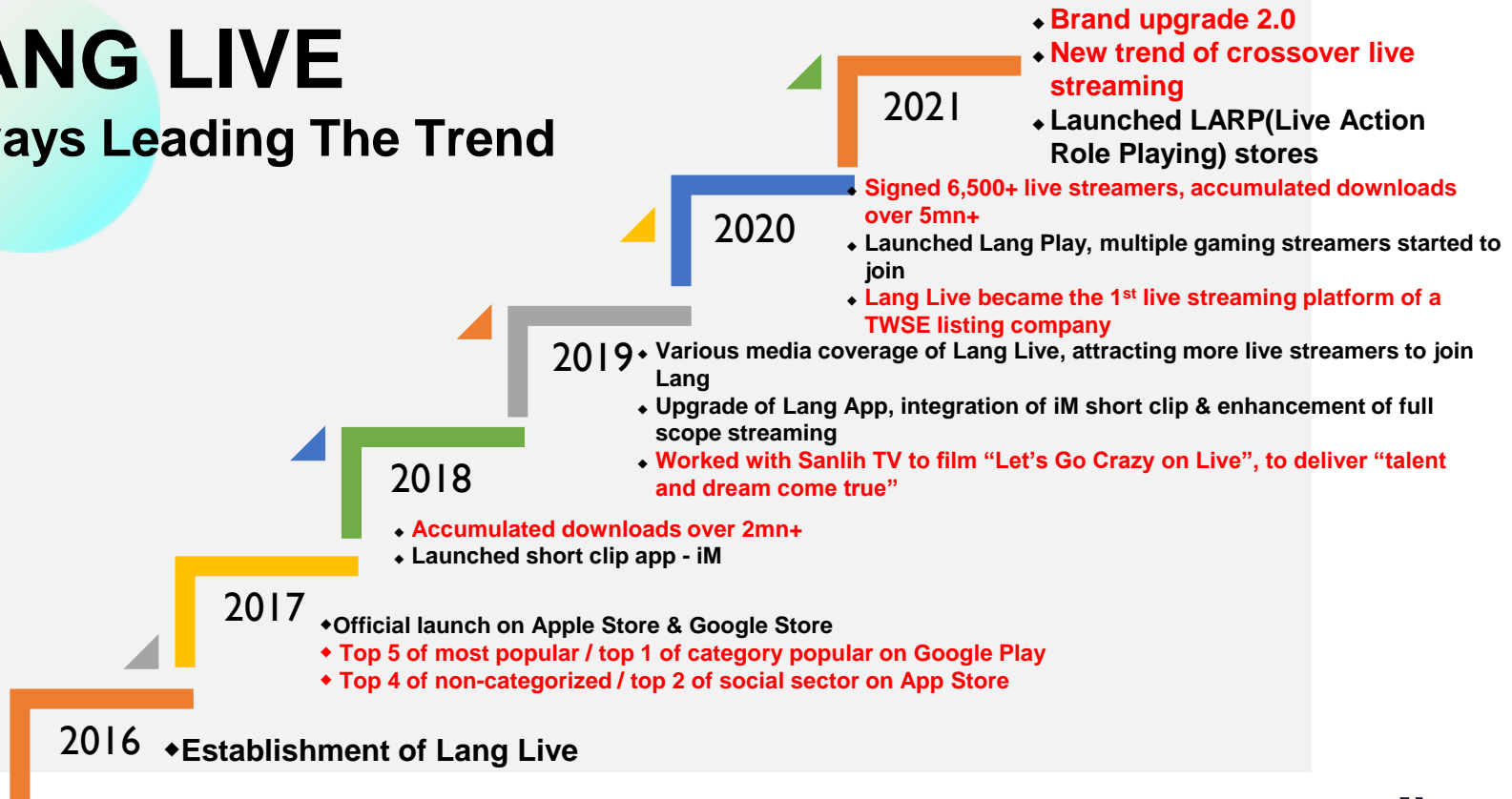
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LANG LIVE

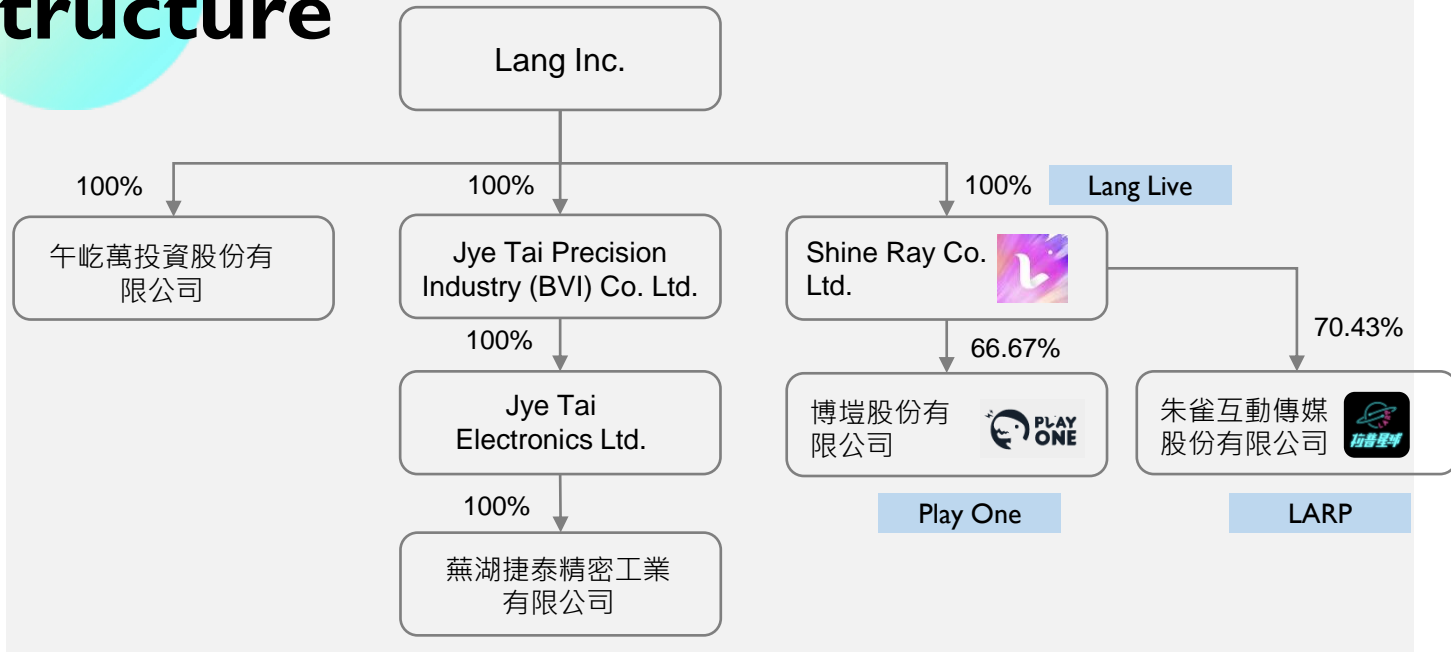
Always Leading The Trend



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Lang's Holding Structure





Lang Live's 4 Insists Creating a **Clean Live** Streaming Environment



Dual Surveillance System & Online Customer Service **24-7 Strict Monitoring**

Warnings or account suspension will be imposed if the live streaming rooms show any inappropriate contents or dialogues, any dispute contents will be restricted, we also ban behaviors such as fake live streamers (substitute streamers who have conversations with users)

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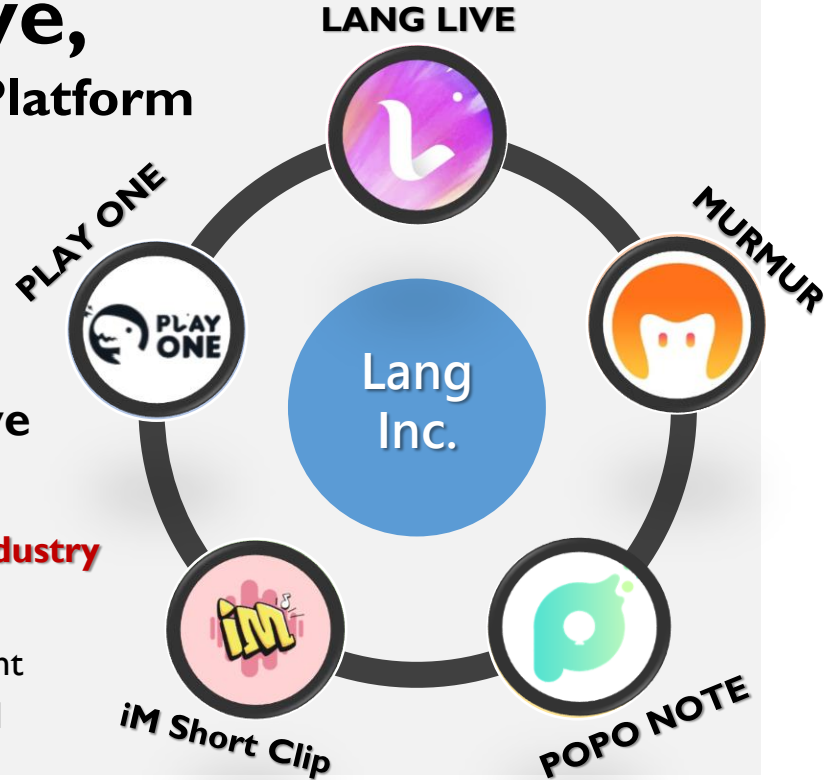


Starting from **Lang Live**, We Build the Largest KOL Platform in Taiwan

Live streaming as a beginning,
combine with cultural & creative
technology

**We change the way of entertainment industry
and star-making process**

Live streaming as a base, we expand to different
business model such as game streaming, sound
streaming and short clip



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BIG Shot vs. Amateur KOL

Crossover Interaction

- Mayor of Taipei talks about Taipei Dome, legislator Lai Cosplays
 - Mayor of Taoyuan talks about baseball and eSport
 - Former KMT Chairman Chiang talks about the rising of KMT's youngsters
 - Lang Live creates new platform
 - Cross-Industry Interaction, face to face dialogues
 - We let live streaming to become the most direct communication platform
- ➔ • Single episode is about 50 mins
- Accumulated non-overcount viewers over **200k+**





Focusing on Talents, Star-Making Opening the Road to Dreams



LANG LIVE's Annual Event Star of the Night

LANG LIVE's biggest annual event
Combined our VIP guests and top 100 live streamers
award ceremony
Famous artists to join the party



Star-Making Plans Dreams Come True Live Concert

Full support of our talented live streamers
Set a foot on the music stage of "EZ5 Live House"
Offline live concert combined with online live
streaming show



Live Streaming Star-Making Plan Golden Melody Singers Battle Every Month

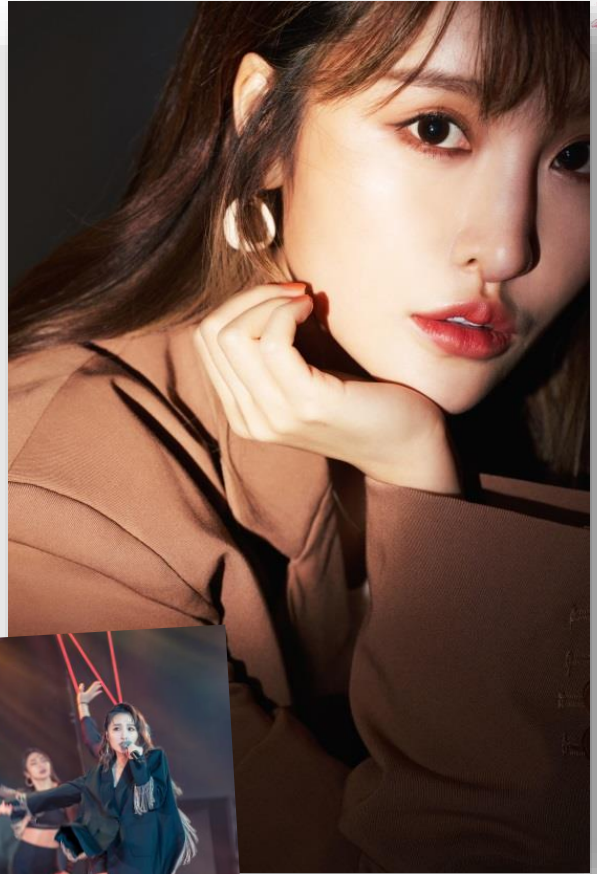
We create a stage for talented live streamers
with "star-making professional's" assistance,
helping talents to produce singles ■■



Star-Making From Live Streamer to Artist

The Only Artist that's made from a live streaming platform

- 2017
 - Joined Lang Live as a live streamer in 2017, soon acclaimed by many fans of her good voice
 - Won championship of 《LANG LIVE x RO Singing Contest》 by the song 《Your Heartbeat》
- 2018
 - Sponsored by Lang Live to join season 1 《Jungle Voice》, finished with 6th place
 - **Became the 1st Lang Live Star-Making Program artist**
- 2019
 - Issued 1st EP 《Shall We Leave》, over 6mn+ viewing on YouTube
 - Guest appearance on Sanlih TV's 《Let's Go Crazy on LIVE》
 - Crystal clear voice and exquisite emotional interpretation of songs won her the regard of 《Tearjerker Female Singer》
 - Issued 1st album 《dopaMINE 我·她》
- 2020
 - Held 1st ticket concert 《dopaMINE 我·她》



Online & offline

Best Interpretation of “Fans Economy”

Assembly of popular girls !
Creating the biggest online support team

- To gather & collect all popular female groups
 - We have included CPBL’s cheerleaders such as **Rakuten Girls** & **Uni Girls**
 - Added Yao Yuanhao’s “**How Racing Team**”, to discover the reality of cheerleaders
 - Letting fans to have more interactions with cheerleaders
- ➔
- Attracting fans by offline performance, and spoil fans online
 - Creating a whole new fans economy model



New Wave of Voice Social Media

MURMUR Voice Social Platform

Voice social media is coming

Famous people are using voice social media

High volume YouTuber WackyBoys Soon, Kevin, LaiLa and Aries are rotating, bringing the most popular topics

冏冏子 (冏星人) & 摸哥、黃豪平、女生宿舍GirlsHostel、楷教練等

Various artists and KOL talk to you



Intensive interaction, Amazing Volume

LANG PLAY 《玩咖會客室》

We invite various guests to join the show
Talk about everything, play with anything

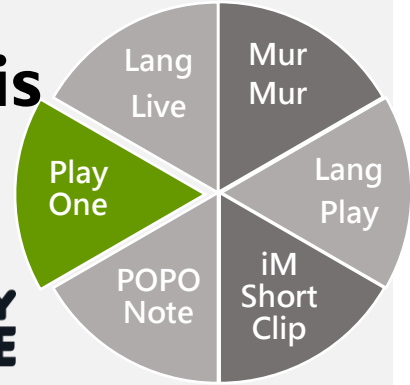
Regulars: 統神x國動





More Fun by Playing Like This From live gaming to Play One

- Different senior gamers to assist you to play games online
- Most suitable system and high-quality checks by name registration



Play Your Life, Creating Self-Media

iM Short Clip

- Creating a whole new life circle
- Smooth audio & video with no boundaries





Share Your Best Life

POPO Note

Focusing on contents, everyone can be a KOL

Virtual Social Links
Using virtual characters to enhance virtual social networking



Clear & Convenient Interaction Experience
User's experiences are guaranteed our priority



Fulfilment of Multiple Contents
To fulfill different user's needs

Genuine "Planting" Platform
We promise the contents are reliable

Building a Sharing Social Cultural
Everyone can be a creator



Major Revenue

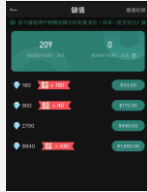
Deposits online are the main revenue stream now, in which ~50% goes to live streamers, our strategy is to create an operation-oriented business model with less assets



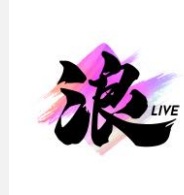
Users deposit from APP in their mobile devices or official website, in exchange for equivalent “Lang Coin”

The following platforms can receive deposits (or cash)

- ✓ Android
- ✓ iOS
- ✓ GASH
- ✓ MyCard
- ✓ NewwebPay
- ✓ EC Pay
- ✓ PayPal
- ✓ Wire



• 储值金額					
1,000	2,000	5,000	10,000	20,000	50,000
10,000	20,000	50,000	100,000	200,000	500,000
1,000,000	2,000,000	5,000,000	10,000,000	20,000,000	50,000,000



Users “donate” their Lang Coin to live streamers

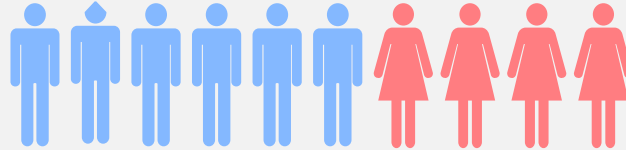


~50% income goes to live streamers

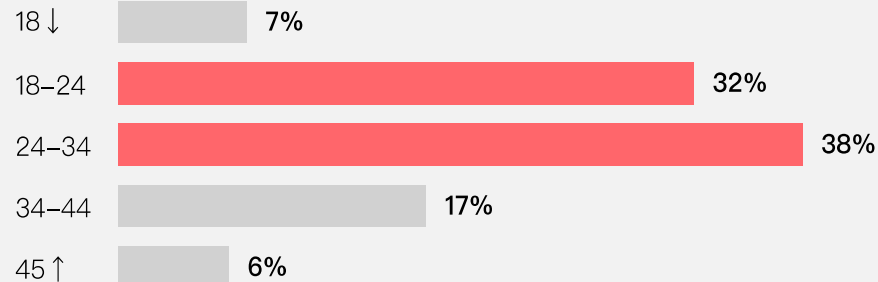


Lang Live's User Categorization

Male to Female 6 : 4



Ages range from 25-34





Asia's #1 Entertaining Live Streaming Platform



4,600,000

Total Downloads in
Taiwan



94.5mins

Avg. Daily Viewing Time



200,000

MAU



6,000

Avg. Daily Streaming Rooms



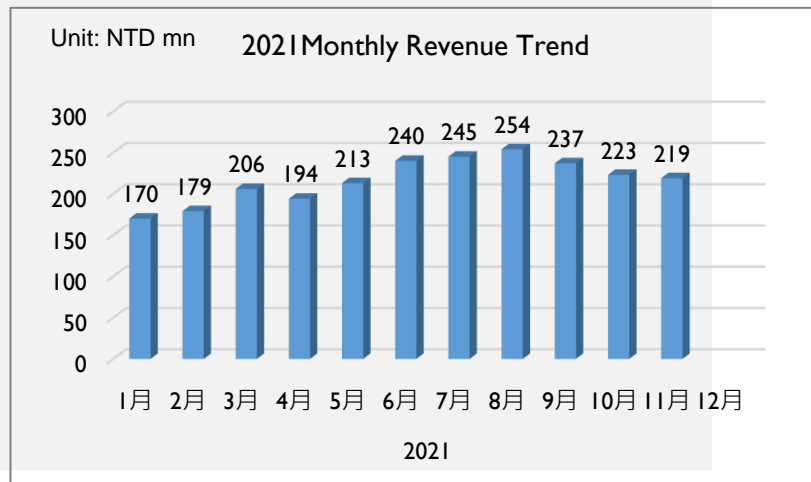
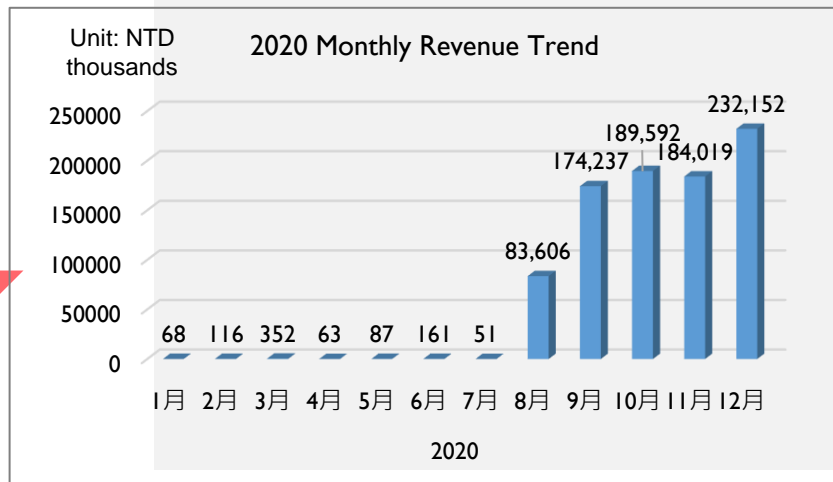
6,500

of Contract Streamers



Steady Revenue Growth

- ✓ **Deposit Income:** Users deposit to their accounts
- ✓ **Revenue:** Deposits convert into spending
- ✓ **Product design** makes users to continuously deposit and spend money, promotional events can stimulate users to spend more. **Positive cycle** makes deposit and revenue to both increase





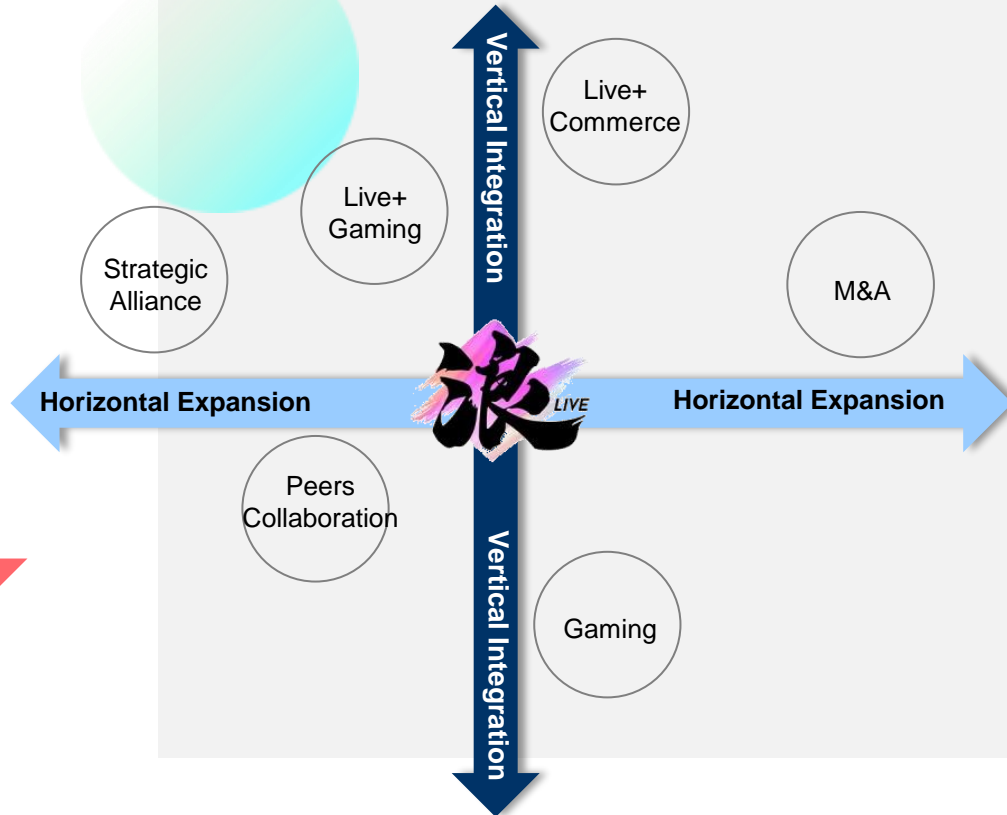
Consolidate 2021/3Q Performance

- ✓ Sales & profit have both increased dramatically compared to last year
- ✓ Sales increased 650% YoY, net profit increased ~870% YoY

Unit: thousands NTD	2021/Q3	2020/Q3
Sales	1,942,468	258,741
Costs of Goods Sold	1,397,186	195,945
Operating Profit	545,282	62,796
Operating Expenses	427,764	65,583
Operating Income	117,518	(2,787)
Non-Operating Income & Expenses	94,204	25,674
Net Income B/F Tax	211,722	22,887
Net Income Attributable to Parent	187,052	19,200
Total Diluted EPS	3.03	0.34



Future Plan



Vertical Integration

- Keep building Live+ model, bringing out our added value, i.e Live+ gaming, commerce and gaming companionship, to create more value
- To increase the company's profitability

Horizontal Expansion

- By leveraging capital market's power in order to find peers/competitors' collaboration opportunities, whether by means of strategic alliance or M&A
- Maximizing ROE

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Thank You