

Ticker: 6165

Lang Inc.

Company Introduction

2024



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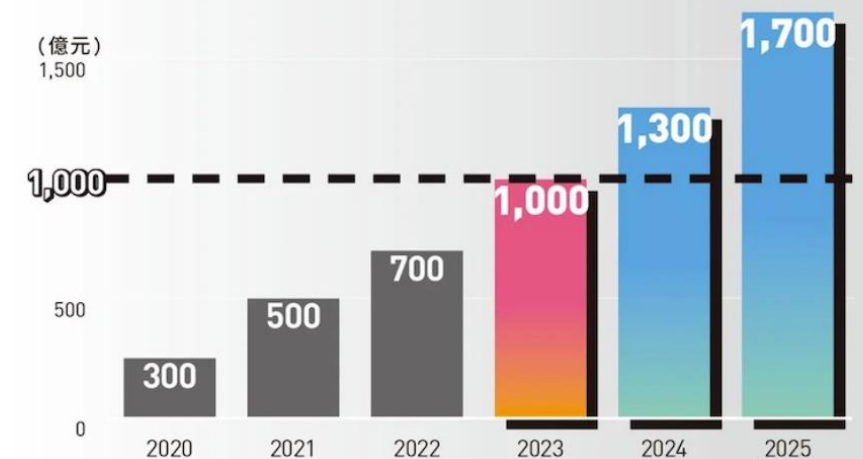
4. Future Plan

Why Choosing Online Live Streaming

- Online live streaming has been booming rapidly for the past few years, and it is anticipated that Taiwan's live streaming market will grow steadily, hence there are still room for growth in the future.
- Meanwhile, online live streaming can be effectively and efficiently integrated with other internet businesses, such as live+ gaming, e-sport, e-commerce, shopping, etc., there are many variety of options to choose from.
- Lang LIVE has proven its ability to succeed, and traffic monetization is workable, Lang LIVE's "donate" or "reward" model has its profitable fundamental, plus **"internet added value for traffic monetization"** model, and it will utilize live+ model to attract and guide users' consumption. Lang LIVE's **"added value"** can monetize traffic and further making **"profit"**.
- Since Lang LIVE was acquired by the listing company in 2020, it can leverage the resources from the capital market to develop further.
- After years of competition, Lang LIVE now is number one player in Taiwan and far ahead of number two peer.
- As for the online live streaming industry, after past few years' rapid growth in Taiwan, and the latecomer effect, the market starts to diverge, hence the industry becomes stable and grows steadily; Lang LIVE is no longer chasing "traffic" only, but instead profitability is going to be the goal, and stable development of live+ is one of the future focuses

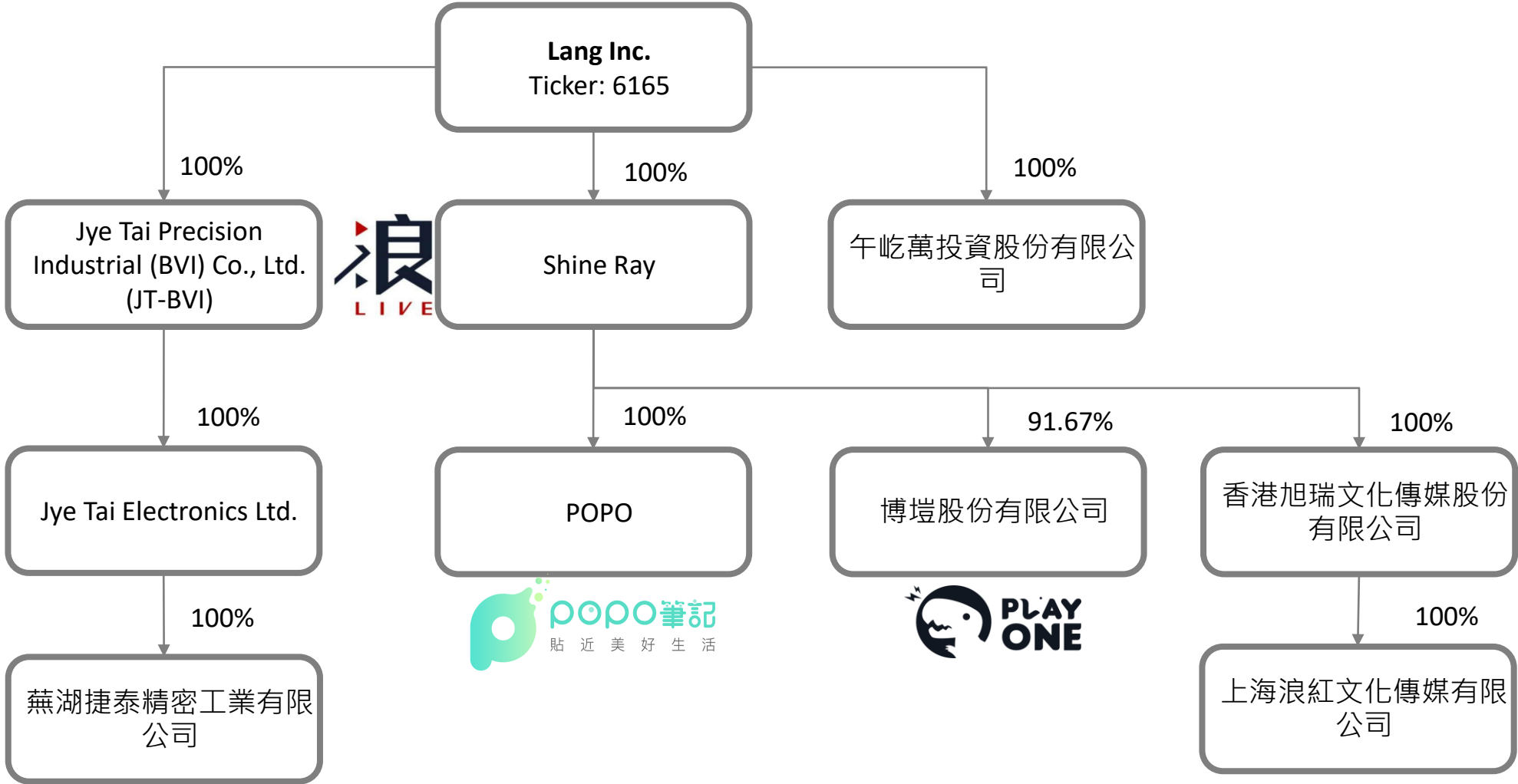
直播市場大爆發！就醬播估今年破千億

更多的電商集團業者進入直播市場，並參考中國市場的成長數據，「就醬播」預測台灣整體的直播市場仍有發展空間，在2025年有機會創下1,700億元商機。



註：包含社群電商直播、傳統電商直播等。資料來源：就醬播

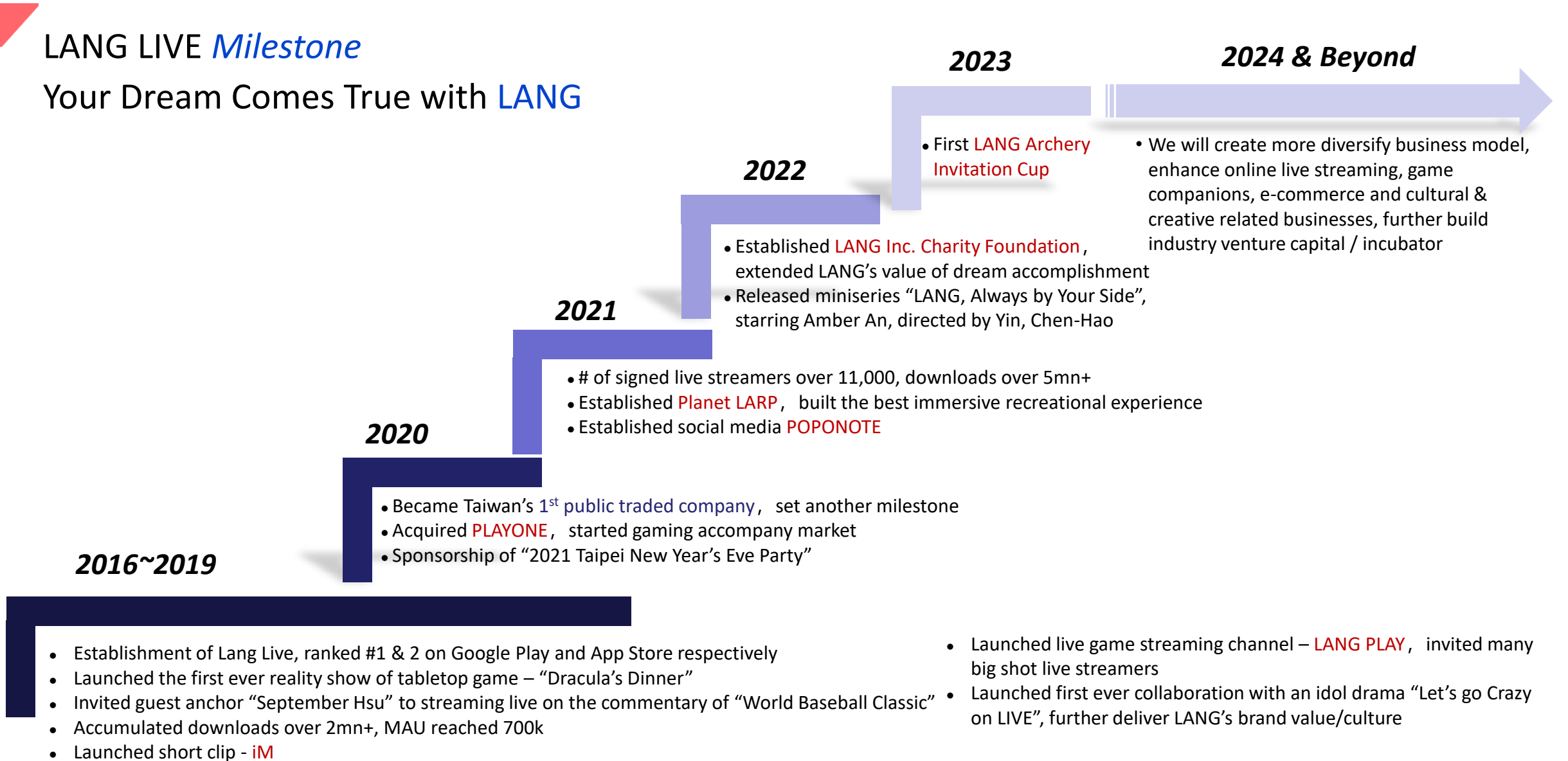
Holding Structure



Company Milestone

LANG LIVE *Milestone*

Your Dream Comes True with LANG



Create a One-Stop Live Streaming Eco System

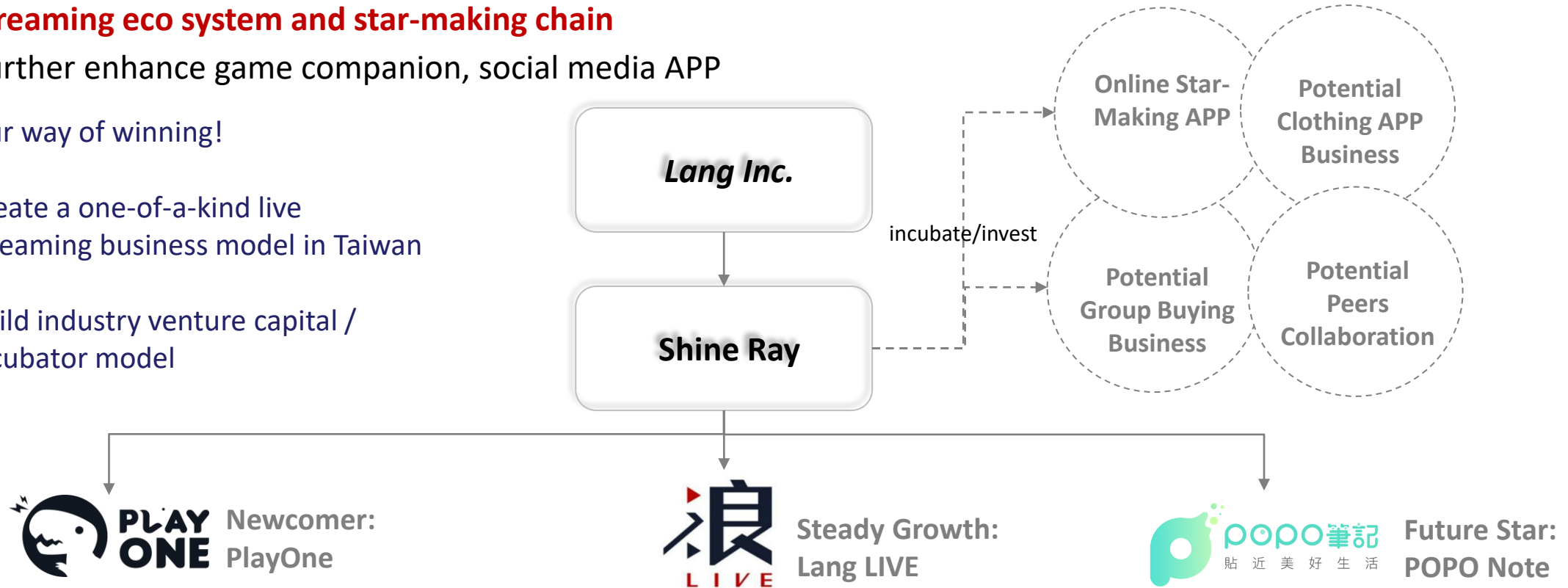
Starting from live streaming, combine with cultural & creative and **changes live streaming eco system and star-making chain**

Further enhance game companion, social media APP

Our way of winning!

Create a one-of-a-kind live streaming business model in Taiwan

Build industry venture capital / incubator model



- Combine with gaming and social media features, provide income for players
- Successfully creating an emerging business opportunities
- Other than solving players' needs, further providing a platform for game companions

- Starting from Lang LIVE, we build the biggest live streaming platform, provide the best content to viewers
- Lang LIVE provides viewers the best quality live streaming shows
- We build the most popular cheerleading teams for many professional leagues, creating one-of-a-kind "fans economy",

- Dedicated to building a Taiwan version "Little Redbook"
- Combine with Lang LIVE's resources, enhance e-commerce business
- High quality content, providing information for personal outfit, cosmetics, F&B, fashion, etc.
- Group effect, creating word-of-mouth, resonance
- Guiding viewers to share more valuable content, social diffusion

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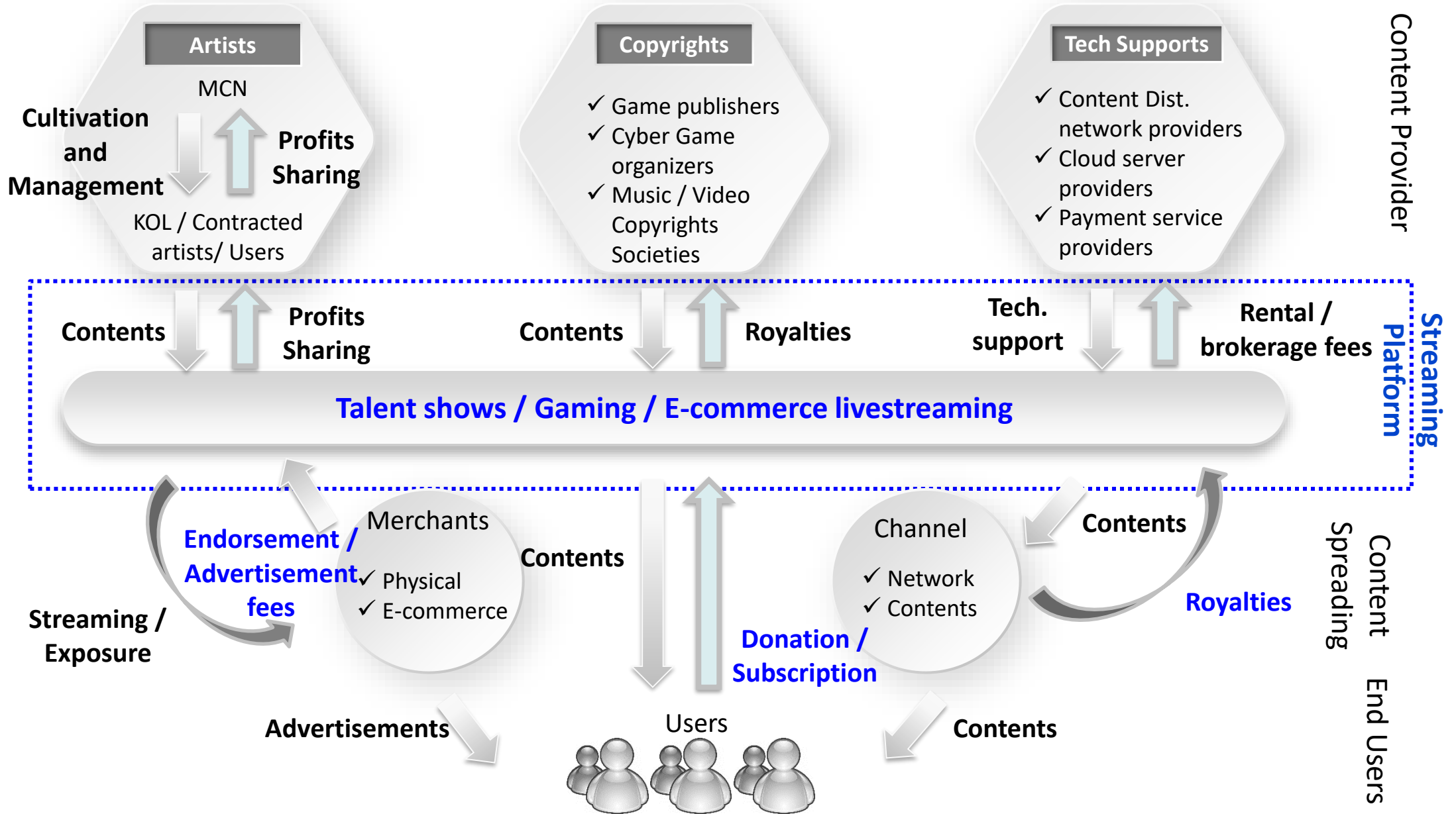


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ABOUT

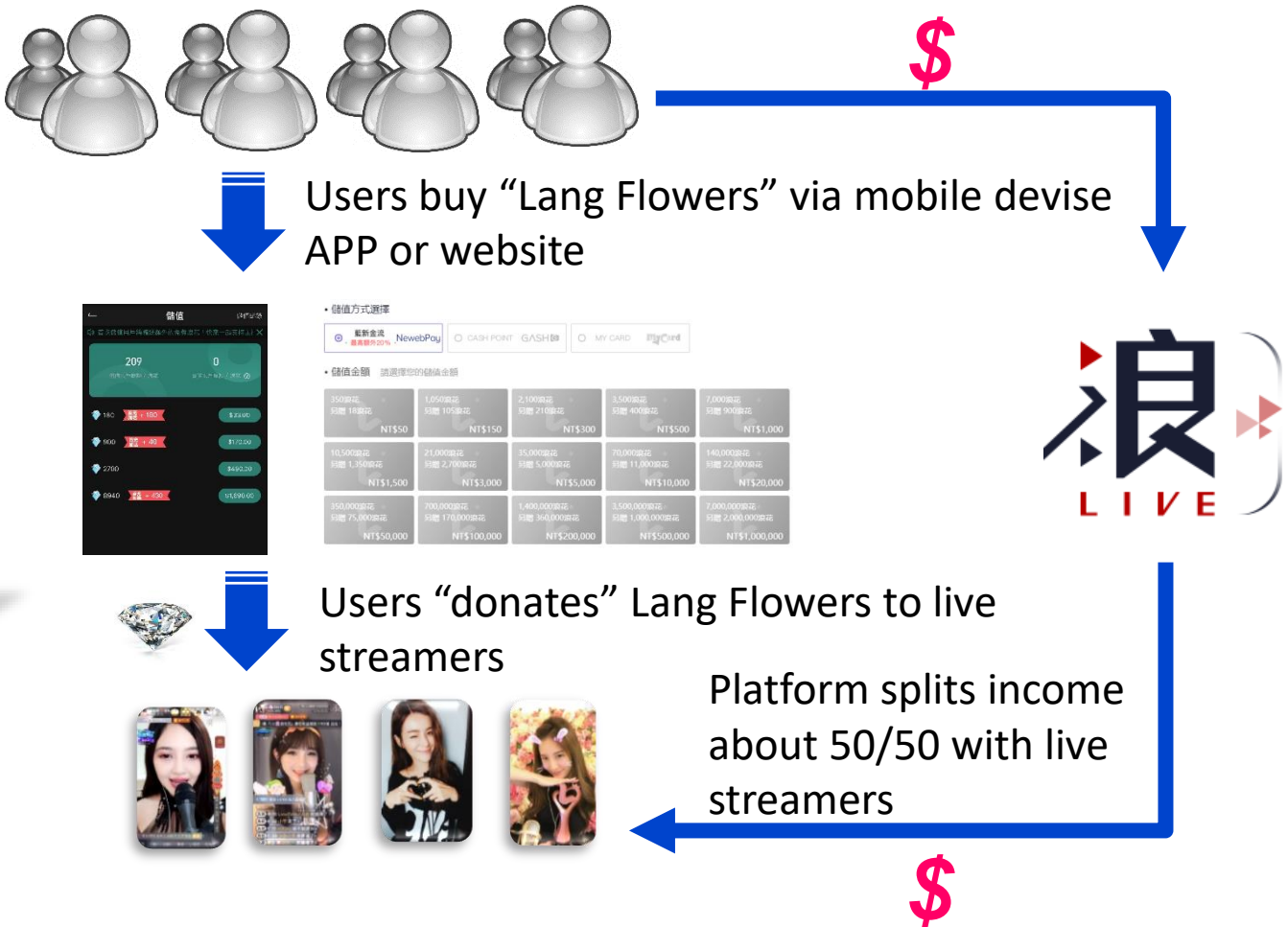


Industry Outlook of Live Streaming Platform



Lang LIVE – Business Model

Revenue comes from “Lang Flowers Deposits” when users donate to certain streamers, the platform & streamers share 50/50 **【light asset operation】**



Convenient and diverse payment methods

Android	PayPal
iOS	ALIPAY
GASH	WeChat
MyCard	FunPoint
NewwebPay	JKO
ECPay	Wire Transfer

Lang LIVE – One-Of-a-Kind Live Streaming Experience

The only live streaming platform enhanced with gaming DNA
Best R&D team in the industry

◆ Live Streamers

Live streamers' upgrade process: Showcasing their growing process and fans' contribution

Gift illustration: Helping live streamers to collect all gifts

◆ Fans

Users' Level: Watching live streaming, sending gifts and sharing live streaming can all be considered as upgrading procedures

Privileged Level: Specialized badge, forward ranking, special effects upon entrance

Sunshine Level: Upon mission completion, fans can obtain "sunshine" and join live streamers' fan club

Gift Upgrade: Once reached certain # of gift-sending, fans can get gift upgrade



Lang LIVE – Making Live Streaming an Interesting Thing

Multiple **interactions**, it makes live streaming more fun to use

Popularity: Various in accordance with the interaction data generated from live streaming rooms

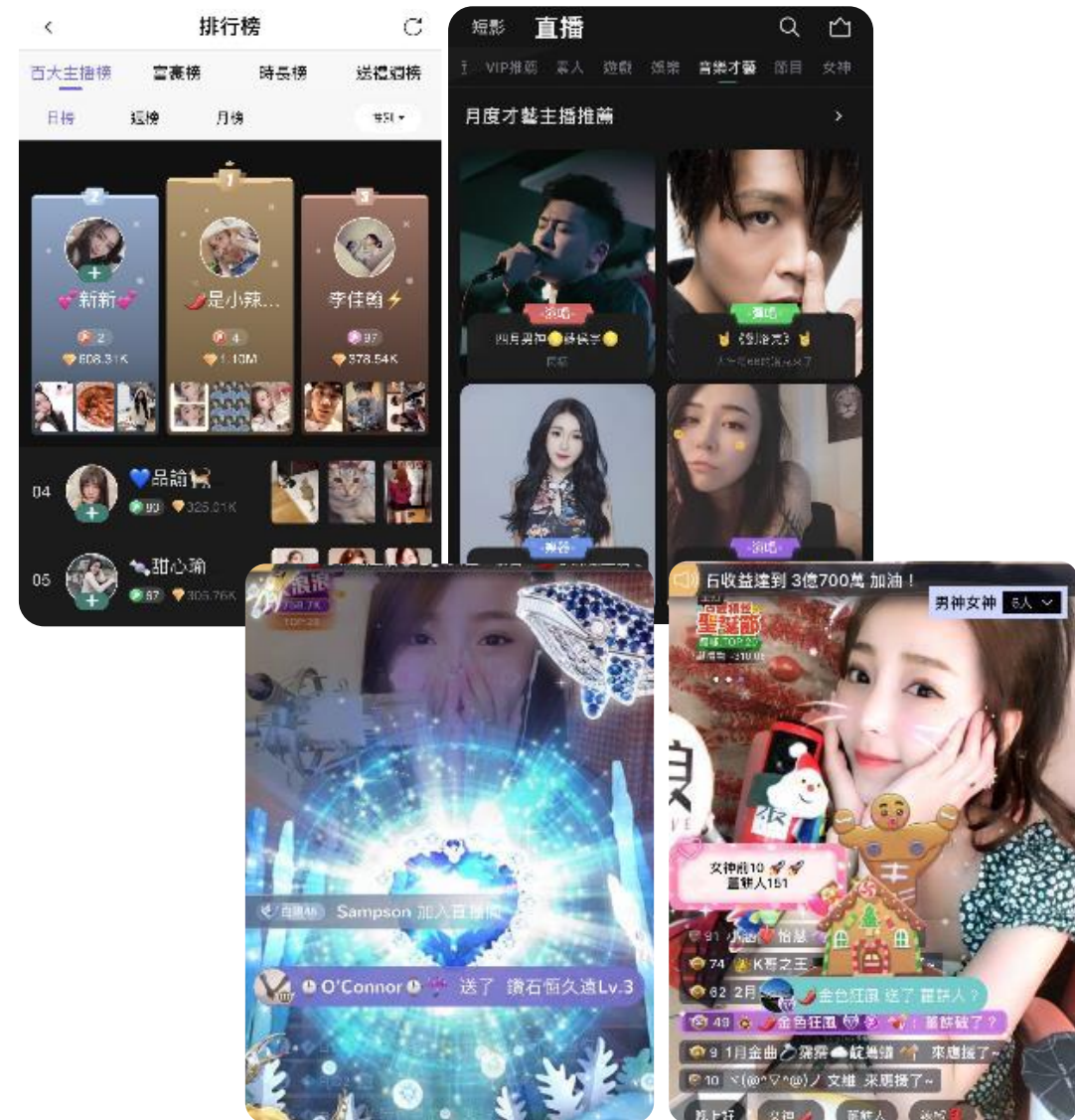
Fan Club: Privileged paid users, paying for their favorite live streamers to boost popularity

Follow: Follow favorite streamers for latest updates

News Ticker: Hot ranking can be seen during live streaming!

Special Effect in Streaming Rooms: AR effects and variety of special effects that rock your streaming rooms!

Music Channel: Recommendations of streamers who can sing, play musical instrument & sing simultaneously, etc., users can choose whichever they like



Lang LIVE – Platform Stats & User Demography

Taiwan's #1
live streaming platform for entertainment

- ✓ Live streaming is our foundation
- ✓ We care about users' needs through innovative technology and abundant interaction experiences
- ✓ We provide a whole new one-stop social eco-system services



 ~6,300,000
Downloads

 **100 mins**
Daily Avg. Viewing Time

 ~200,000
MAU

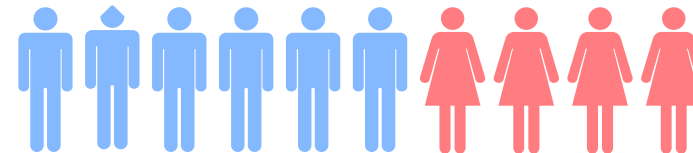
 **6,000+**
Daily Avg. Streaming Rooms

 **8,000+**
Signed live streamers

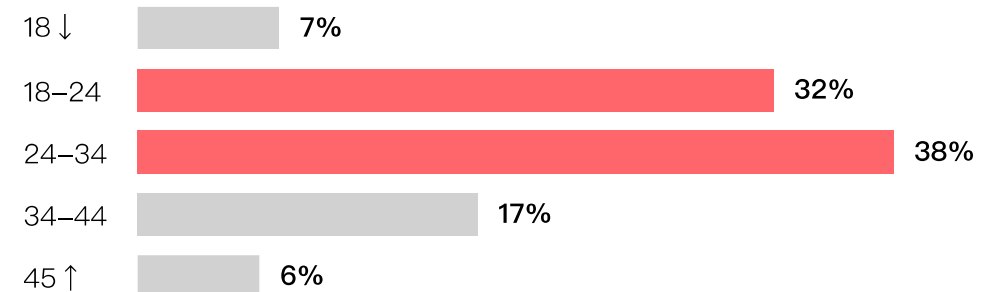
 **12**
Daily Avg. Log-Ins

User Demography

 Male to Female 6 : 4



 Ages Ranging From 25-34



Lang LIVE – Our Idea and Insistence

Four insistence

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)



Lang LIVE – Recognitions From Notables

BIG SHOTS !

Political figures participate live streaming at Lang LIVE

Single episode airing ~50 mins,
drew over **22,000** views

- ✓ Diversified live streaming content, we invited various political figures to participate Lang LIVE's special program 《**BIG SHOT IN THE HOUSE**》 to interact with fans and showing their friendliness!
- ✓ The first episode invited Democratic Progressive Party, DPP's **member of the Legislative Yuan – Phoenix Cheng** and **DPP's spokesman, Liao** to participate Lang LIVE's first ever BIG SHOT in the House. They unboxed one of their collectives – Evangelion
- ✓ Later Lang LIVE also invited **Mayor of Taipei at that time – Ko Wen-je** and **deputy spokesperson at that time, Huang Ching-Yin** to experience live streaming, they both tried singing and ventriloquism, etc.
- ✓ Lang PLAY's special program also invited **Mayor of Taoyuan at that time – Steven Cheng**, he was joined by another famous live gaming streamer - Godtone



Crossover interaction, facing youngsters
Live streaming is the most direct instant communication platform



Lang LIVE – Most Popular Team Girls in Taiwan

Popular Team Girl

Best online/offline **fan economy**

The most famous girl teams are from LANG LIVE !

Taiwan's biggest online cheerleading team

We include most of the popular girl team

- Cheerleaders from professional basketball & baseball teams: “**Rakuten Girls**”, “**Fubon Angels**” & “**Leopard Girls**”
- Japanese Idol: “**AKB48 Team TP**”
- Sponsoring **Leopard Girls** of Taoyuan Leopards Basketball
- We create the opportunity for fans to interact with team girls, unveil team girls' true personalities



Lang LIVE – Lang Fashion Night, Online & Offline Interaction

The online & offline model can increase users' stickiness

- ✓ Lang LIVE cares about the positive interaction between live streamers and users
- ✓ The online streaming and offline interactions are not only letting fans to meet with their dream stars, but also increasing fans' stickiness to Lang's platform
- ✓ Through the time-to-time online competitions, it can create a strong bond between live streamers & users, the passionate fans would also strongly support their favorite live streamers to qualify for the offline events
- ✓ Live streamers can interact with their fans during offline events, which further enhances both side's connections
- ✓ Eventually, the online competition would further boost Lang LIVE's income to increase



浪LIVE 第四屆星潮之夜 | 乘風破浪的女孩 ...
👍 158 · 22則留言 · 5,133次觀看



浪LIVE 第四屆星潮之夜 | 跟上浪潮 feat. ...
蘇侯宇、李玖壹、米利亞、蔡旻羽
👍 147 · 15則留言 · 7,921次觀看



浪LIVE 第四屆星潮之夜 | SING浪來襲 feat.一隻魚、米米、紀儀羚、歐文
👍 212 · 16則留言 · 1.5 萬次觀看



閃耀全場！超好聽、超嗨、超炸演出都在浪LIVE第四屆星潮之夜
👍 46 · 0則留言 · 1.1 萬次觀看

ABOUT

暴龍遊戲陪玩



**PLAY
ONE**

PlayOne – Taiwan’s #1 Gaming Companion Platform

Taiwan’s #1
Gaming social media
companion platform



2hr
Users’ daily avg.
duration

50,000
of gaming companions

60,000
MAU

3,000
Daily avg. games played

PLAYONE has been successfully created a whole new innovative industry and opportunities.

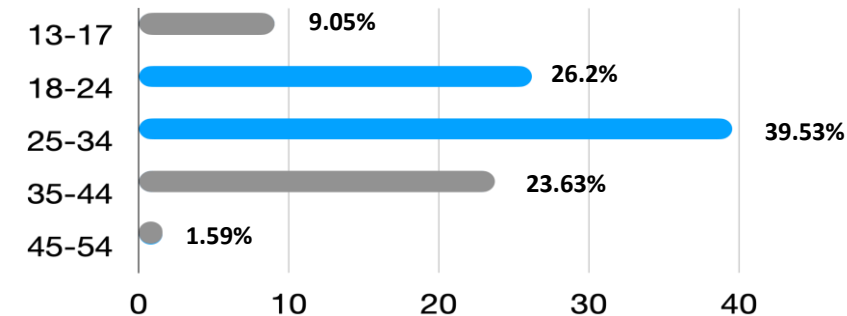
Other than solving players’ need for gathering a team, but also provide another platform for live streamers, in addition, we provide players a platform and contributing to the society, letting E-Sport bringing happiness and wellness to elderly

Users’ Demography

Male to Female 8 : 2



Ages concentrated between 18-34



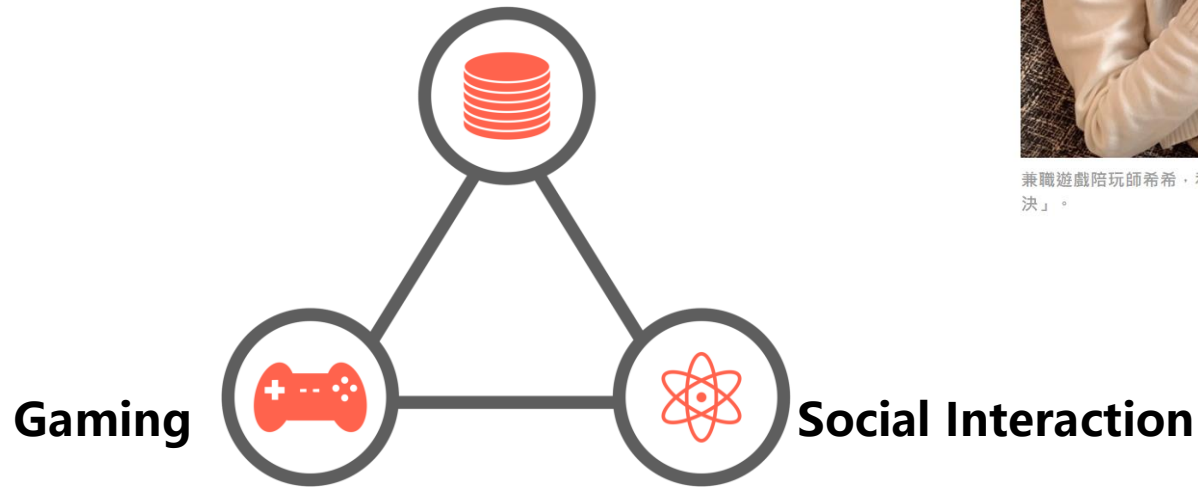
PlayOne – We Create New Opportunities

PlayOne Milestone

We provide gaming & e-sport a new **industry** and **opportunities**

Deeply operate in the e-sport/gaming market
Total members are over 500K+

Making Profit For Players



消息快報

2022.03.25 11:16 臺北時間

大學生斜槓遊戲陪玩師正夯 超狂年薪破360萬

鏡 | f | | | 贊助本文 加入訂閱會員

浪Live



兼職遊戲陪玩師希希，利用閒暇時間才上線接单，主要陪玩遊戲是「傳說對決」。

首頁 經濟VIP 經濟紀博 即時 要聞 產業 證券 行情 國際 兩岸 金融 期貨 理財 房市 專欄 品味 OFF 學 商情

經濟日報 > 商情 > 澳門商情

打電競防老年癡呆! PlayOne「英雄聯盟祖孫盃」相差45歲的對決

本文共741字

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2023/07/07 15:48:02

經濟日報 鄭芝璿

遊戲陪玩平台PlayOne，舉辦「英雄聯盟祖孫盃」電競賽，邀花甲之年的阿公阿嬤出來打電競，賽事以陪玩戰隊兩兩對決，最後再與弘光科大「尚青電競隊」的阿公阿嬤對戰娛樂場；別小看花甲之年的他們，這場和「蝴蝶兒」、「咪咪蛋」的對戰，從選角到技巧，表現仍展現高水準，直

EToday新媒體 > EToday遊戲圈

2023年08月17日 07:16

獨 / 實況平台PlayOne月砸近7位數邀放火直播 張家兄弟同框破局

119

記者蘇景琴 / 台北報導

遊戲陪玩平台「Playone」近年積極搶攻實況市場，在今年漫博博覽會更參展讓旗下陪玩師與粉絲見面提高互動感，對此，除了陪玩市場外，Playone日前拓展實況產業，據了解，近期就以一個月近7位數的價格，邀請原本在YouTube上開播的放火到Playone上直播，9月更可能將有「更重磅實況主進駐」。

▼PLAYONE今年在漫博盛大參展，邀請陪玩師跟粉絲見面互動。



從遊戲陪玩平台起家的PlayOne，主要以「遊戲陪玩」作為內容，根據去年資料顯示，平台上超過2萬多位陪玩師斜槓賺錢，兼職收益月收入平均三到五萬，全職接单最高收益可以破30萬，等於年薪超過360萬。除了陪玩市場外，PlayOne也積極擴展實況市場，近期就邀請僅夠娛樂到平台上開播吸引人流。

PlayOne – Diversified Business Operation

2024 Promotional Strategy

PlayOne has been innovative and expecting to launch new gaming model soon



Self-make short clips @ TikTok & IG REELS



Long-term collaboration with KOL



Google AD Words/UAC, facebook, TikTok

Gaming companions & sound podcast (Existing Product)



1 V. 1 Chatting (2024 New Product)



ABOUT



POPO Note – Taiwan Version “Little Redbook”

There’s no content-oriented e-commerce platform in Taiwan, POPO Note is making a different shopping experience

Localized Content

- ✓ No need to waste time on filtering content
- ✓ Complete info on local food, fashion, etc.

Big Social Media Concept



It is easy to absorb Folksonomy

- ✓ Finding ppl with similar interest
- ✓ Easy to lookup info
- ✓ Accumulated fashion info

<p>Step 1: Generation Z in Taiwan</p>	<ul style="list-style-type: none"> • Generation Z, AKA “Digital Native”, meaning those youngsters who were born between 1995~2010, around 4m people, and accounted for about 17% of Taiwan’s total population • Generation Z was born in a digital world full of internet access, Gen Z is very familiar with internet technology, and social media networking. Gen Z’s minds & thoughts are different from the conservative earlier generation. Gen Z is gradually replacing “The Millennials” and becoming the youngest in the workplace, and Gen Z is also the highest spending consumers.
<p>Step 2: Content-Oriented E-Commerce in Taiwan</p>	<ul style="list-style-type: none"> • As a matter of fact, there is no single e-commerce player who’s focused on content. Therefore, POPO Note is trying to build a content-oriented social media platform, and start its e-commerce business in Taiwan • According to the statistics of Ministry of Economic Affairs, Taiwan’s online retailing sales from 2019~2023 are NT\$287.2bn, NT\$363.9bn, NT\$444.3bn, NT\$492.9bn and NT\$503.5bn, with CAGR around 15.06%. Therefore, the 2024 and 2025 online retailing sales are expected to be NT\$579.3bn and 666.5bn respectively, and POPO Note’s future e-commerce is expected to be prosperous
<p>Step 3: Abroad E-Commerce</p>	<ul style="list-style-type: none"> • Right after capturing Taiwan’s market, POPO Note is planning to go abroad, and the main market will be Southeast Asia’s e-commerce • According to statistics of Google, Temasek and Bain & Company, the overall Southeast Asia’s online consuming market value from 2018~2025 will grow from USD 72bn to 240bn, in which online retailing will grow from USD 2.3bn to 10.2bn, especially Indonesia and Vietnam will have the strongest growth.

POPO Note – What Are We Going to Change

POPO Note can solve problems that other platform in Taiwan can't do; functions such as user friendly, abundant content, KOL, social media, shopping, etc.



Mobile 01 is mostly focused on male users, and especially product introducing, can't guide to shopping



Although Instagram is one of the favorite APPs used by KOLs, but it can only guide users to products' official websites, doesn't provide convenient shopping method



Although facebook has live streaming feature, but it mostly focus on personal shops



Dcard claims that it has over 8m+ unrepeated users, but it still can't guide users to shopping easily



Problem Solving

Useful info can be found from POPO Note's posting, including brand recommendation, texture, actual looks when wearing & standing; **this is an APP that can solve all the needs**

One-Stop-Shopping

Solving users' dependency on other platform, and **fulfill users' need at once** for info such as eat, drink, fashion and shopping

Convenient

Solving users' need for multiple APPs, such as shopping process, users can use POPO Note to easily find products' price comparison, location and delivery, making it a daily APP, so users can find what they want **easily and quickly**

Folksonomy + Female Needs

In an information explosion era like today, people are always spending too much time on absorbing, and this especially affects young female. In addition, social medias today are leaning toward **folksonomy**, and Taiwan lacks **female-oriented** social media

Easy to Understand

Can make target audience understand fashion **easily and directly**, and becoming the bridge between users and fashion, users can take away **fashion** in just a click

Sharing

Global social medias have too many unhealthy information and negative habits by users, alternatively bringing pressure and **social anxiety** to users and content creators. POPO Note only provides a social space that **"close to perfect lifestyle"**, users can openly **share** their thoughts and experiences on quality and perfect lifestyle

POPO Note – Profit Model

Generating income by using multiple profit models

1

Profit Model 1: KOL Promotion
Through POPO Note’s nourishing of KOLs, starting to collaborate with vendors, eventually reaching the goal of KOLs promotion

+

2

Profit Model 2: ADs (Other Online Shopping Platform’s Guidance + Brand ADs)
By the collaboration with other online shopping platforms, in which provides users the guidance to do online shopping

AND

3

Profit Model 3: KOLs Sharing + Live Streaming Shopping
KOLs live streaming shopping, in which they utilize their cultivated fans consume, which maximizes the fans economy effect and accomplishes traffic monetization

Brining Customized Collaborators To Begin



KOL Star-Making

High Potential



Traffic Tilt + Promotion Plan



All Creators



Lower Content Creator’s Entry Barrier

Core Creators



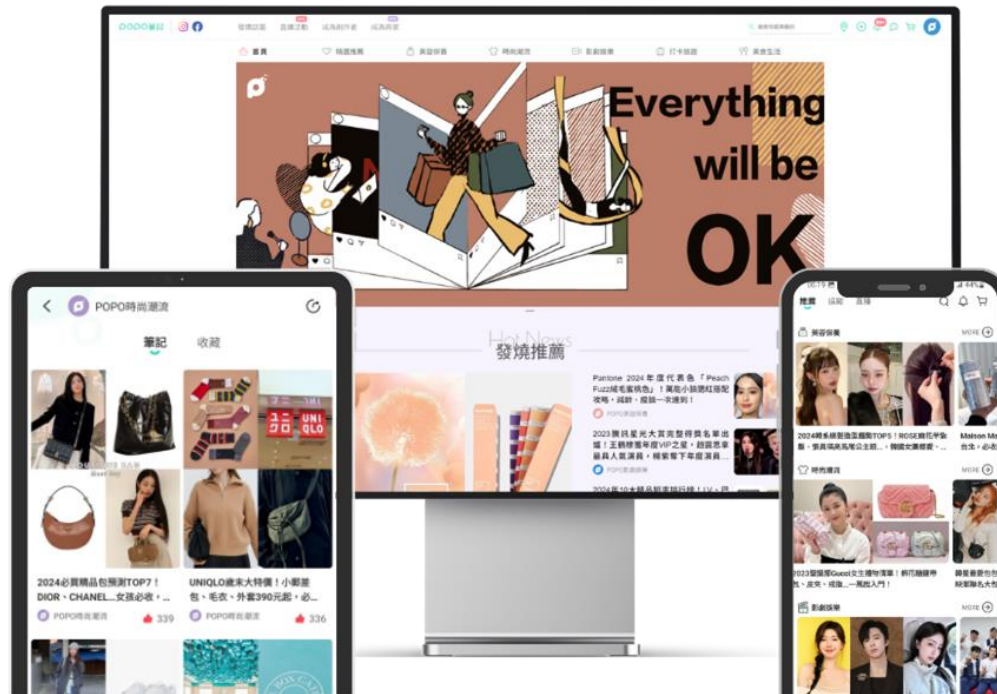
Operation Guidance + Traffic Monetization

POPO Note – Female Oriented

Focused on female's lifestyle, up close and personal to girl's daily life!

User's Demography

Both Platform's Traffic **10m+** (Calculated by official web & APP)



Monthly exposure **33m+**



Mostly ages from 18 to 34 female users
98.2% / 5m+



Major buying powers are from ages 20 to 35 female
Accounted for 91% of the consumers



Focused on Taiwanese female users
Social media follows 120K+

ABOUT



浪凡基金會

Lang Inc. Charity Foundation – The Beginning

▶ Caring from the heart, caring for socially vulnerable groups



浪凡基金會

We are not only focused on live streaming, but also caring for benefiting the society



Charity Cohesion	Caring for Social Welfare	Cultivate Sports	Inspiring Talents
<ul style="list-style-type: none"> • Caring for social Welfare • Sports related • Skills related 	<ul style="list-style-type: none"> • Establishing Hualien Dream Come True Educational Foundation • Caring for indigenous elders' activity 	<ul style="list-style-type: none"> • Lang LIVE Cup – 2nd Hualien & Taitung archery invitation cup • Funding for American archery invitation cup 	<ul style="list-style-type: none"> • Live music streaming camp

Lang Inc. Charity Foundation – Continuously Caring

Regular charitable activities

Caring for Social Welfare

- The population of Hualien are aging fast, there are around 106 tribal cultural health station which is the highest in Taiwan
- Lang Inc. Charity Foundation persists on caring for the elders, goes into WanRong tribe of Xiuling Township in Hualien to deliver supplies, and invites Lang LIVE's streamers to send love and care

Sports Cultivation “Let Lang Accomplishing Your Dream” PART 2



- Most children from remote areas are born with gifted physicality and sports talent
- We replicate the successful model of aiding soccer team of Chong-De Primary School in Hualien, establishing a soccer players' cultivation for Hsinchen Middle School



Caring for Socially Vulnerable Groups

- Cultivating plan aiding for low-income household's Taekwondo players
- We try to assist children from remote areas of Hualien for diversified sports activities development

Inspiring Talents



- Lang Inc. Charity Foundation teams up with Asia Cement Corp. to inspire remote area children's potential
- Cement factory becomes photo studio, Lang LIVE's streamers teaches children to perform online streaming, let those children learning “Lang Show”!

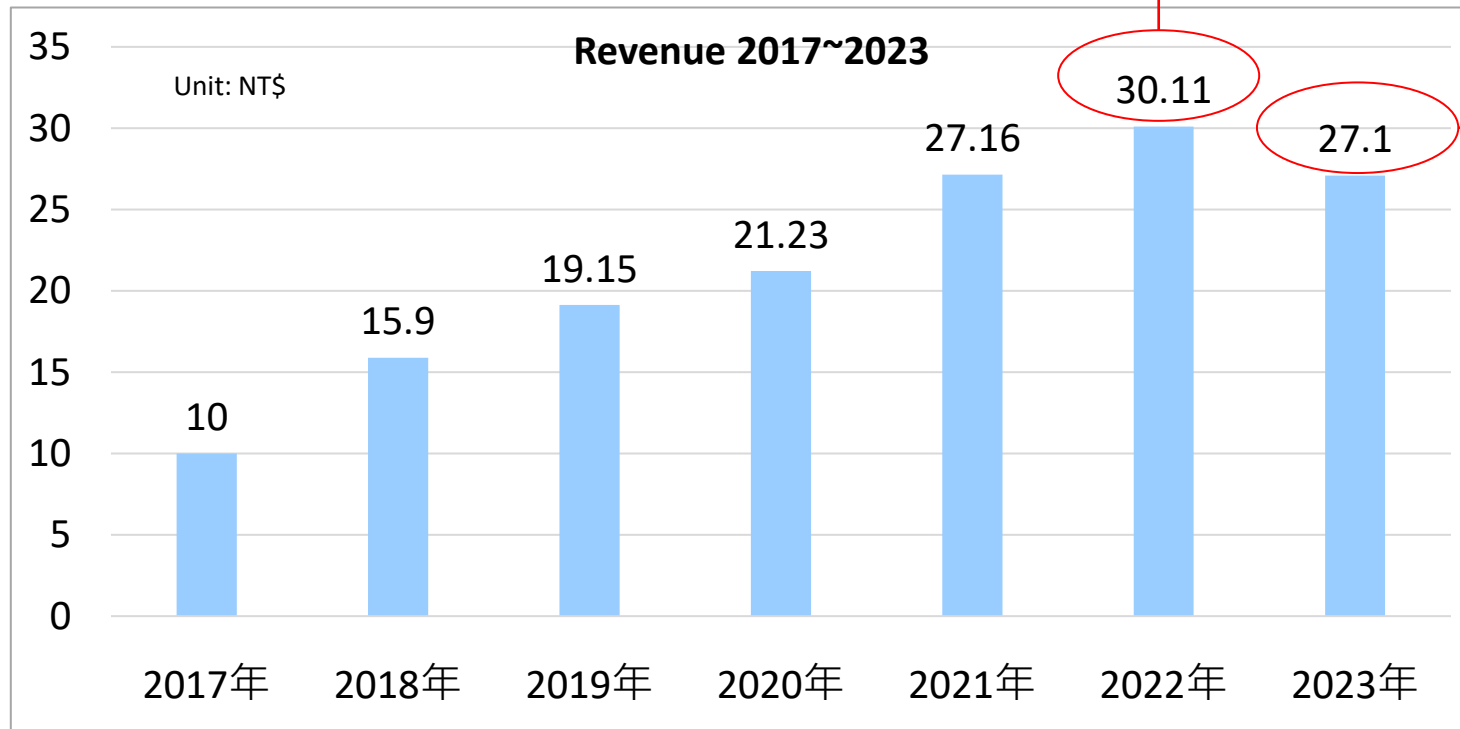
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Past Few Years' Sales Performance

- From the chart below, Lang LIVE's revenue has been growing rapidly for the past few years
- Revenue from 2017~2019 are NT\$1bn, 1.59bn & 1.915bn (Note 1)
- Revenue in 2020 reached NT\$2.123bn (Note 2)
- Revenue in 2021 reached NT\$2.716bn
- Revenue in 2022 reached NT\$3.011bn (Note 3)
- Revenue in 2023 reached NT\$2.71bn



Due to covid-19, 2023 was a special year that had unique growth, revenue reached NT\$3bn+

After the ease of covid-19, revenue has gradually gone back to the level of pre-covid in 2021 ~NT\$2.71bn; but the success incubation of PlayOne will keep growing, plus the highly anticipated live+ POPO Note, the future growth is foreseeable and very likely to climb back up gradually

Note 1: Shine Ray (Lang LIVE) has not been acquired by Lang Inc. back in 2017~2019, hence the revenue numbers were unaudited

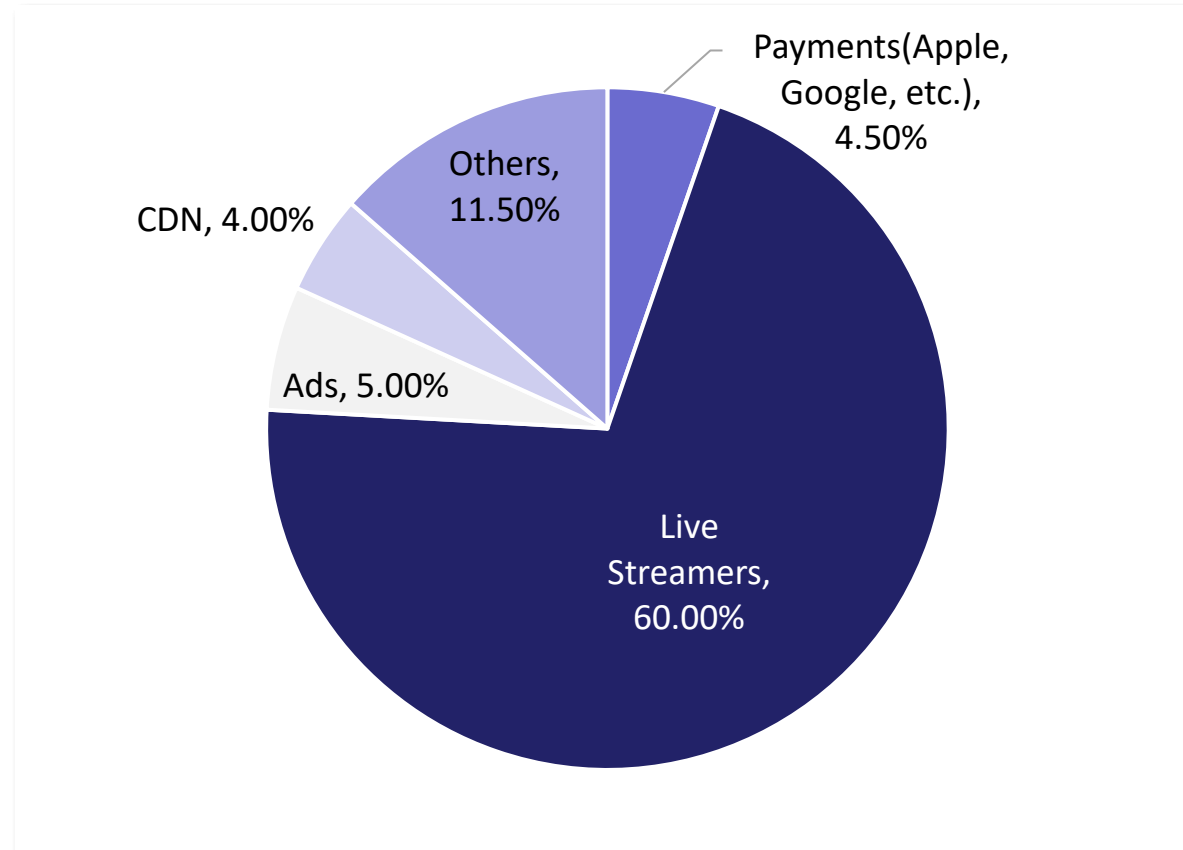
Note 2: Shine Ray (Lang LIVE) was merged with Lang Inc. in Aug. 2020, so the official disclosed revenue was only accounted for Aug.~Dec. of that year, which was NT\$845m; NT\$2.123bn was unaudited number

Note 3: Because of covid-19, 2022 was a year of special boost, revenue reached NT\$3bn+

Major Costs & Expenses Analysis

- As for the online live streaming industry, after past few years' rapid growth in Taiwan, and the latecomer effect, hence the market starts to diverge, the industry becomes stable and grows steadily
- Lang LIVE is no longer chasing "traffic" only, but instead profitability is going to be the goal, and stable development of [live+](#) is one of the future focuses

The following is Lang LIVE's major costs & expenses breakdown:



2021~2023 Financial Performance

The following is the most recent 3 year's consolidated financial report

Unit: thousands NTD	2021	%	2022	%	2023	%
Sales	2,716,193	100%	3,011,423	100%	2,710,539	100%
COGS	2,009,232	74%	2,168,089	72%	2,035,376	75%
Gross Profit	706,961	26%	843,334	28%	675,163	25%
Operating Expenses	590,102	21%	750,058	26%	660,201	25%
Income (Loss) From Operations	116,859	5%	93,276	2%	14,962	-
Net Income (Loss) Attributable to Shareholders of the Company	138,688	6%	33,209	-	15,222	-
EPS	2.60	-	0.62	-	0.26	-
Fiscal Year End Paid-in Capital	532,424	-	532,424	-	627,526	-

The following is the quarterly consolidated financial report in 2023

Unit: thousands NTD	2023/Q1	%	2023/Q2	%	2023/Q3	%	2023/Q4	%
Sales	664,454	100%	696,588	100%	665,317	100%	684,180	100%
COGS	492,757	74%	521,873	75%	502,630	76%	518,116	76%
Gross Profit	171,697	26%	174,715	25%	162,687	24%	166,064	24%
Operating Expenses	207,898	30%	171,958	25%	156,820	23%	123,525	18%
Income (Loss) From Operations	(36,201)	-4%	2,757	-	5,867	1%	42,539	6%
Net Income (Loss) Attributable to Shareholders of the Company	(38,783)	-5%	8,624	1%	13,724	2%	31,657	5%
EPS	(0.73)	-	0.16	-	0.22	-	0.54	-
Fiscal Year End Paid-in Capital	532,424		627,526		627,526		627,526	

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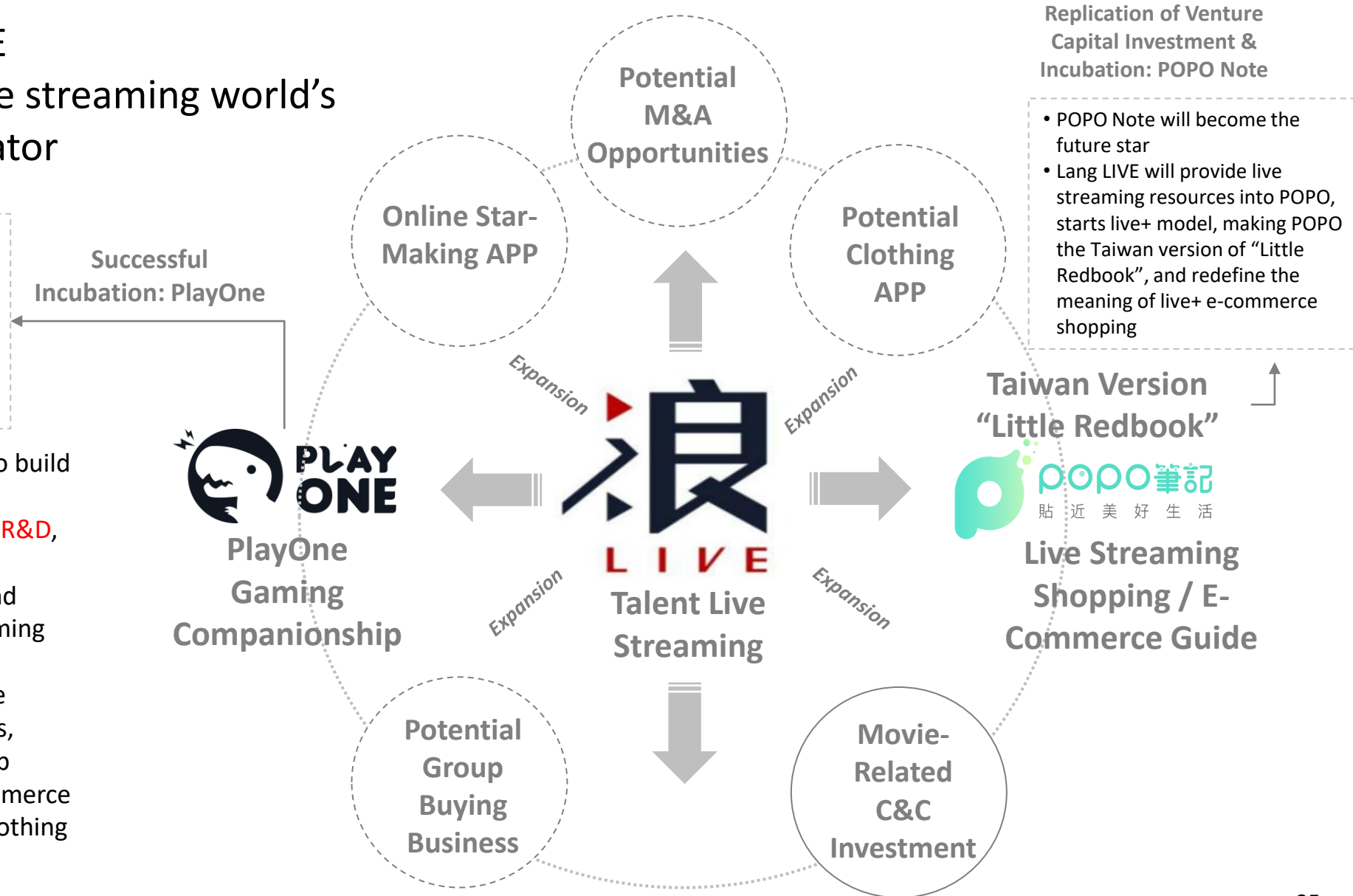
1. Company Introduction
 2. Business Model
 3. Financial Performance
 - 4. Future Plan**
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Building Live Streaming World's Venture Capital & Incubator

Beginning with Lang LIVE We are going to build live streaming world's venture capital & incubator

- Since PlayOne's merge with Shine Ray in 2020, it started to grow steadily from initial NT\$3~5m monthly revenue
- It reached monthly revenue of NT\$ 10m in 2022, and reached NT\$ 15~20m in 2023
- 2024 is anticipated to be a better year for PlayOne

- ✓ Starting from Lang LIVE, we are going to build **live streaming world's venture capital**
- ✓ Our **KOL, experienced team and strong R&D**, are all of Lang LIVE's advantage
- ✓ We try to create an incubator model and develop potential diversified live streaming businesses.
- ✓ We will step foot not only on online live streaming, but also gaming companions, movie-related cultural & creative, group buying, live streaming shopping, e-commerce (Taiwan version of "Little Redbook"), clothing AP, etc. & potential M&A opportunities



Replication of Venture Capital Investment & Incubation: POPO Note

- POPO Note will become the future star
- Lang LIVE will provide live streaming resources into POPO, starts live+ model, making POPO the Taiwan version of "Little Redbook", and redefine the meaning of live+ e-commerce shopping

Future Strategy

Vertical and Horizontal Integrations



Vertical Integration

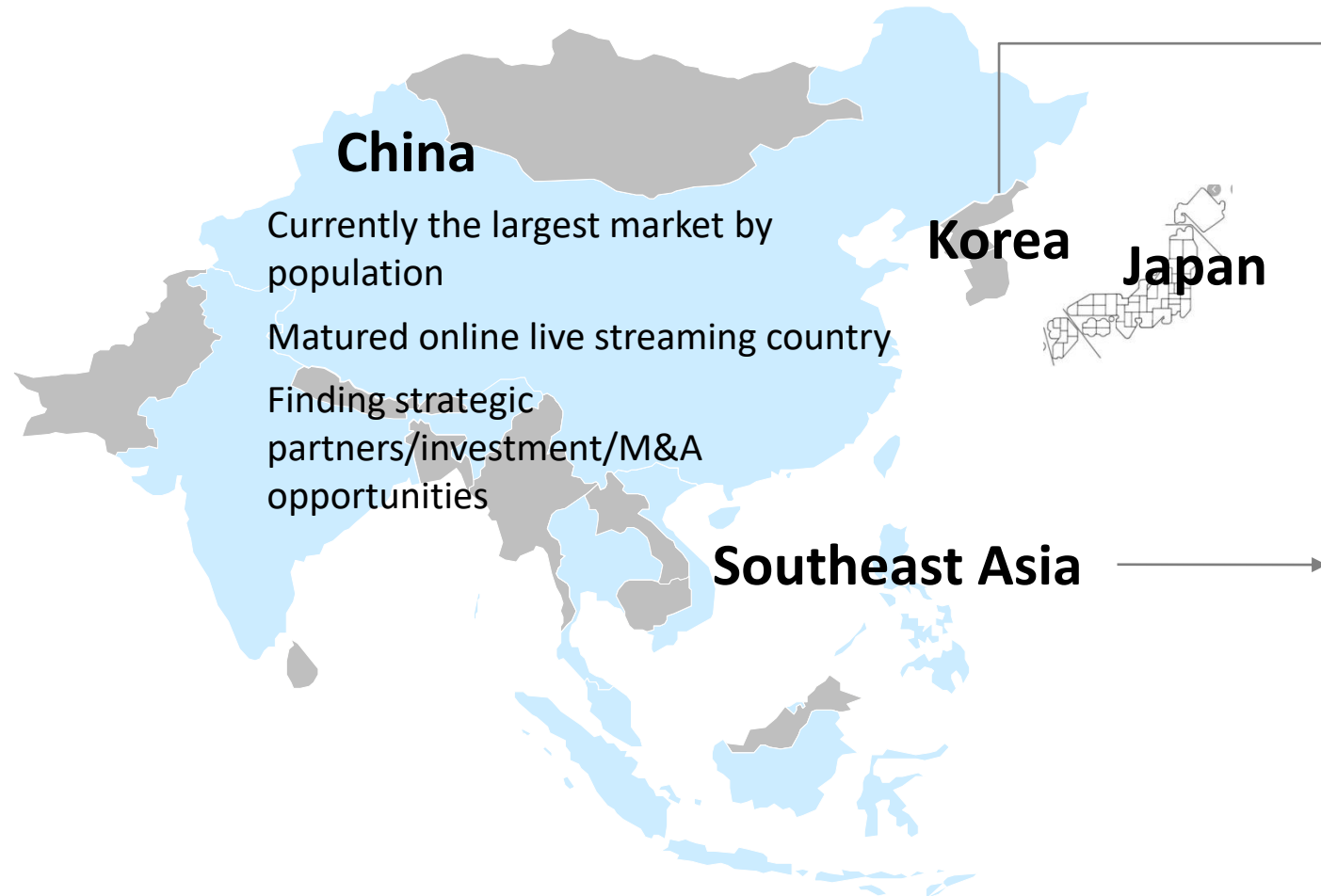
- Keep building live streaming+ model, bringing out our added value, i.e live streaming+ gaming, e-commerce and gaming companionship, to create more value
- To increase the company's profitability

Horizontal Integration

- By leveraging capital market's power toward finding peers/competitors' collaboration opportunities, whether by strategic alliance or M&A
- Maximizing ROE

Heading Northeast Asia / Southeast Asia

Replication of multiple Value-Added Internet Traffic Monetization Platform



Japan & Korea are two of the most profitable markets in terms of online live streaming, entering Japan and/or Korea is one of Lang LIVE's future targets

- Currently Southeast Asia's online live streaming users are more focused on visual chatting, but less focused on high quality talent content, hence high-quality talent live streaming will be one of Lang LIVE's strengths
- Internet users and social media APPs users are growing rapidly



官方網站：<https://www.lang.live/>

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