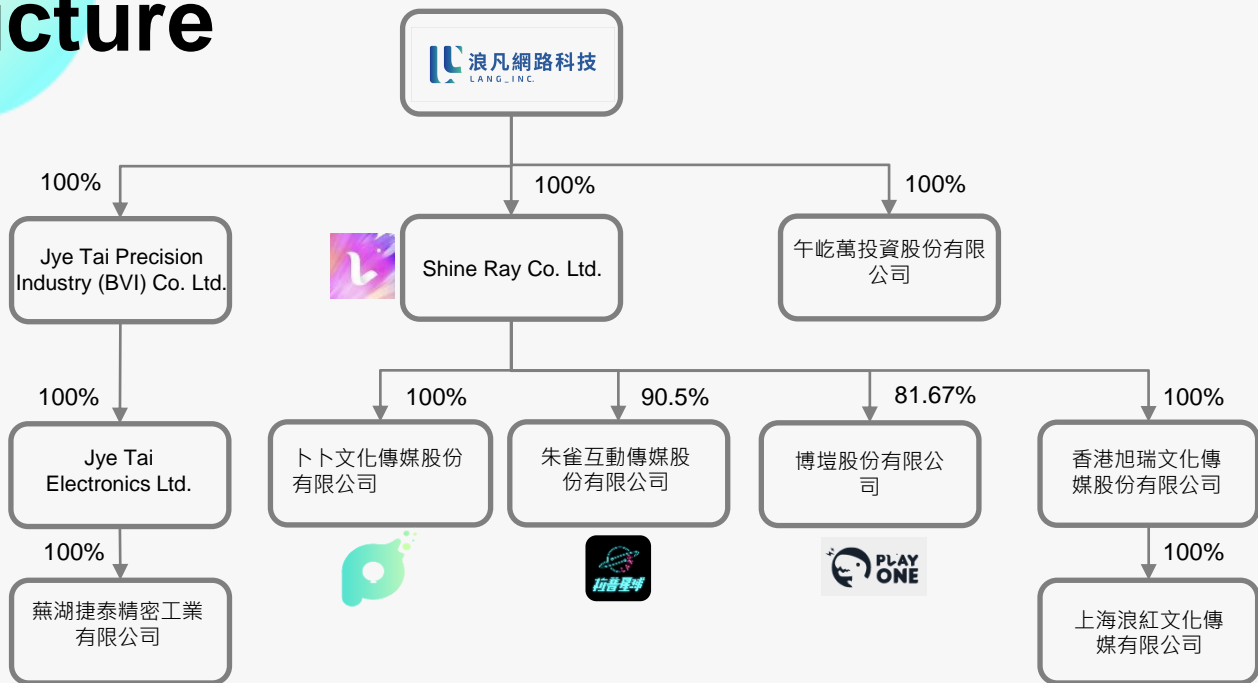




# **2022 Analyst Meeting**

**Ticker: 6165**

# Lang Inc.'s Holding Structure



# LANG LIVE

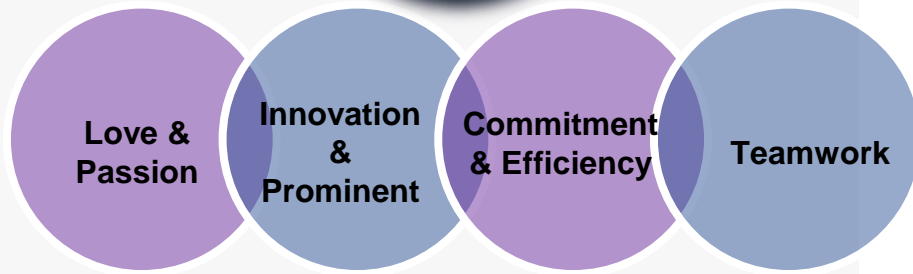
Always on The Edge

Online live streaming is our base  
Fulfill user's needs via innovative & abundant  
interaction with users

**Building a new generation social media  
ecosystem**



【Business Concepts】



# LANG LIVE MILESTONE

Your Dream Comes with LANG

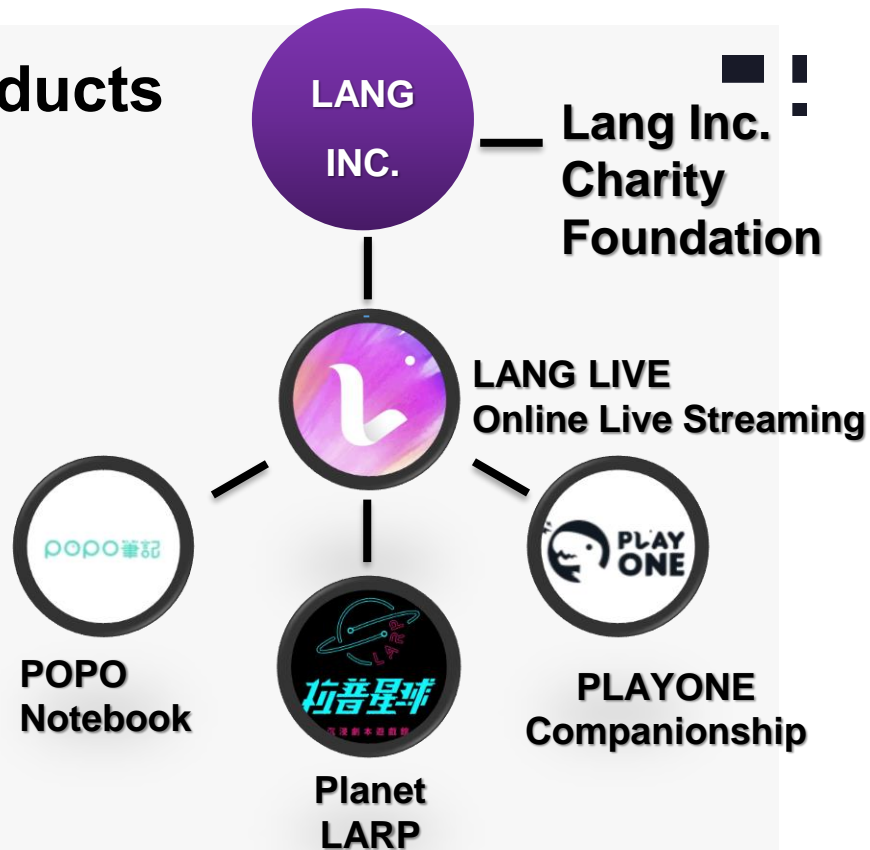


# 2023 LANG LIVE'S Major Products Building a Multi-Perspective Entertainment Experience

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

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

Further expansion: Social media life cycle APP, such as PlayOne & Planet LARP



# LANG LIVE Online Live Streaming

人氣啦啦隊樂天女孩

甜美閃耀為你的生活加油



音樂直播好歌喉

美聲歌姬震撼你的聽覺



電眼女神魅力無限

華麗開播等你來加入



帥氣男神溫暖你

認真傾聽成為你的心靈靠山



# Asia's #1 Entertaining Live Streaming Platform



**~5,500,000**

Total Downloads in Taiwan



**130 mins**

Avg. Daily Viewing Time



**~200,000**

MAU



**6,000**

Avg. Daily Streaming Rooms



**11,000**

# of Signed Live  
Streamers



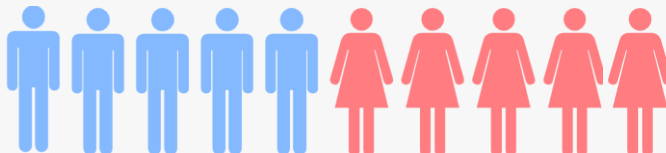
**12**

Daly Avg. Log-ins

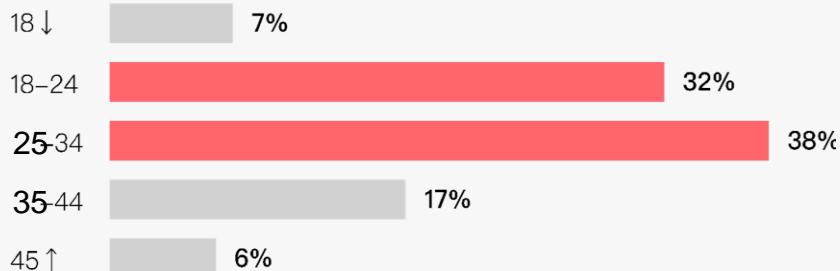
【Data as of April 2022】

# Lang Live's User Demography

Male to Female 5:5



Ages Ranging from 25-35





# 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)

# Cross-Industry Interaction BIG Shots are into **live streaming**

**Taipei Mayor Ko:** Comments on Taipei Dome by ventriloquism

**Legislator Lau Pin-U:** Cosplayed Japanese popular animated character – Kamado Nezuko of Demon Slayer: Kimetsu No Yaiba

**Taoyuan Mayor Steven Cheng:** Chatted his passions for baseball, e-sports

**Former KMT Chairman/current legislator Johnny Chiang:** Discussion of KMT's young generations

Cross-industry interaction, face-to-face discussion with youngsters

Online live streaming is the most direct communication platform



~50 Mins Per Episode

Non-repetitive viewers over **200k**



# Cross-Industry Interaction BIG Shots are into live streaming

Former Deputy Mayor Huang Shan-Shan of Taipei: Chatting Taipei Mayor Ko

Taoyuan Mayor-Elect Chang San-Cheng: Improvising the song “The Distance of Love”, written by Eric Chou

Cross-industry interaction, face-to-face with youngsters

Live streaming is the most direct communication platform



~50 Mins Per Episode

Non-repetitive 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 Single Album**

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



# Popular Team Girls

## Best Interpretation of “Fans Economy”

The most famous girl teams are from LANG LIVE!

Taiwan’s biggest online support team

We include most of the popular girl team

- Cheer leaders from professional basketball & baseball teams: “**Rakuten Girls**”, “**Fubon Angels**” & “**Leopard Girls**”
- Japanese Idol: “**AKB48 Team TP**”
- We create the opportunity for fans to interact with team girls
- Unveil team girls’ true personalities



- Attracting fans by offline performance, and spoil fans by online interactions
- Creating a whole new fans economy model

## Industry's First Ever **Miniseries** Multi-Million Cast + Director

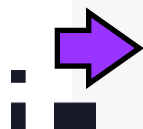
Released in January 2022 《LANG, Always by Your Side》

Multi-million box office director: Yin Chen-Hao's first miniseries

**Starring: Amber An, Tshua Tsin-Lam, Alex Ko & Vicky Tseng**

The storyline is depicting a betel nut girl named "Fish" who suffers from social phobia disorder. She eventually overcomes life difficulties through beautiful vocal by online live streaming performance

Great cast & touching story of depiction the father/daughter relationships, vivid live streaming culture goes viral with tons of fans' discussion



Official trailer attracts more than one million viewers in 3 days  
Total viewing over **5mn+**







# PLAYONE

## 專業玩家

讓你玩遊戲不無聊



## 專業宅宅必備神器

一定有你喜歡的遊戲



## 專屬推薦 立刻追蹤

想玩就玩 絕不錯過



## 快速下單 秒回速約

想玩不必等時間





# We Create a Better Companion For E-Sport Social Media



Combination of gaming & social media function

We create a profit-making platform for users



# Taiwan's Biggest E-Sport Social Media Companionship Platform



**2hrs**

Daily Avg. User Duration



**30,000**

# of Companions



**50,000**

MAU



**2,000**

Daily Avg. Games

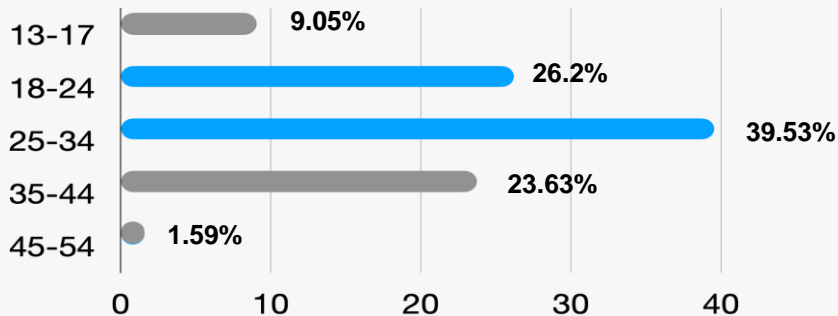


# User's Demography

Male to Female 8 : 2



Ages Ranging from **18-34**



# We Create for Gaming & E-Sport Innovative Industry & Career

“E-Sport

Companionship”

One of the most popular  
searched words in 2021

- PLAYONE has successfully built an innovative sector and career
- We solve the problem for players' needs for creating a team, meanwhile also creating income for them



遊戲資訊

## 《Garena 傳說對決》每日活躍用戶突破百萬，第二季賽事開打中

平均每23人就有一個在玩耶！

2017-03-28 By Panda

👍 🗨️ ➦ 分享

自上市以來一直受到台港澳廣大 MOBA 玩家的熱烈支持與喜愛，《Garena 傳說對決》官方今(28)日宣布每日活躍用戶 (DAU, Daily Active User) 突破了 100 萬人次大關！剛上市就創下佳績，DAU 火速突破 30 萬人次，這項記錄更在上週大幅推進正式達成 100 萬人次里程碑。

## 電競「陪玩師」夯！全職投入月收逾10萬

記者 徐慧珠 / 攝影 方志成 徐克誠 報導

發佈時間：2020/07/22 19:43

最後更新時間：2020/09/02 11:29

小 中 大



由於電競市場龐大，吸引不少業餘或者職業好手，紛紛加入「陪玩師」行列，陪著菜鳥練功，教導戰術與戰略，價碼一小時150元到500元間，待遇還不錯，全職「陪玩師」，平均一個月可以有10萬元收入，高手甚至可以月收16萬。

# Rooting Taiwan Facing the World

Taiwan has over 14.5mn  
players

Currently ranks **#6** worldwide  
gaming market

2021 was the beginning of **Taiwan's  
Gaming Companionship**

PLAYONE will steadily capture Taiwan's  
gaming companion market and facing  
the WORLD!



# PLANET LARP



# Innovative Cultural/Entertainment “Murder Mystery Game” The Best High Budget Immersive Experience

“Murder Mystery Game” has gone viral in N. America, Europe & China

**Experiencing all kinds of dramatic life in 3 hours**  
Challenging people’s logic & thought process

- The host leads players through sets, costume, music, script to fall into the story via an immersive experience
- Different players make/interpret different decisions/choices, hence the story outcome will be different



We set the highest standard of immersive game, letting players to experience cultural value & social interaction

We provide players **the most fashionable entertainment this era**





# Keep Expanding in 2022

Target: **Total 12 Shops in Taiwan**



## Flagship Shop, Taipei

- TA: Inexperienced/ amateur players
- Has costume design department for players to cosplay and mimicking characters of the story
- Beautiful shop for players to take pictures



## Feng Chia, Taichung

- TA: Students, youngsters
- Horror vibe
- Catering young students' preference for exciting entertainment



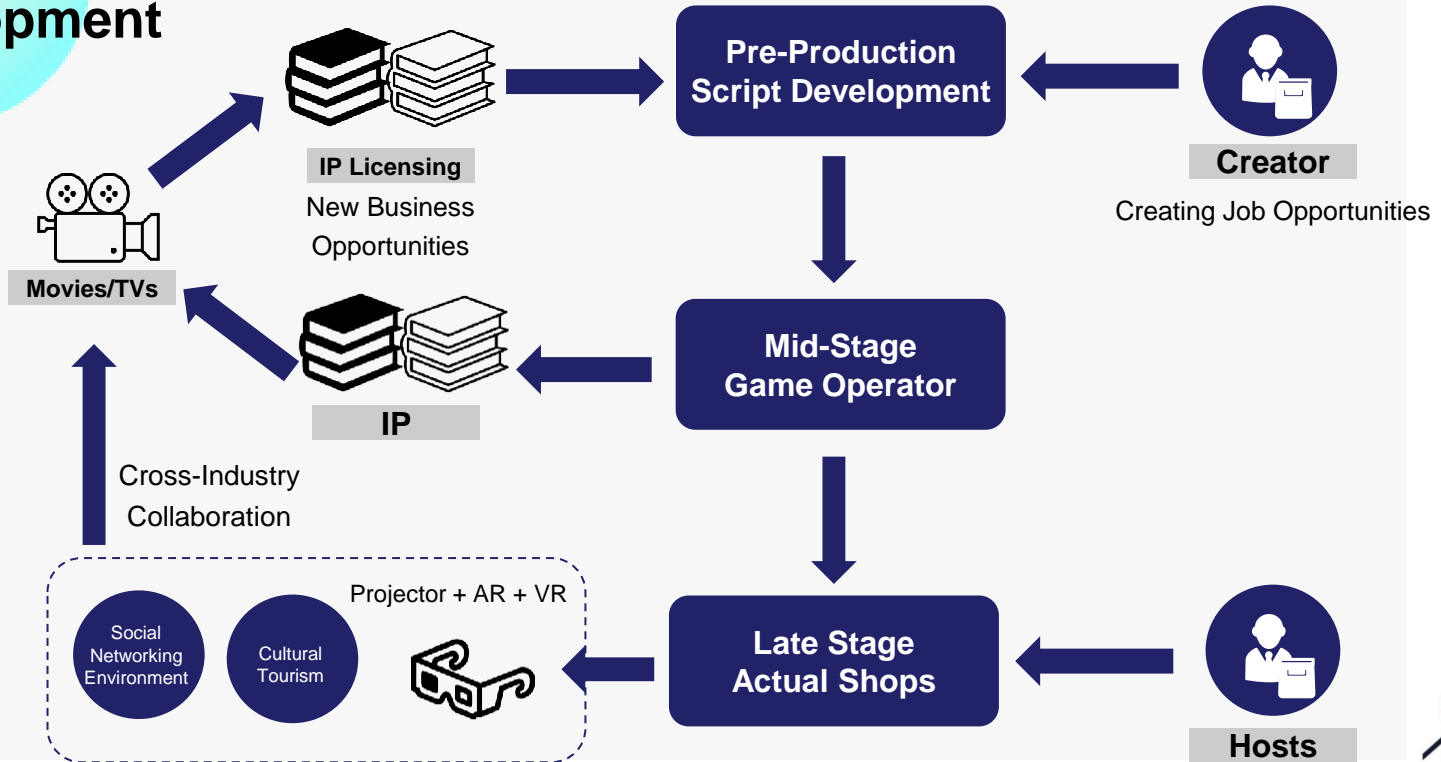
## SongShan, Taipei

- TA: Experience/ seasoned players
- The 1<sup>st</sup> Planet LARP shop, provide highly immersive experience
- Highly experienced host
- Planning to become the future employees training center

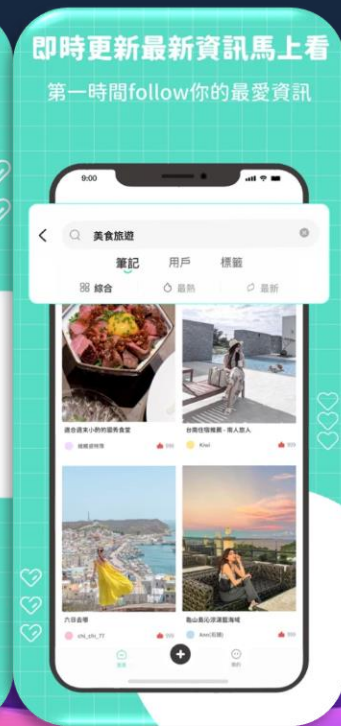
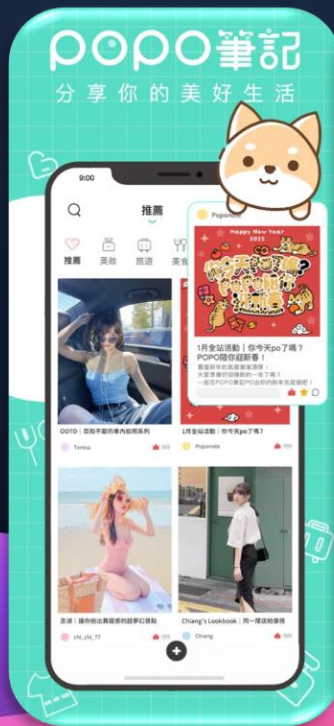




# Integration of Industry's Up/Mid/Down Stream Catalyzing Innovative Cultural Recreational Business' Development



# POPO NOTEBOOK



# Better Life Social Media Platform

## First ever **female-oriented** life guide APP

### Targeting Female Market

#### 面向女性市場

社群平台逐漸邁向分眾化，  
台灣缺少了以女性為主的社群平台。

### Precise Topics Recommendation

#### 精準推薦熱門話題

多元豐富的內容結合女生常追的話題分類，  
大家都可以在POPO筆記裡，  
找到最貼近自己年齡、興趣、理想的美好生活。



### Simple & Easy Interface

#### 簡約介面快速上手

簡單、直接的介面設計讓使用者追蹤流行，  
快速更新近期的熱門話題。

### Platform Creates New Contents

#### 平台活動創造新內容

官方推陳出新釋出眾多話題活動，  
鼓勵闖作者提供用心最新的流行資訊，  
讓所有人一起培養對美好生活的品味。

### Integration of Useful APP Applications

#### 整合實用的APP功能

一次滿足用戶對於吃喝玩樂、  
流行時尚、購物消費的渴望，  
一個APP裡就解決所有的需求。

# Young Generation's Favorite **Fashion Bible** Eat, Drink & Be Merry From **a Palm's Touch**

## One-Stop-Shopping Experience

From discovering contents to trending topics, they are all happening in the APP



## User-Friendly Info

It is relatively easy to find people who share the same interest with you via our user-friendly APP



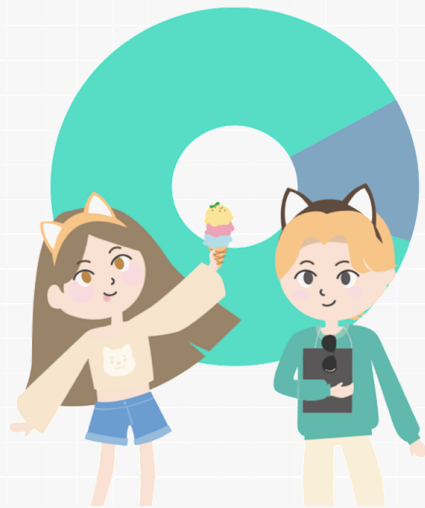
## Localized Contents

No need to spend time on filtering unnecessary info: we can fulfill the need for gourmet, fashion locally



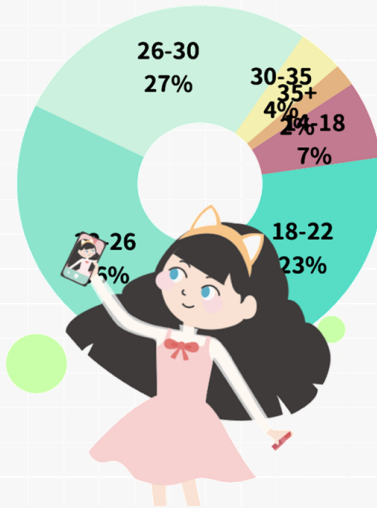
# User's Demography

Female Male  
86% 女 | 男 14%



Ages ranging from 18~30 is our target

18-30歲為主要用戶



# User's Characteristics

Daily Average Log-ins

每日平均登入用戶  
2,936

Daily Average Article  
Viewing Time  
每日平均文章瀏覽  
29,110

Daily Average Log-ins  
Intervals

每日平均上線間隔  
8.25小時

Daily Average # of  
Article Posting  
每日平均站內發文  
1,740



Daily Average  
Staying Time

每日平均停留時長  
22分鐘

Signed Creators  
站內簽約創作者  
400+





# LANG Inc. Charity Foundation



# Committed to Social Responsibility

## We Start the plan to Support Remote Areas' Schools

- We see the needs of children from remote areas
- As a corporate socially responsible company, LANG Live supports remote areas' education
- LANG Inc. Charity Foundation was established in 2022
- We now focus on remote areas such as Hualien & Taitung, the eastern part of Taiwan as our major volunteer work
- Facilitate LANG Live's brand spirit of "talent & skills"
- Helping schools in music, dancing and sports wherever they need
- Letting children to facilitate their talent/skills, chasing their dreams!





## Visiting Chong-De Primary School in Hualien County Sponsoring the Reactivation of School Soccer Team Plan

- Sponsorship: School's annual team uniforms, ball equipment and coaching expenses
- Providing students with a **broader future opportunities by soccer training program**
- **Cultivating more indigenous sport talents**
- Lang Inc. Chairman Mr. Kent Wang led our popular streamers to visit Chong-De Primary School
- Students warmly welcomed guests with their traditional indigenous dance, performed Taroko archery & traditional weaving techniques



# Visiting Wonrong Middle School in Hualien County

## Sponsoring taekwondo and archery teams

- Sponsorship: Annual meal expenses, sports gears, venue, etc.
- Discovering talents by sport, **such as taekwondo and archery**
- **Cultivating more talents from other sport activities**
- Lang Inc.'s board of director – Mr. Ma led CEO and members of Lang Inc. Charity to visit Wonrong Middle School
- Taekwondo coach – Tseng, Li-Cheng & archery coach led students to demonstrate their practice achievements





# Visiting Rui Sui Middle School in Hualien County

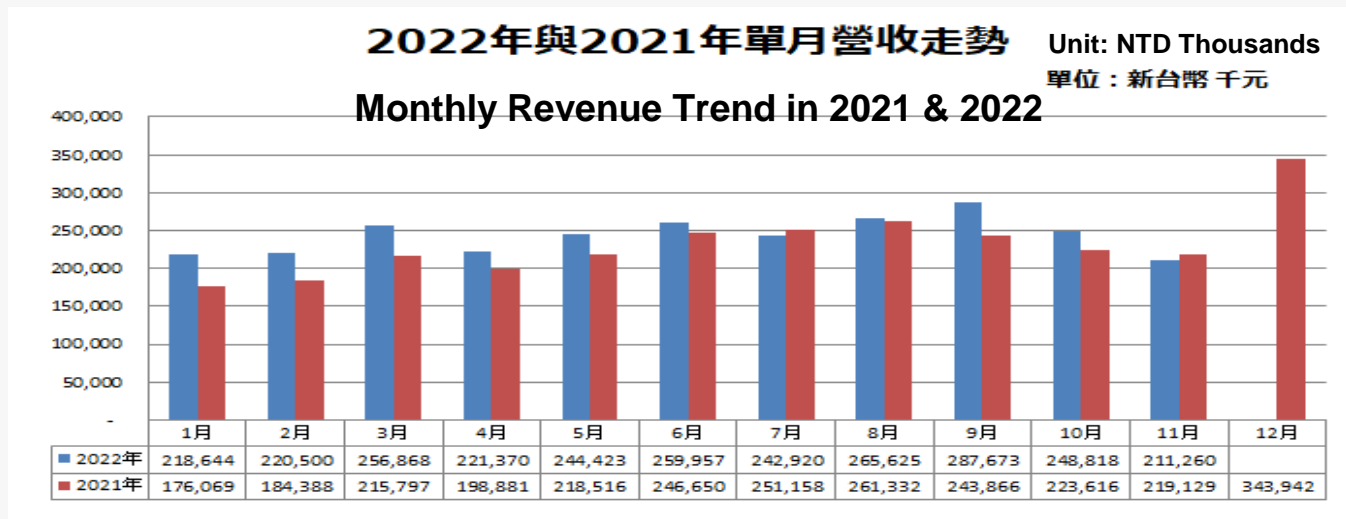
## Sponsoring Junior League Baseball Team

- Sponsorship: School bus, uniforms, sneakers and ball equipment
- Cultivating next **Hong-Ye Juvenile Baseball Team by baseball sponsorship, making miracle again**
- Developing **more baseball talents**
- Lang Inc. board of director – Mr. Ma led CEO and streamers to visit Rui Sui Middle School
- Donating over NTD millions of mini van, uniforms and ball equipment
- Live streamer – Yu-Ting donated sale of her painting to school as charity

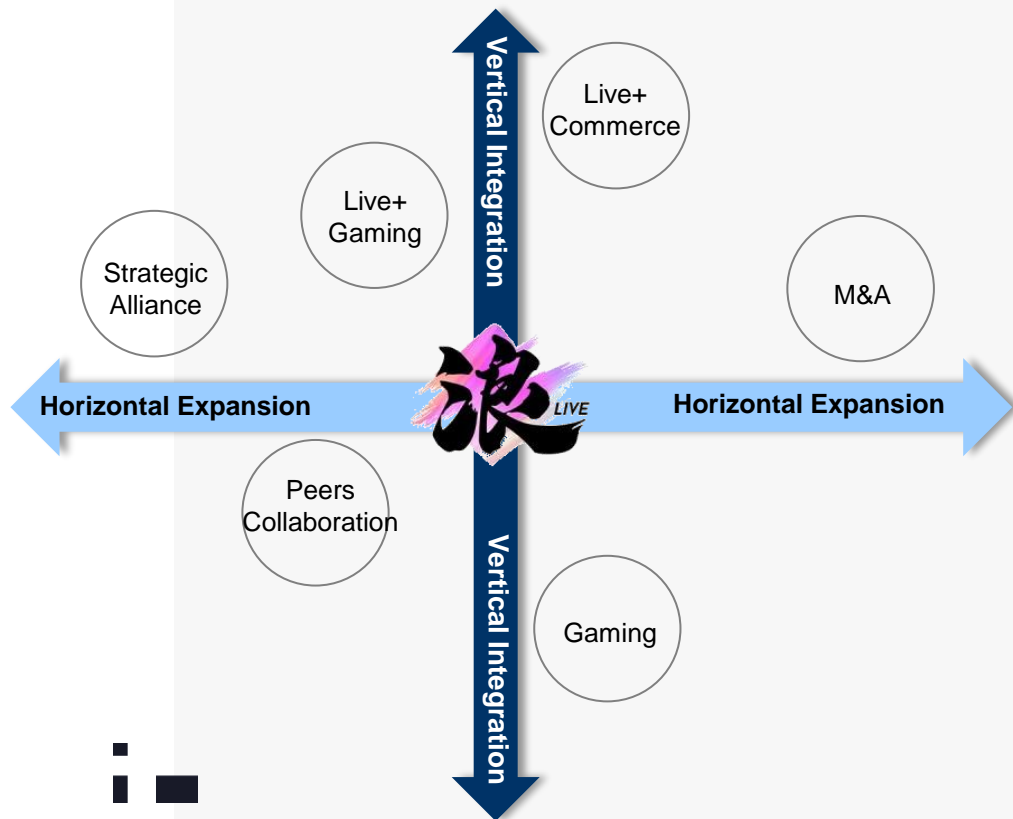


## Steady Growth of Revenue

- 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



# Future Plans



## 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



**THANK YOU**