Ticker: 6165

Lang Inc.

Company Introduction

2024

Disclaimer

- This presentation material contains forward-looking statements and information, Lang Inc. and its subsidiaries (‘’The Company’’) are not held responsible for any updates in accordance with any new events or situations.
- The Company’s actual business operation results, financial status and achievements may vary from forward-looking information. Reasons might come from various factors, including but not limited to market demand, price volatility, political policies and change in global economic status, plus other uncontrollable risk factors.
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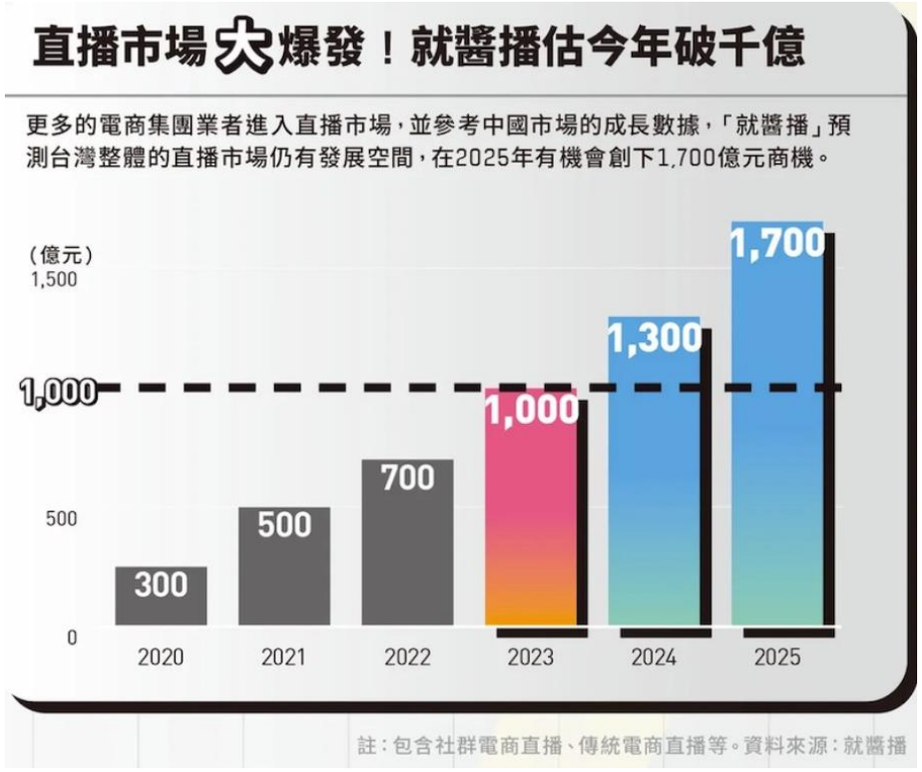
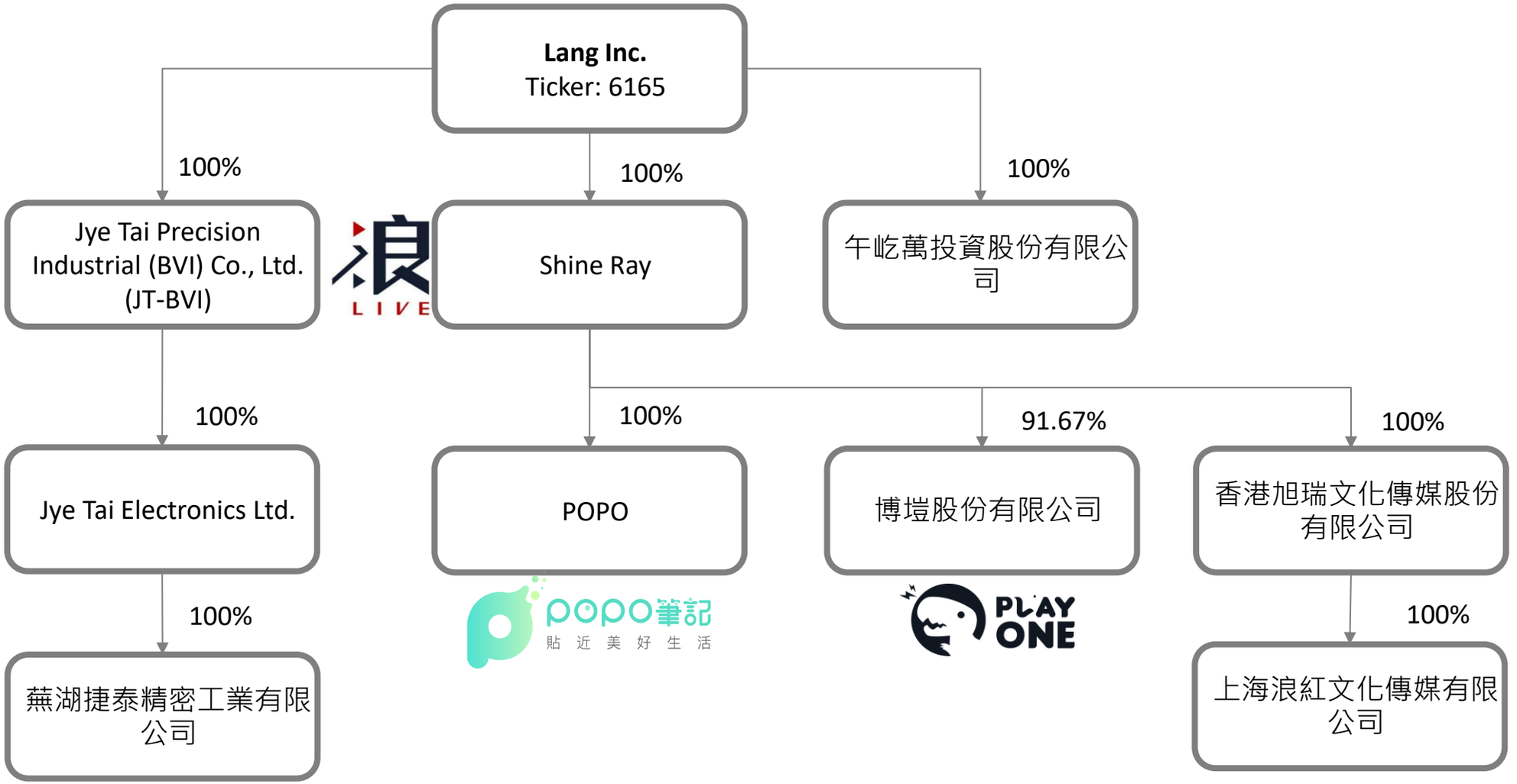
Why Choosing Online Live Streaming

- 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



Holding Structure



Company Milestone

LANG LIVE *Milestone*

Your Dream Comes True with LANG

2016~2019

- Establishment of Lang Live, ranked #1 & 2 on Google Play and App Store respectively
- Launched the first ever reality show of tabletop game – “Dracula’s Dinner”
- Invited guest anchor “September Hsu” to streaming live on the commentary of “World Baseball Classic”
- Accumulated downloads over 2mn+, MAU reached 700k
- Launched short clip - iM

2020

- Became Taiwan’s 1st public traded company, set another milestone
- Acquired PLAYONE, started gaming accompany market
- Sponsorship of “2021 Taipei New Year’s Eve Party”

2021

- # of signed live streamers over 11,000, downloads over 5mn+
- Established Planet LARP, built the best immersive recreational experience
- Established social media POPONOTE

2022

- Established LANG Inc. Charity Foundation, extended LANG’s value of dream accomplishment
- Released miniseries “LANG, Always by Your Side”, starring Amber An, directed by Yin, Chen-Hao
- Launched live game streaming channel – LANG PLAY, invited many big shot live streamers
- Launched first ever collaboration with an idol drama “Let’s go Crazy on LIVE”, further deliver LANG’s brand value/culture

2023

- First LANG Archery Invitation Cup

2024 & Beyond

- We will create more diversify business model, enhance online live streaming, game companions, e-commerce and cultural & creative related businesses, further build industry venture capital / incubator

Create a One-Stop Live Streaming Eco System

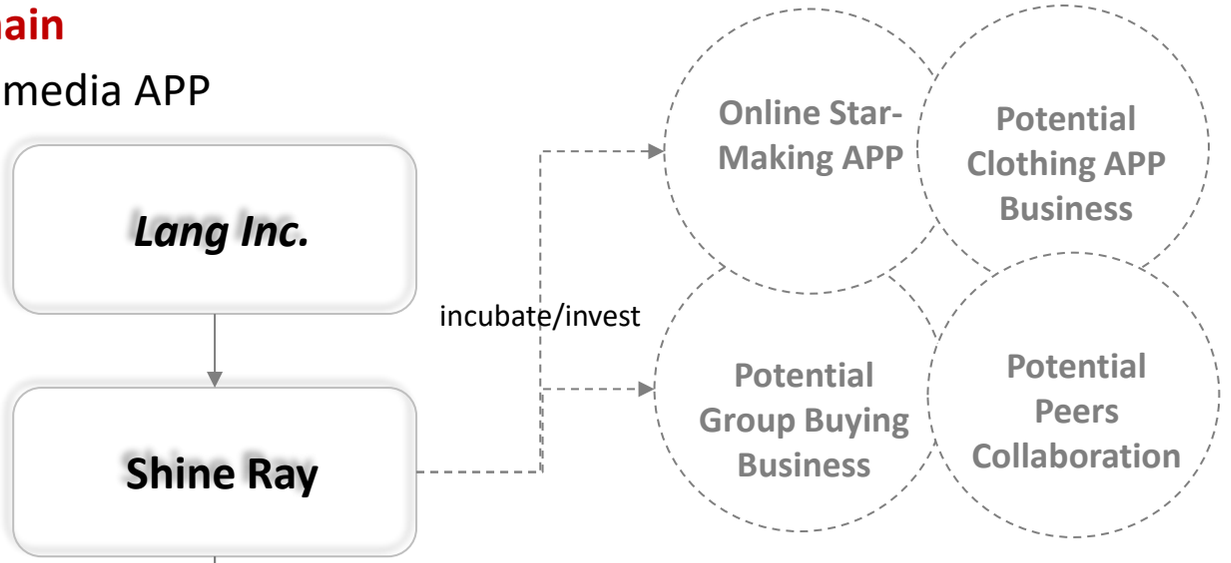
Starting from live streaming, combine with cultural & creative and **changes live streaming eco system and star-making chain**

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



Newcomer: PlayOne

- 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

Steady Growth: Lang LIVE

- 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",

Future Star: POPO Note

- 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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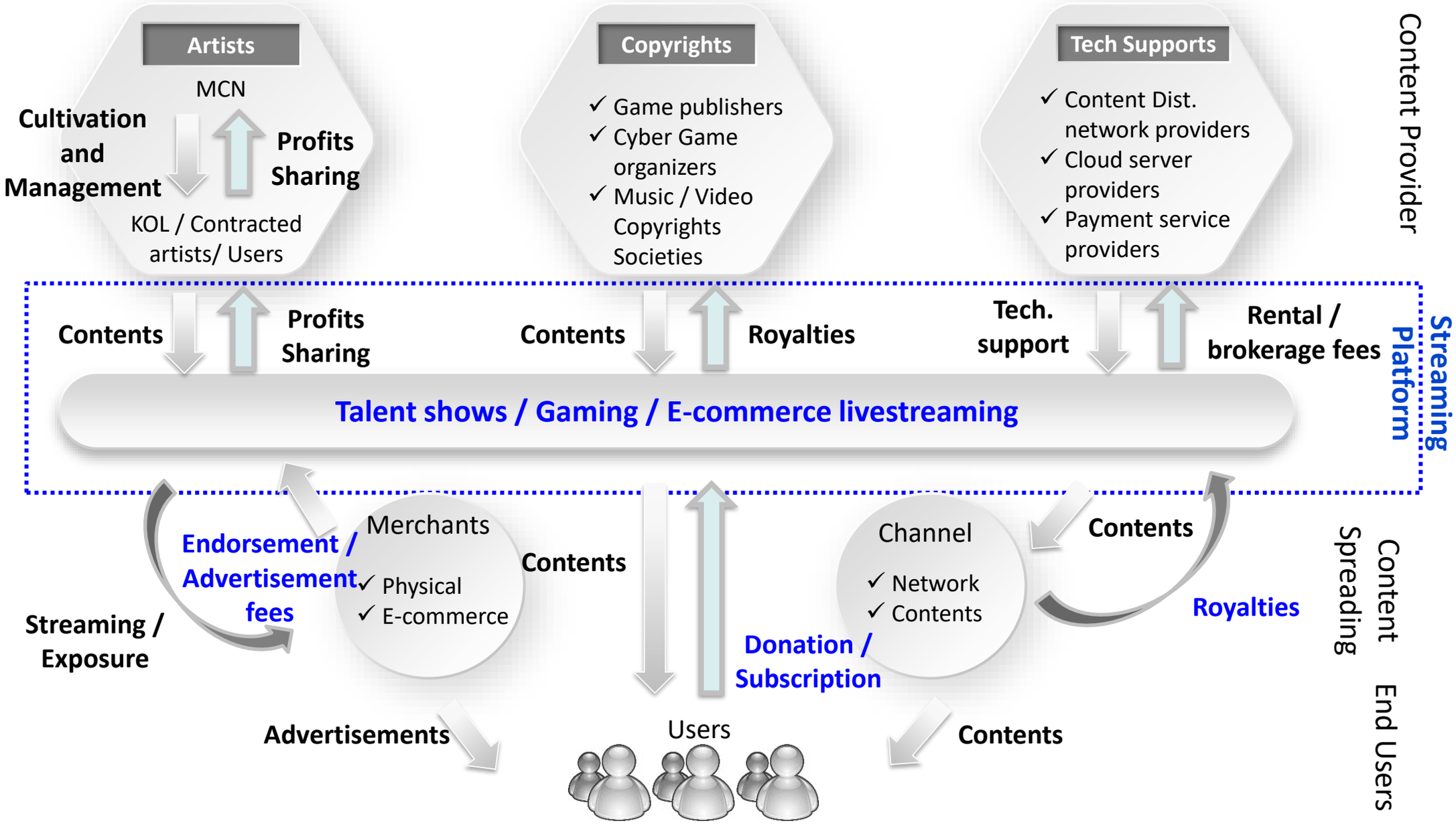
ABOUT

Industry Outlook of Live Streaming Platform

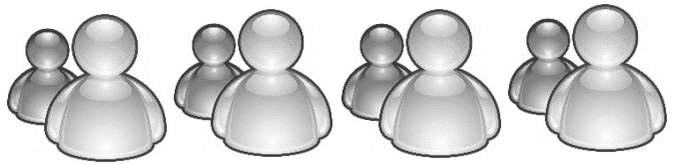


Lang LIVE – Business Model

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
NewebPay	JKO
ECPay	Wire Transfer



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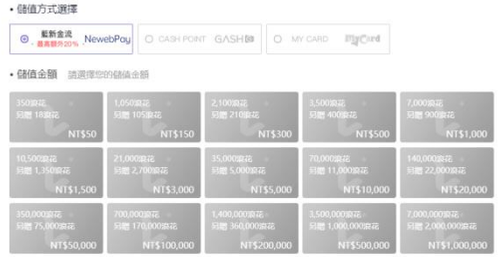
Users buy “Lang Flowers” via mobile devise APP or website



Users “donates” Lang Flowers to live streamers

Platform splits income about 50/50 with live streamers

$

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

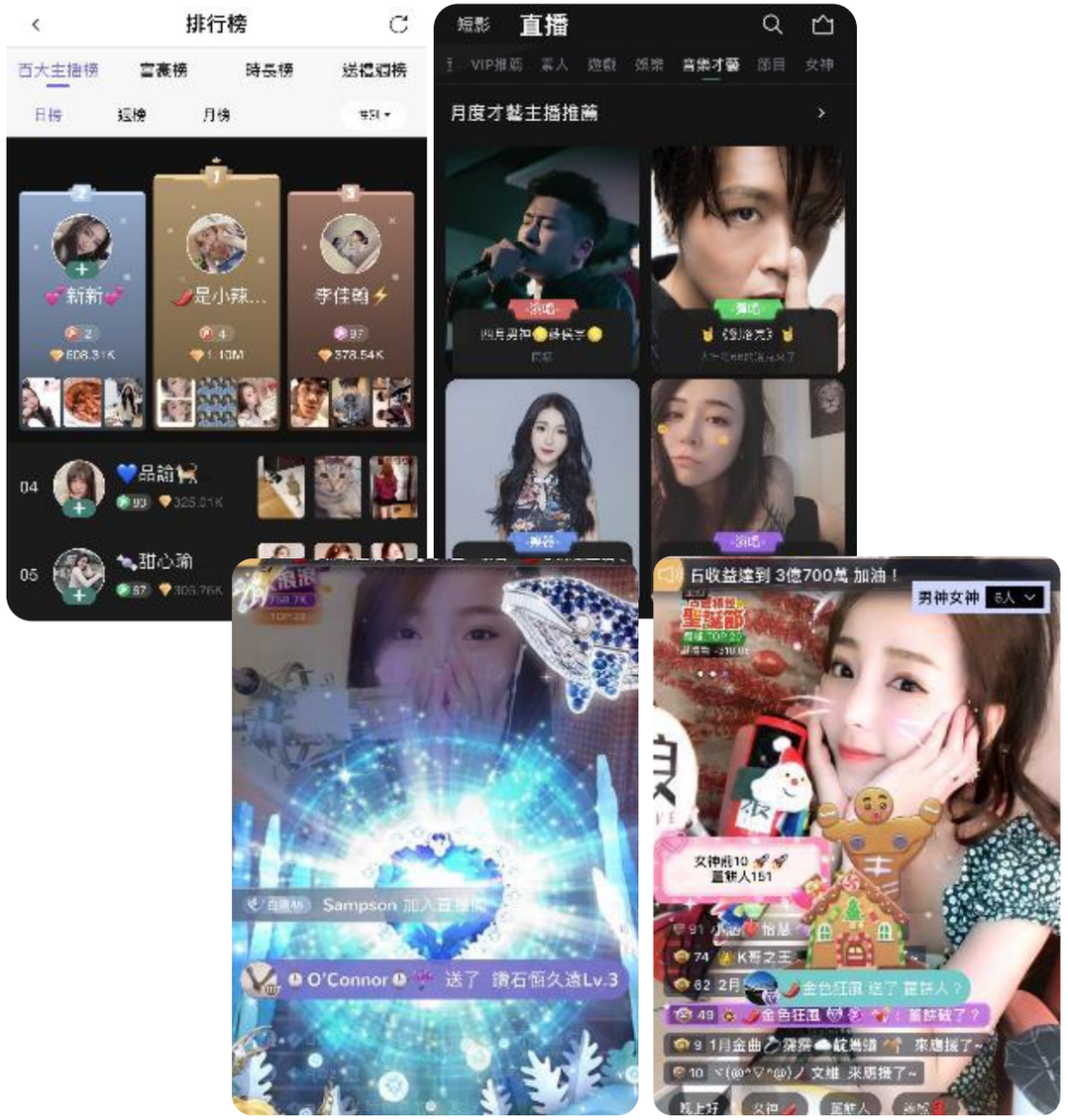
Privileged Level: Specialized badge, forward ranking, special effects upon entrance

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

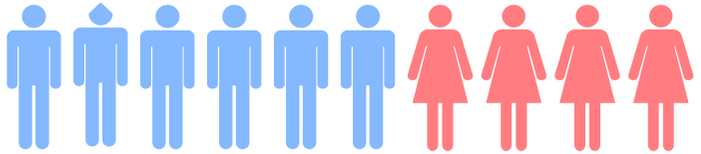
6,000+
Daily Avg. Streaming Rooms

8,000+
Signed live streamers

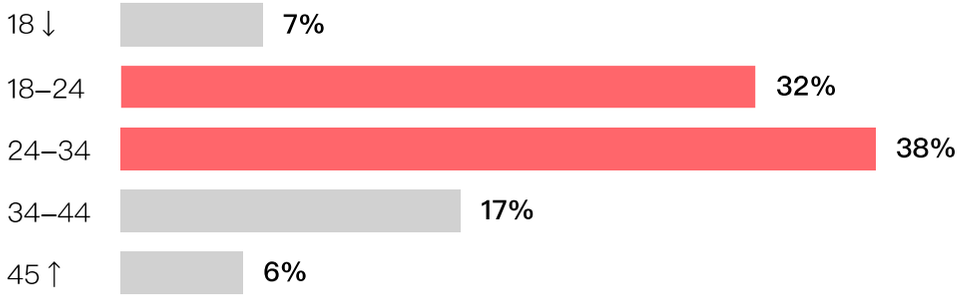
12
Daily Avg. Log-Ins

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 – Envangelion
- ✓ 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、李玖萱、米利亞、蔡晞羽

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

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

2hr

Users' daily avg. duration

50,000

# of gaming companions

60,000

MAU

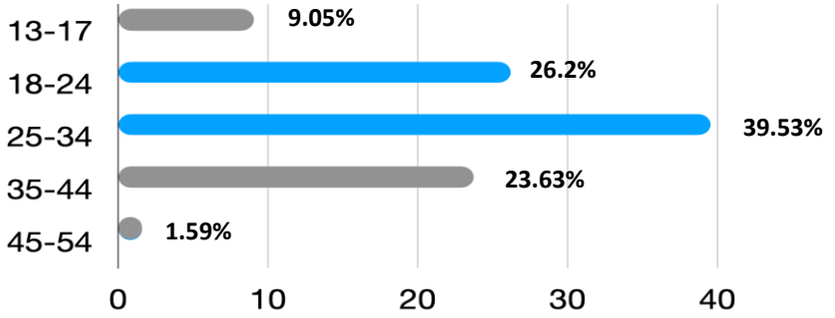
3,000

Daily avg. games played

Users' Demography

Male to Female 8：2

Ages concentrated between 18-34



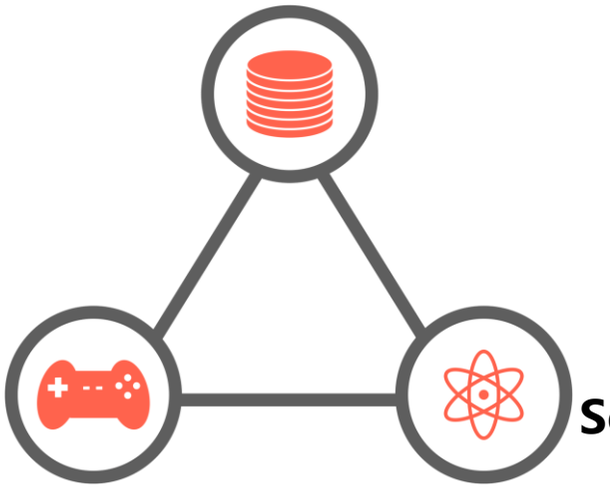
PlayOne – We Create New Opportunities

PlayOne Milestone

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

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

Making Profit For Players



Gaming **Social Interaction**

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 | 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單，主要陪玩遊戲是「傳說對決」。

首頁 經濟VIP 經濟影博 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

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

2023/07/07 15:46:02

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，賽事以陪玩戰隊組隊兩兩對決，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

ETtoday新聞雲，ETtoday遊戲雲 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

記者蘇晨豪／台北報導

遊戲陪玩平台「Playone」近年積極搶攻實況市場，在今年漫畫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；全職接單最高收益可以破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，近期就邀請瘋狗浪踢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*

Step 1: Generation Z in Taiwan	• 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.
Step 2: Content-Oriented E-Commerce in Taiwan	• 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**
Step 3: Abroad E-Commerce	• 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

POPO Note: Full Function Services

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

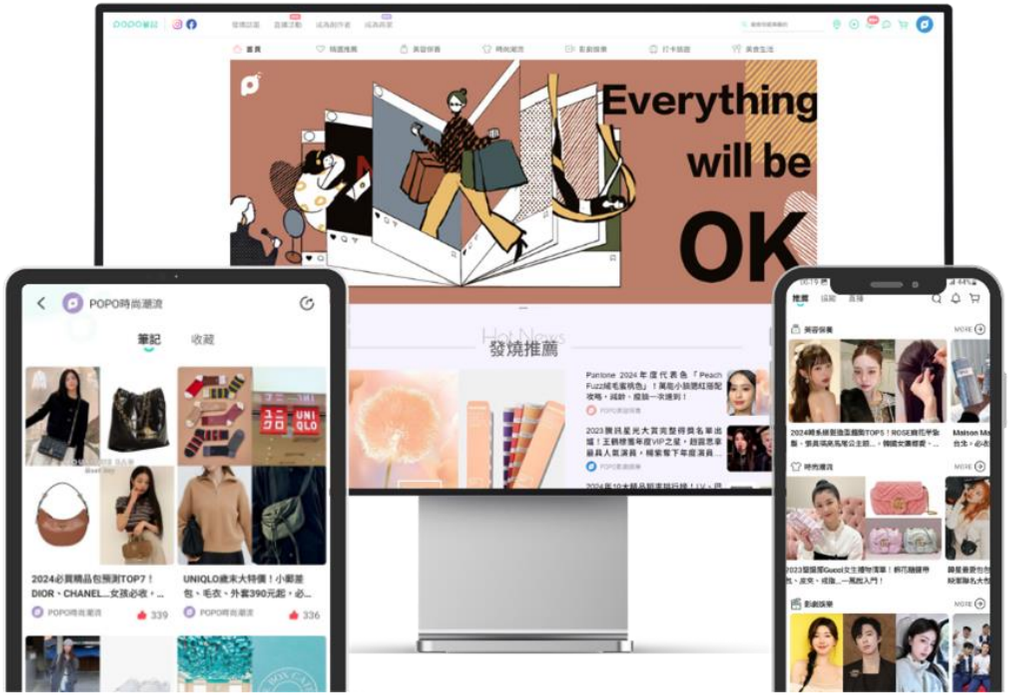
3

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

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
• Caring for social Welfare • Sports related • Skills related	• Establishing Hualien Dream Come True Educational Foundation • Caring for indigenous elders' activity	• Lang LIVE Cup – 2nd Hualien & Taitung archery invitation cup • Funding for American archery invitation cup	• 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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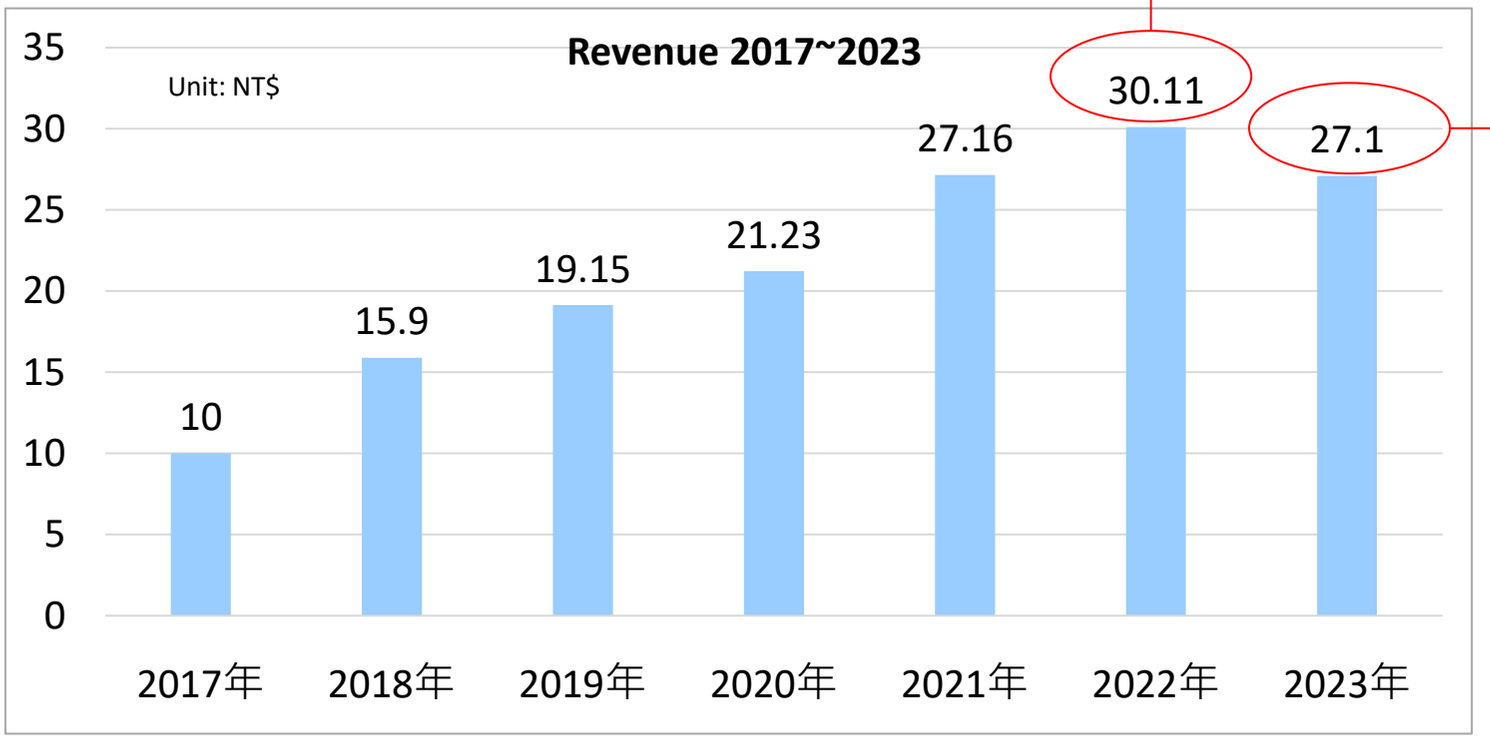
Past Few Years' Sales Performance

- 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

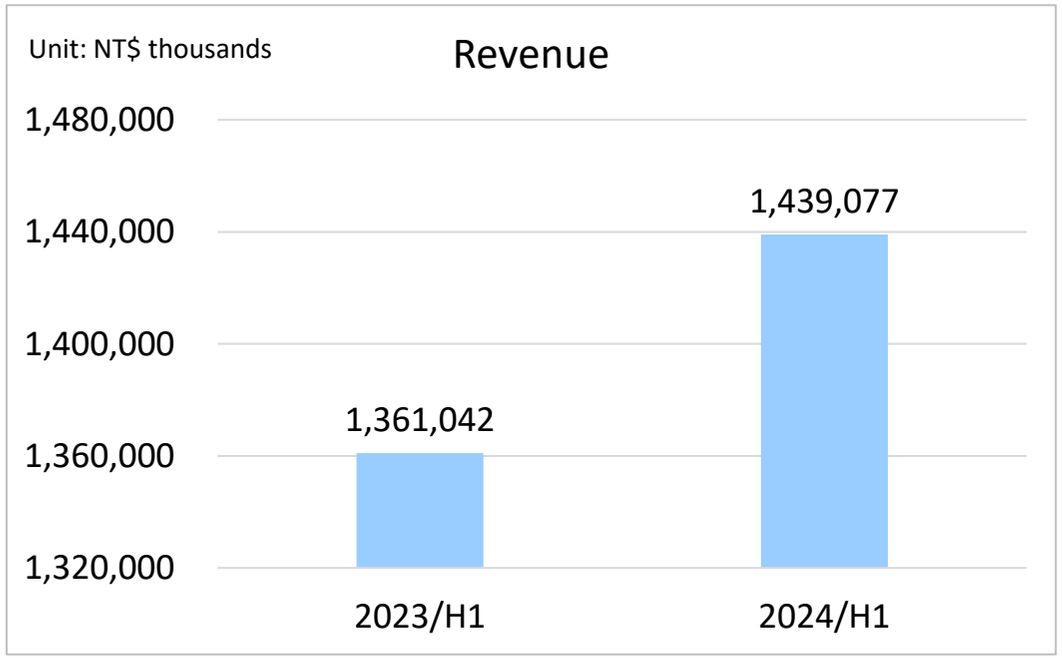
Note 1: Shine Ray (Lang LIVE) has not been acquired by Lang Inc. back in 2017~2019, hence the revenue numbers were unaudited

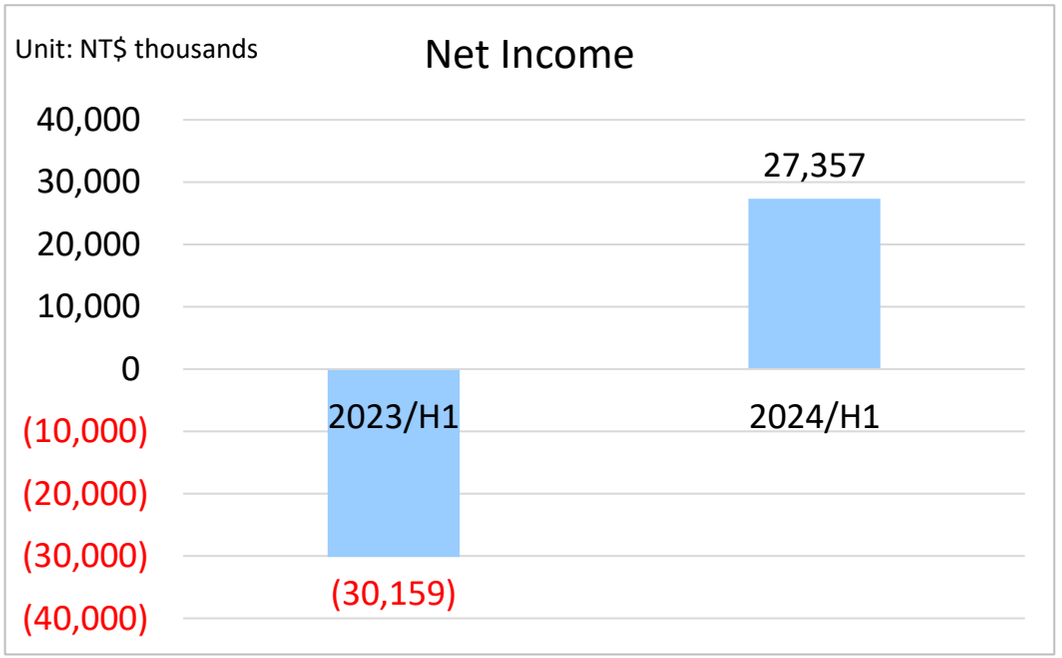
Note 2: Shine Ray (Lang LIVE) was merged with Lang Inc. in Aug. 2020, so the official disclosed revenue was only accounted for Aug.~Dec. of that year, which was NT$845m; NT$2.123bn was unaudited number

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

2023/H1 & 2024/H1 Revenue & Net Income

- Lang Inc.’s consolidated revenue for 2023/H1 & 2024/H1 were NT$136.1bn & NT$143.9bn respectively, net income were -NT$30.15mn & NT$27.35mn respectively
- Lang Inc.’s overall performance in 2024/H1 was better than 2023/H1, and expecting a growing trend toward the future

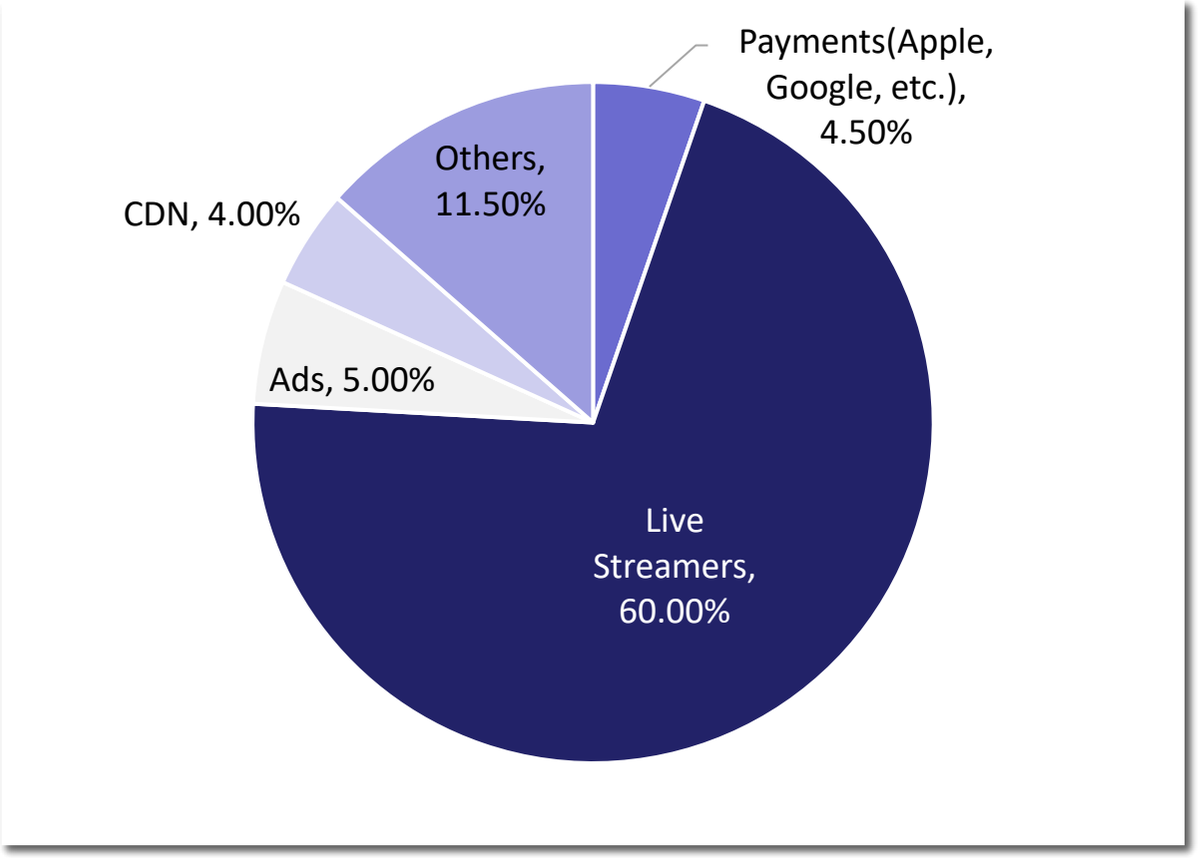




Major Costs & Expenses Analysis

- 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:



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2. Business Model
3. Financial Performance
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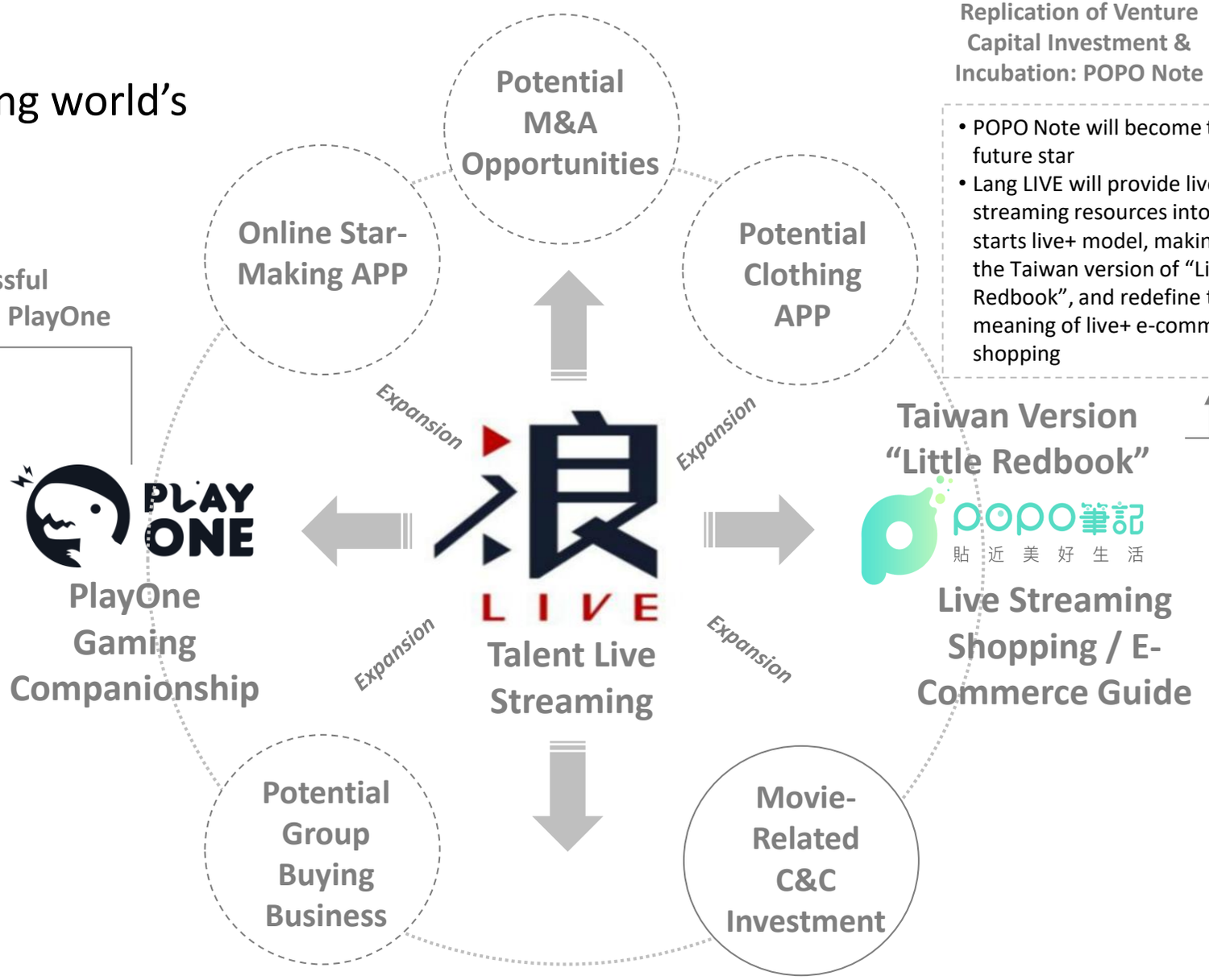
Building Live Streaming World's Venture Capital & Incubator

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

Successful Incubation: 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

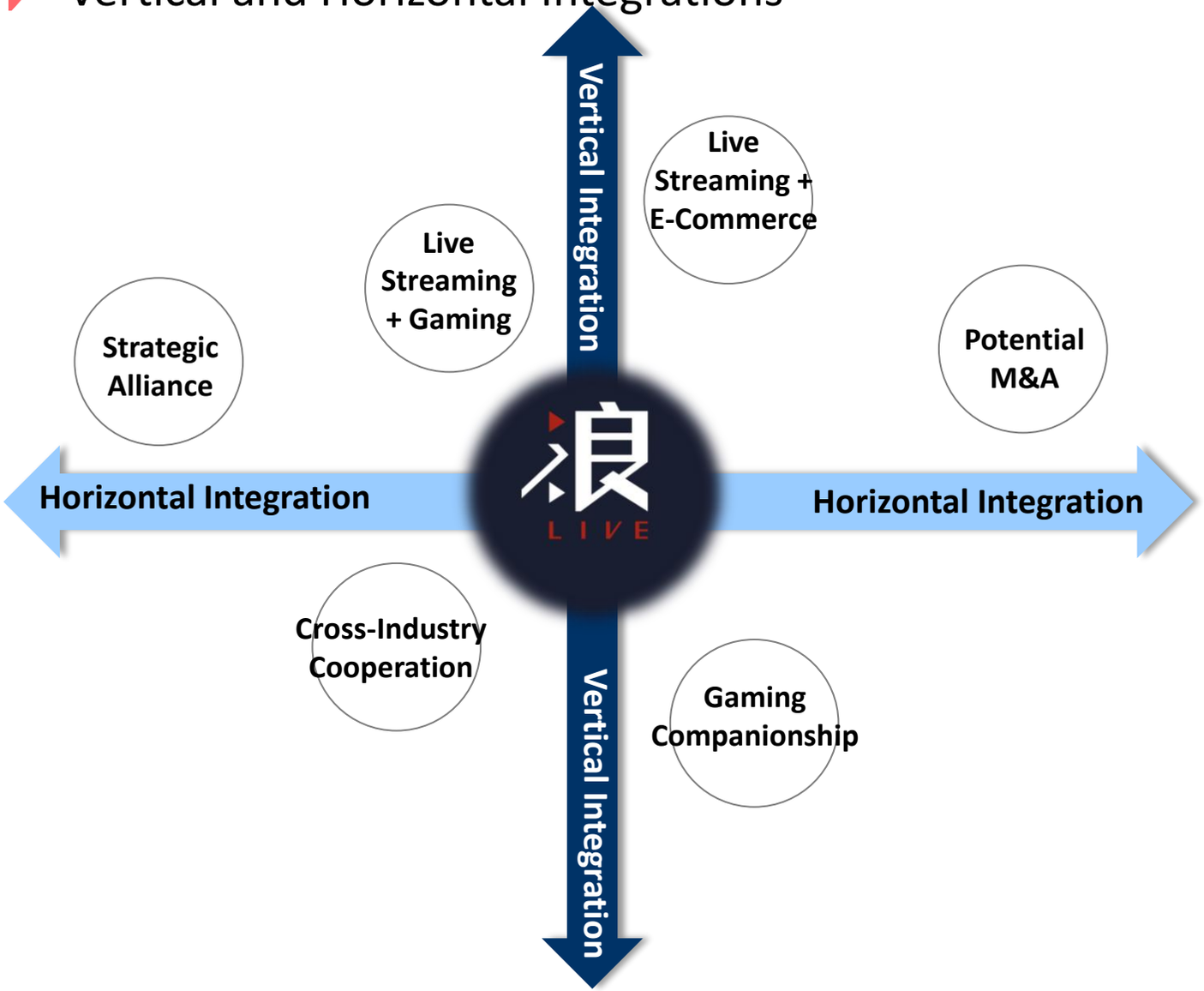


Replication of Venture Capital Investment & Incubation: POPO Note

- 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

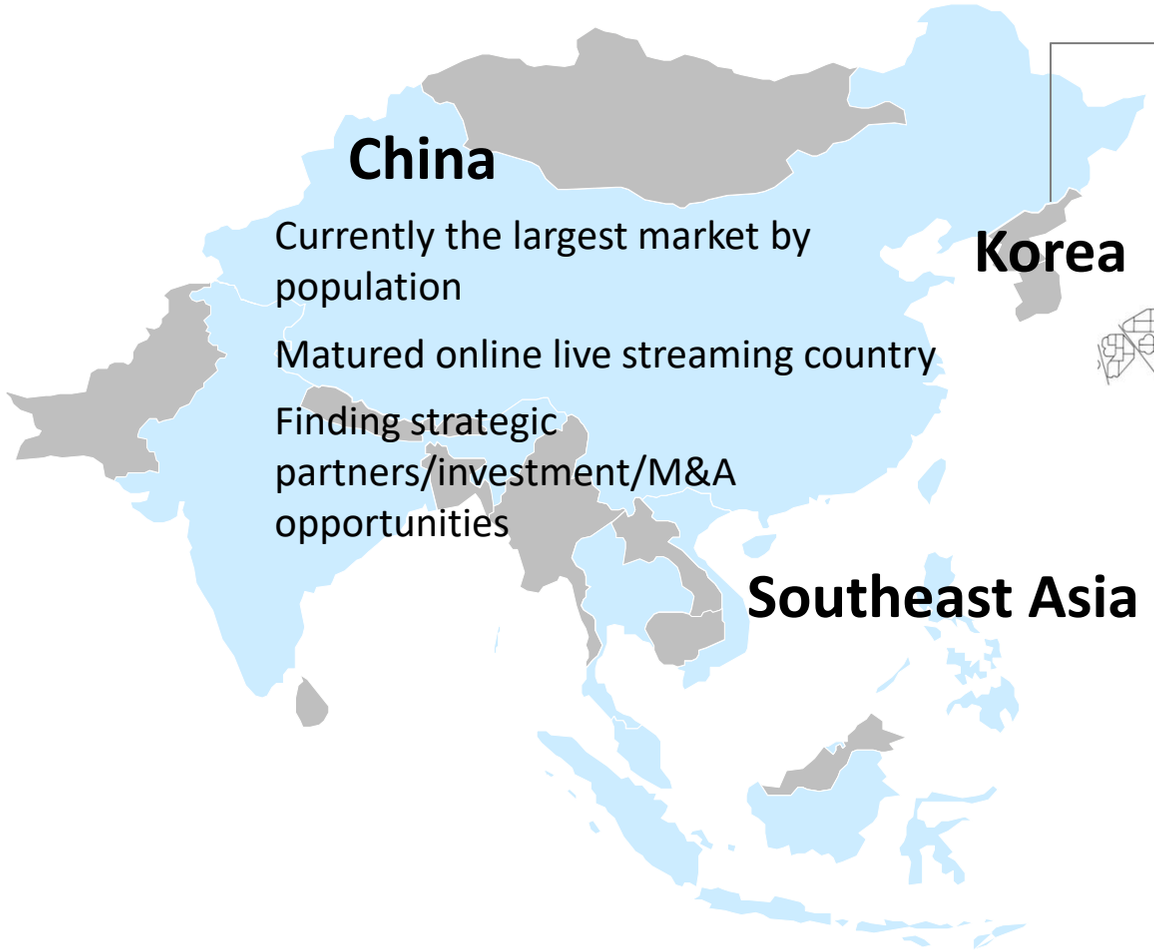
- Keep building live streaming+ model, bringing out our added value, i.e live streaming+ gaming, e-commerce and gaming companionship, to create more value
- To increase the company's profitability

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



China

Currently the largest market by population

Matured online live streaming country

Finding strategic partners/investment/M&A opportunities

Korea

Japan

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

Southeast Asia

- 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

浪 LIVE

點亮平凡 閃耀非凡

Lighting Ordinary, Shining Extraordinary

Thank You