Ticker: 6165

Lang Inc.

Company Introduction

2025

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- 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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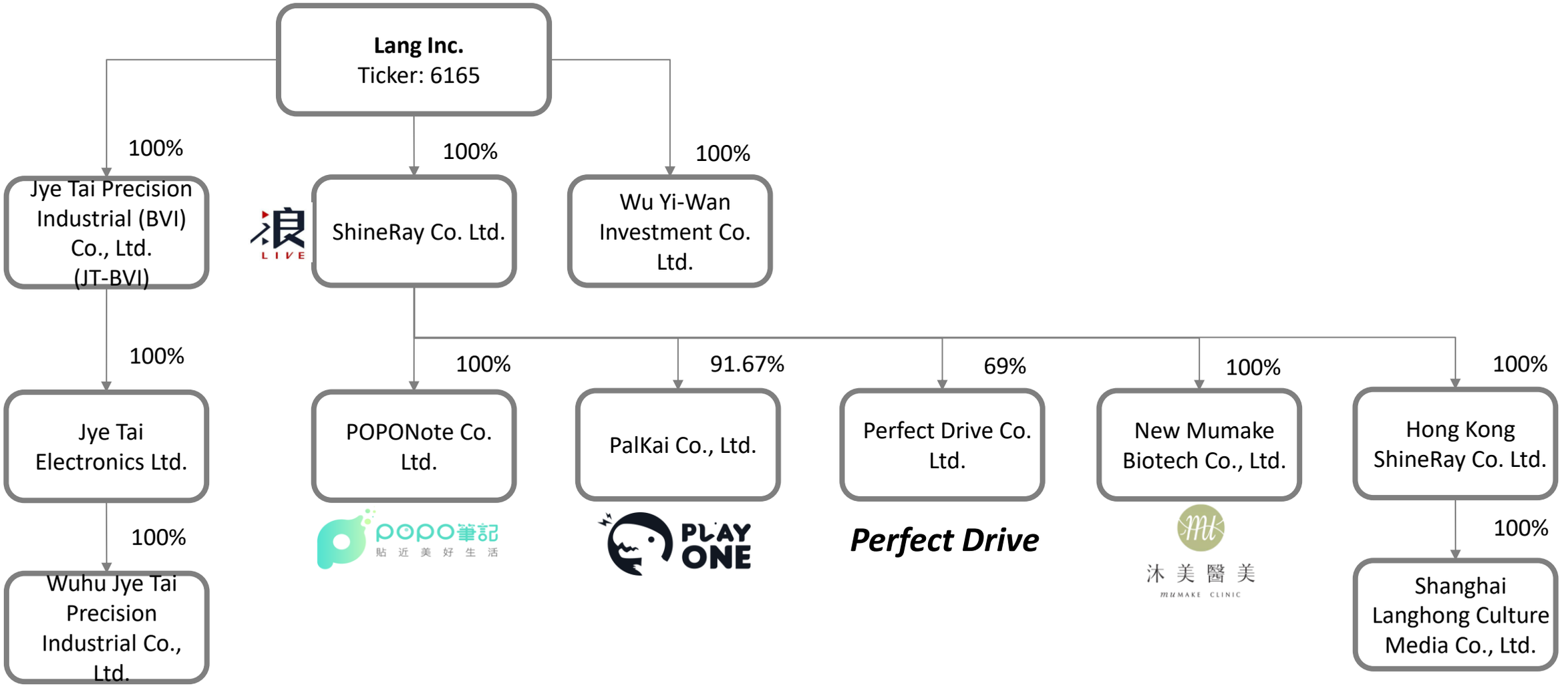
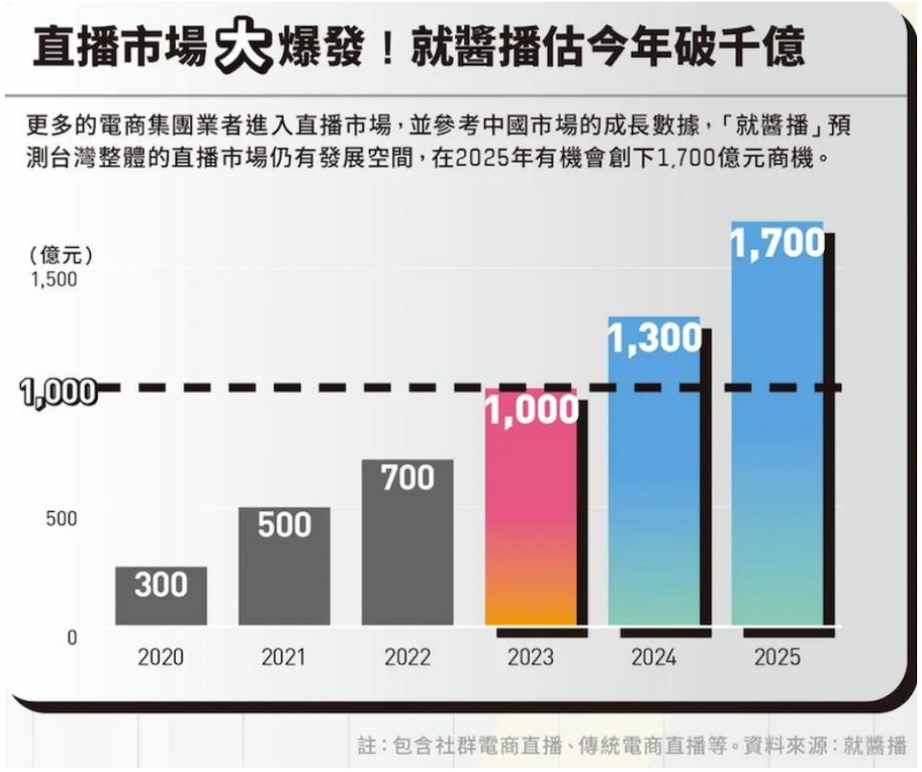
Shareholding Structure



Why Choosing Online Live Streaming

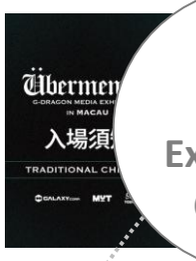
- Online live streaming has been booming rapidly for the past few years, and it is anticipated that Taiwan's live streaming market will grow steadily, hence there are still room for growth in the future.
- Meanwhile, online live streaming can be effectively and efficiently integrated with other internet 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



Lang LIVE is the BIGGEST Internet Company in Taiwan

- The "Matthew Effect" of internet companies is quite apparent, those on the 2nd or 3rd place will lose their market share and competitiveness gradually. Lang LIVE has increased its market size after severe competition for the past 5~6 years, and is now the undoubtfully number 1. In addition, the strong R&D team has supported Lang LIVE's performance, and built a solid eco system and barrier for late comers.
- Lang LIVE has started cultivating future potential businesses with high growth possibilities, and building a quasi-VC of internet company, providing platform, funds, talent and technology, it has transformed from a live streaming platform to an internet company, and further invests in aesthetic medicine business, high-end used car, cultural & creative related businesses such as movies, concerts, etc. It is also planning on mini movies production and MCN, so that it can dig out more potential KOLs
- Lang LIVE has great growing force, including over 8,000 KOLs and the most powerful R&D team, it provides traffic monetization platform for KOLs & business expansion, on top of that, it provides other traffic monetization mechanism such as aesthetic medicine business, others like movies & concerts, e-commerce, etc.
- Lang LIVE also understands very well about internet companies' business model and eco system, so that it delivers an efficient execution capability, which in turn gives Lang LIVE the growth driver.

The Most Powerful Internet Co. in Taiwan



K-POP Project Exhibition/ Concert

Potential M&A Opportunities

Expansion

Expansion

PLAY ONE

PlayOne Gaming Companionship

浪 LIVE

High-End Used Car Perfect Drive

Expansion

Expansion

Talent Show Live Streaming

沐美醫美 muMAKE CLINIC

Aesthetic Medicine Business

Keep building traffic, increasing user base, making profit once reached economy of scale

Music & Concert Movie-Related C&C Investment

Our winning formula!

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

Build industry venture capital / incubator model

Lang LIVE: Our Past and Future

Lang LIVE is a internet+ company, it expands based on live streaming and KOLs

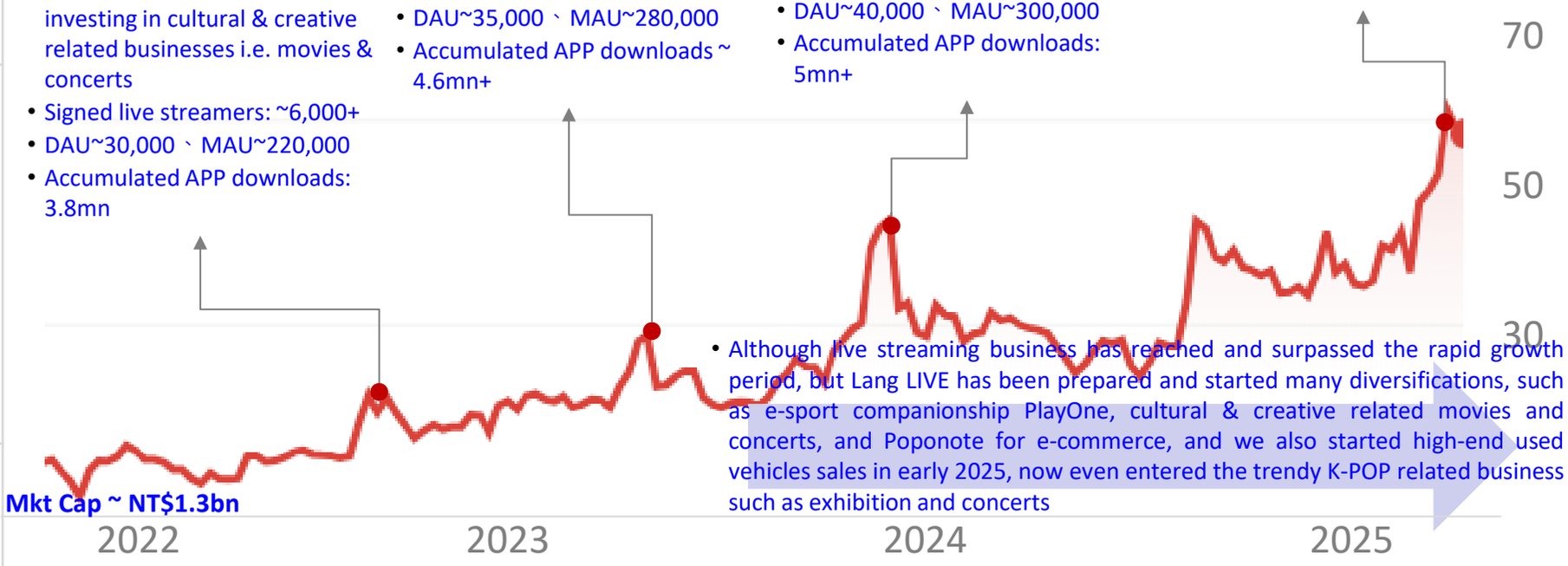
2021	• Consolidated revenue in 2021 was NT$ 2,716mn (~avg NT$ 226mn/month) • **Mkt Cap ~ NT$2bn** • Established "Planet LARP" (an immersive live action role-playing game) • Established Poponote (e-commerce) • Signed live streamers: ~5,000+ • DAU~20,000、MAU~180,000 • Accumulated APP downloads: 3.2mn
2020	• Lang LIVE attracted cap mkt's attention after the acquisition by TWSE listing company in Aug., 2020, mkt cap reached NT$ 4.7bn in Oct. the same yr and changed its company name to "Lang Inc." later in 2020 • Established PlayOne • Consolidated revenue reached NT$ 2,123mn • Signed live streamers: ~3,500+ • DAU~10,000、MAU~150,000 • Accumulated APP downloads: 2mn+
2017~ 2019	• Revenue in 2017 reached NT$ 1bn(~avg NT$ 83mn/month) • Revenue in 2018 reached NT$ 1.59bn (~avg NT$ 132.5mn/month) • Revenue in 2019 reached NT$ 1.915bn (~avg NT$ 160mn/month) • Live streaming business grew rapidly

- **Mainly due to the pandemic, so that the performance in 2022 was outperformed and the consolidated revenue reached NT$ 3,011mn** (~avg NT$ 250mn/month)
- **Mkt Cap ~ NT$ 2.4bn**
- Business diversification, investing in cultural & creative related businesses i.e. movies & concerts
- Signed live streamers: ~6,000+
- DAU~30,000、MAU~220,000
- Accumulated APP downloads: 3.8mn

- **Lang Inc. began transformation in 2023**
- After the ease of pandemic, revenue was coming back to the level in 2021, around NT$2.71bn
- Mkt Cap ~ NT$ 2.5bn
- Successfully cultivated PlayOne
- DAU~35,000、MAU~280,000
- Accumulated APP downloads ~ 4.6mn+

- Consolidated revenue in **2024** was NT$ 2,848mn (~avg NT$ 237mn/month)
- Completed NT$ 457mn rights offering in Feb., 2024, and finished the purchasing of new office building, **mkt cap ~ NT$ 4bn**
- Signed live streamers: ~6,500+
- DAU~40,000、MAU~300,000
- Accumulated APP downloads: 5mn+

- Consolidated revenue from **Jan.~ Oct. of 2025** was around NT$ 252~300mn
- **Mkt Cap ~ NT$ 4.2bn**
- Signed live streamers: ~8,000+
- DAU~50,000、MAU~450,000
- Accumulated APP downloads: 6.3mn



- Although live streaming business has reached and surpassed the rapid growth period, but Lang LIVE has been prepared and started many diversifications, such as e-sport companionship PlayOne, cultural & creative related movies and concerts, and Poponote for e-commerce, and we also started high-end used vehicles sales in early 2025, now even entered the trendy K-POP related business such as exhibition and concerts

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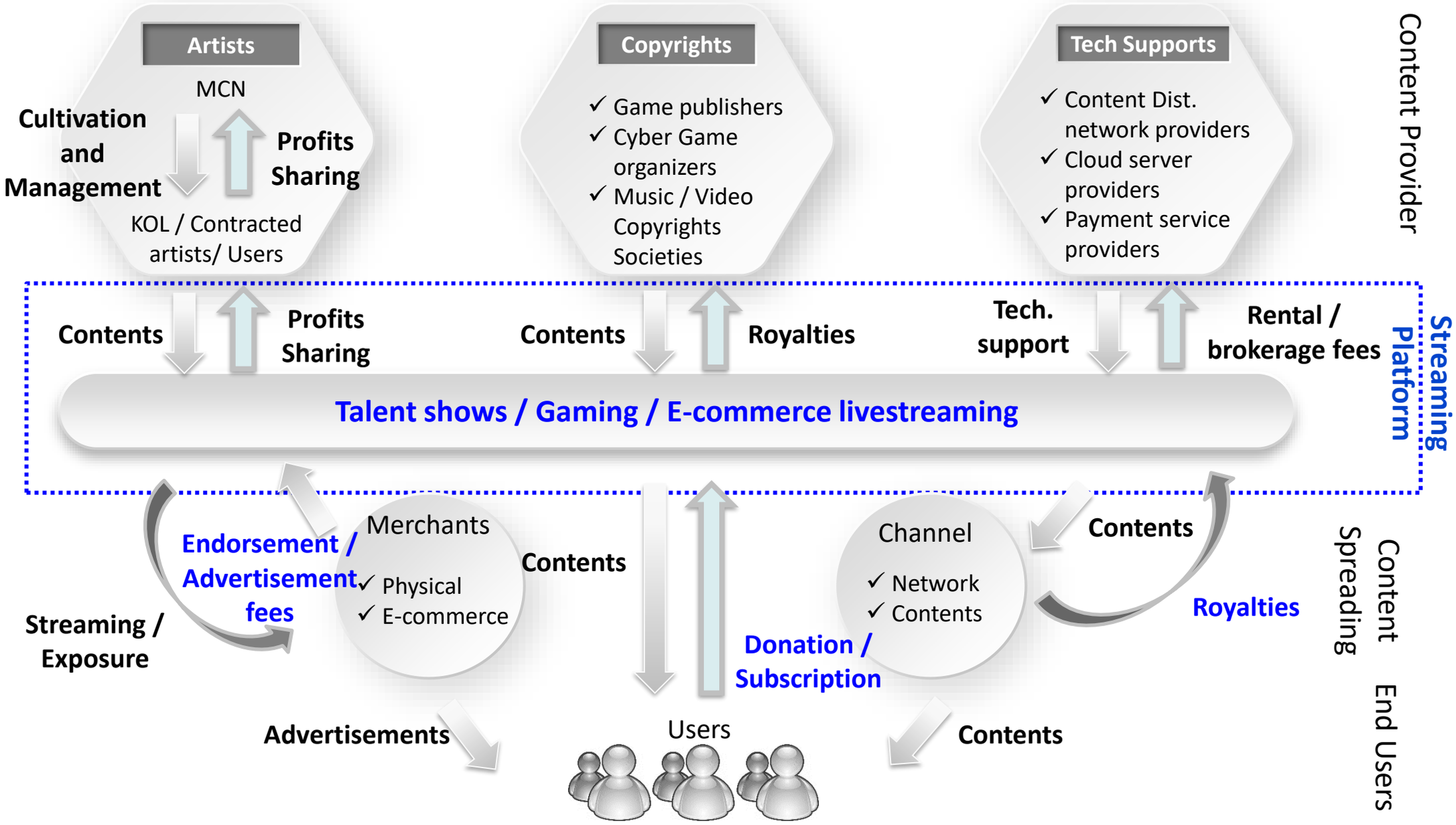
ABOUT

Industry Outlook of Live Streaming Platform

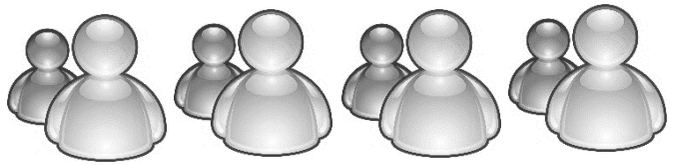


Lang LIVE – Business Model

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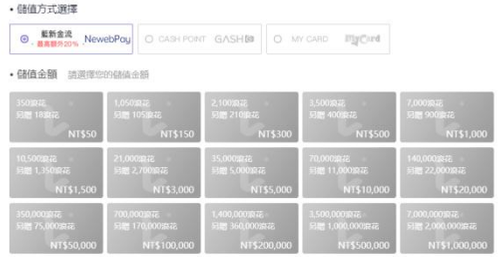
Users buy “Lang Flowers” via mobile devise APP or website



浪 LIVE

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

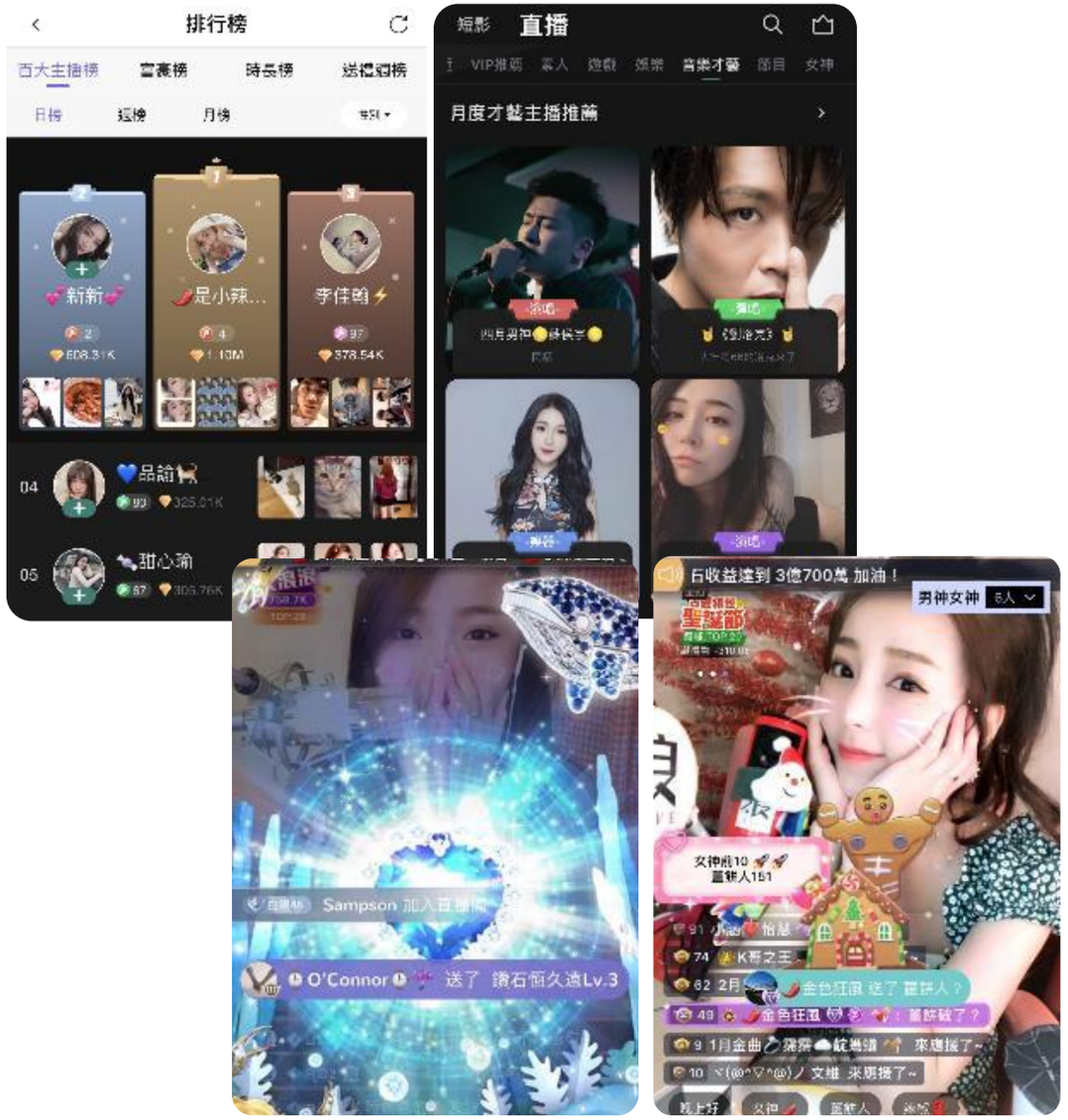
Privileged Level: Specialized badge, forward ranking, special effects upon entrance

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

~450,000
MAU

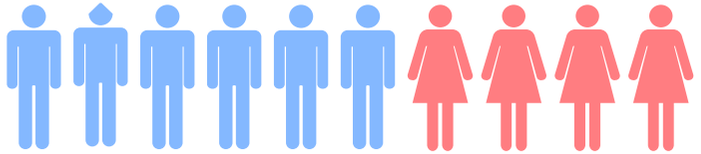
6,000+
Daily Avg. Streaming Rooms

8,000+
Signed live streamers

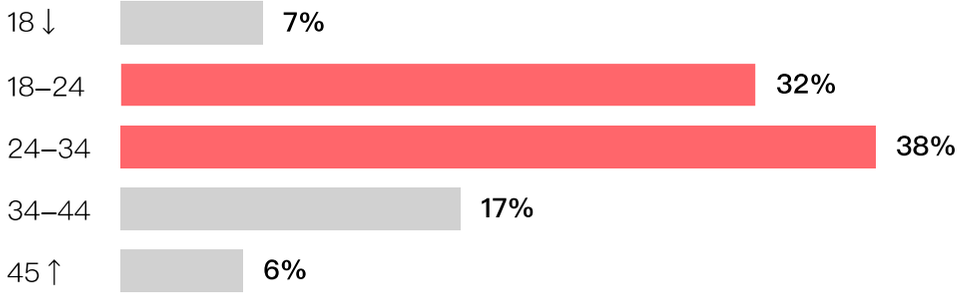
12
Daily Avg. Log-Ins

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

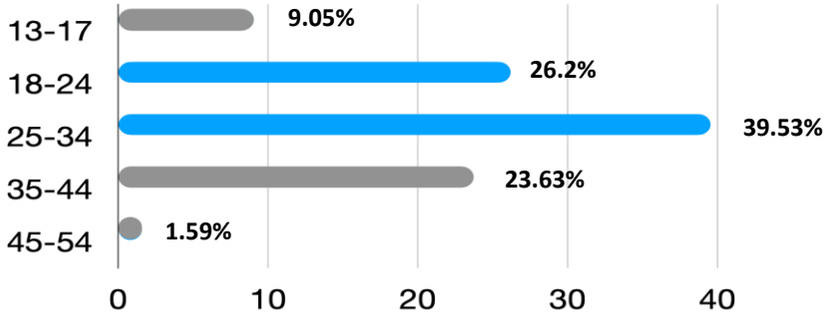
3,000

Daily avg. games played

Users' Demography

Male to Female 8：2

Ages concentrated between 18-34



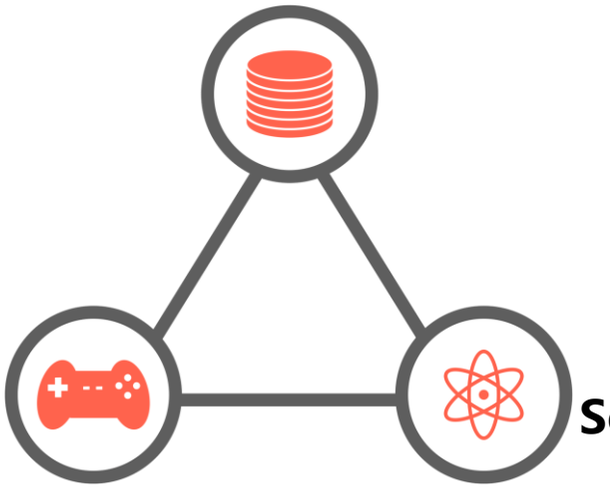
PlayOne – We Create New Opportunities

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



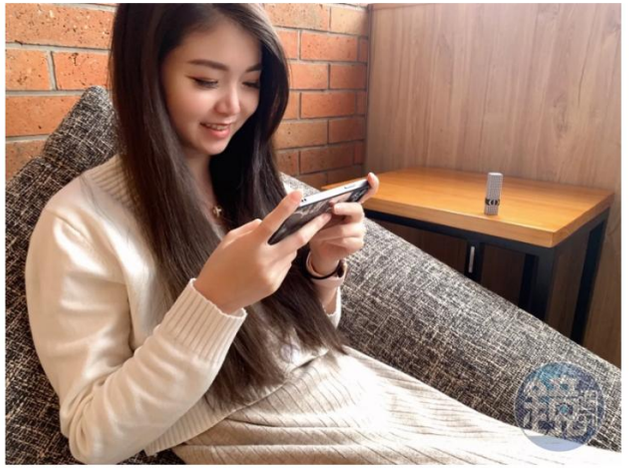
Gaming **Social Interaction**

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

經濟日報 > 商情 > 熱門商點

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

經濟日報 鄭芝珊

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 讚

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)

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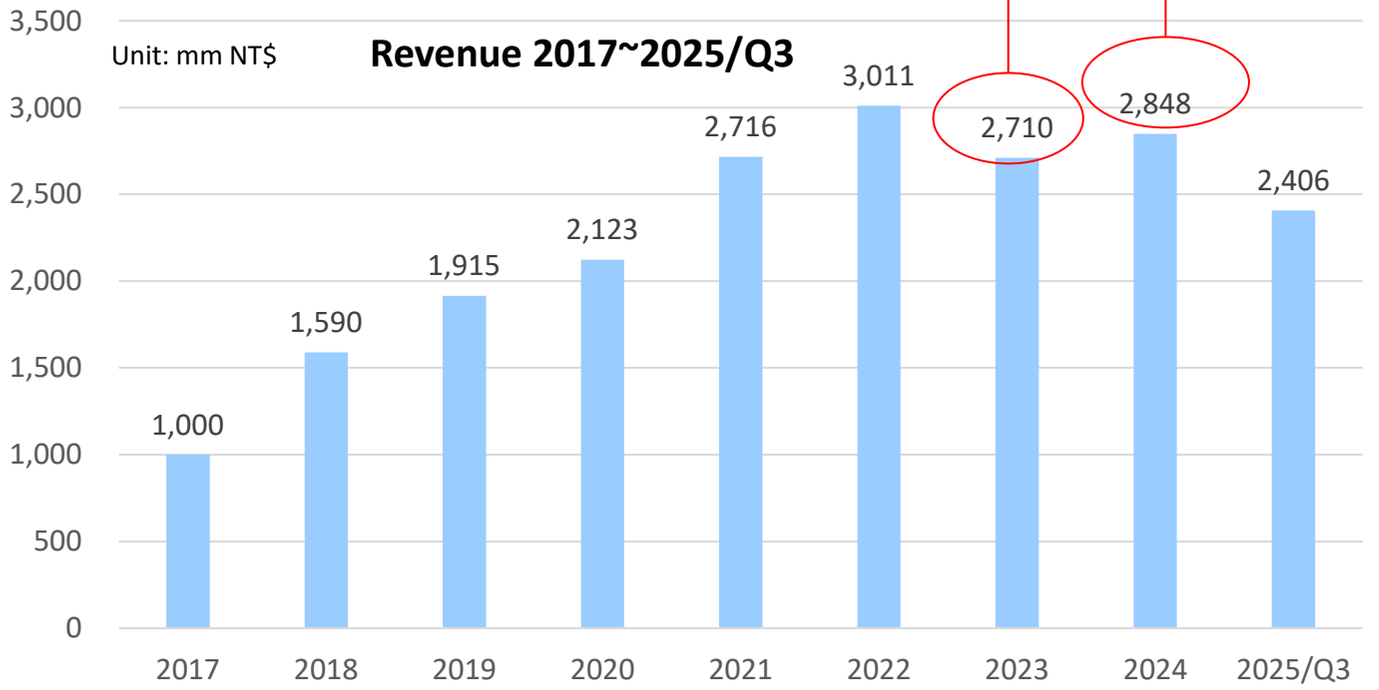
Past Few Years' Sales Performance

From the chart below, Lang LIVE's revenue has been growing rapidly for the past few years

- Revenue from 2017~2019 were 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
- Revenue in 2024 reached NT$2.84bn
- Revenue in 2025/Q3 reached NT$2.4bn



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+

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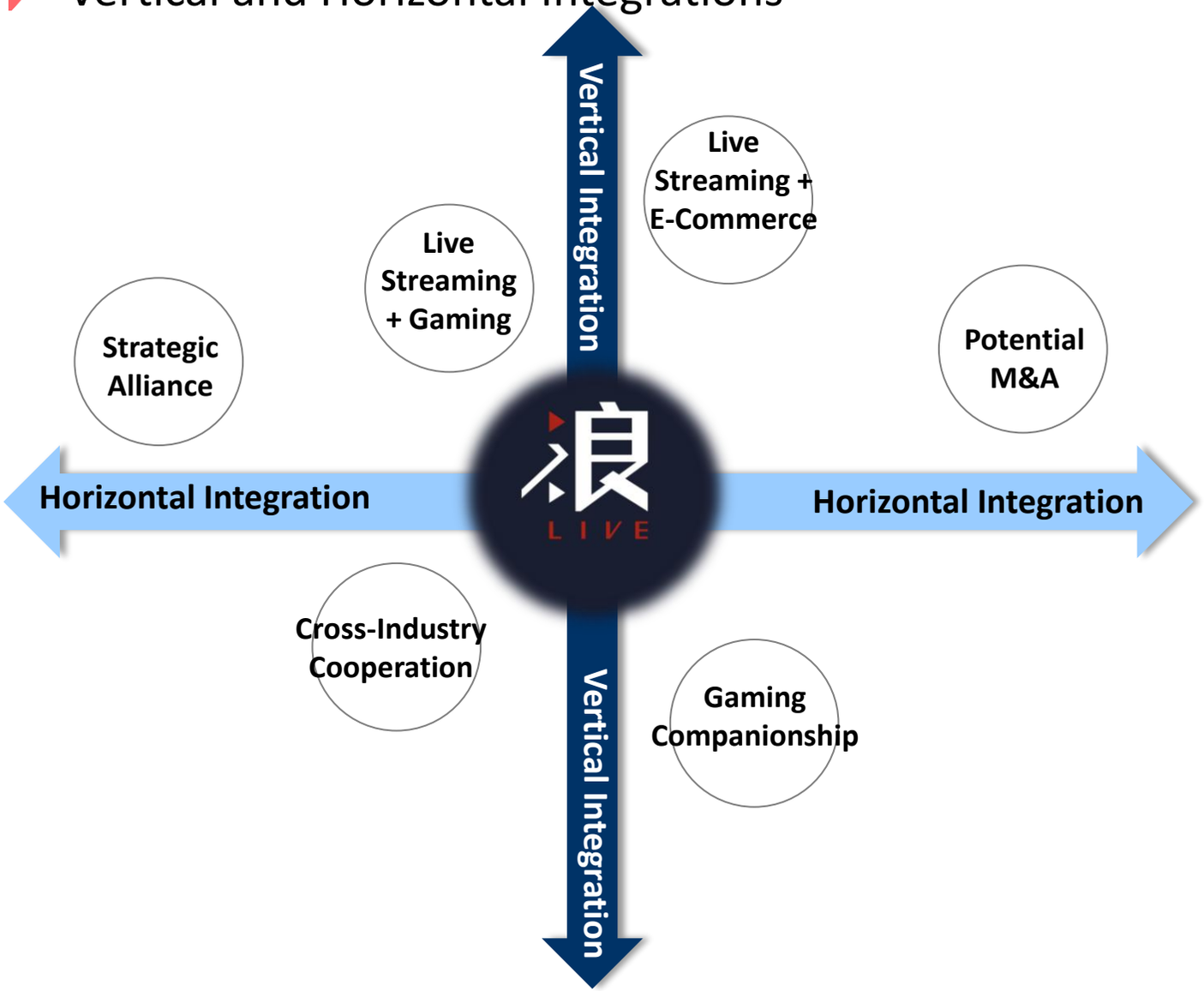
Future Strategy

Vertical and Horizontal Integrations



Vertical Integration

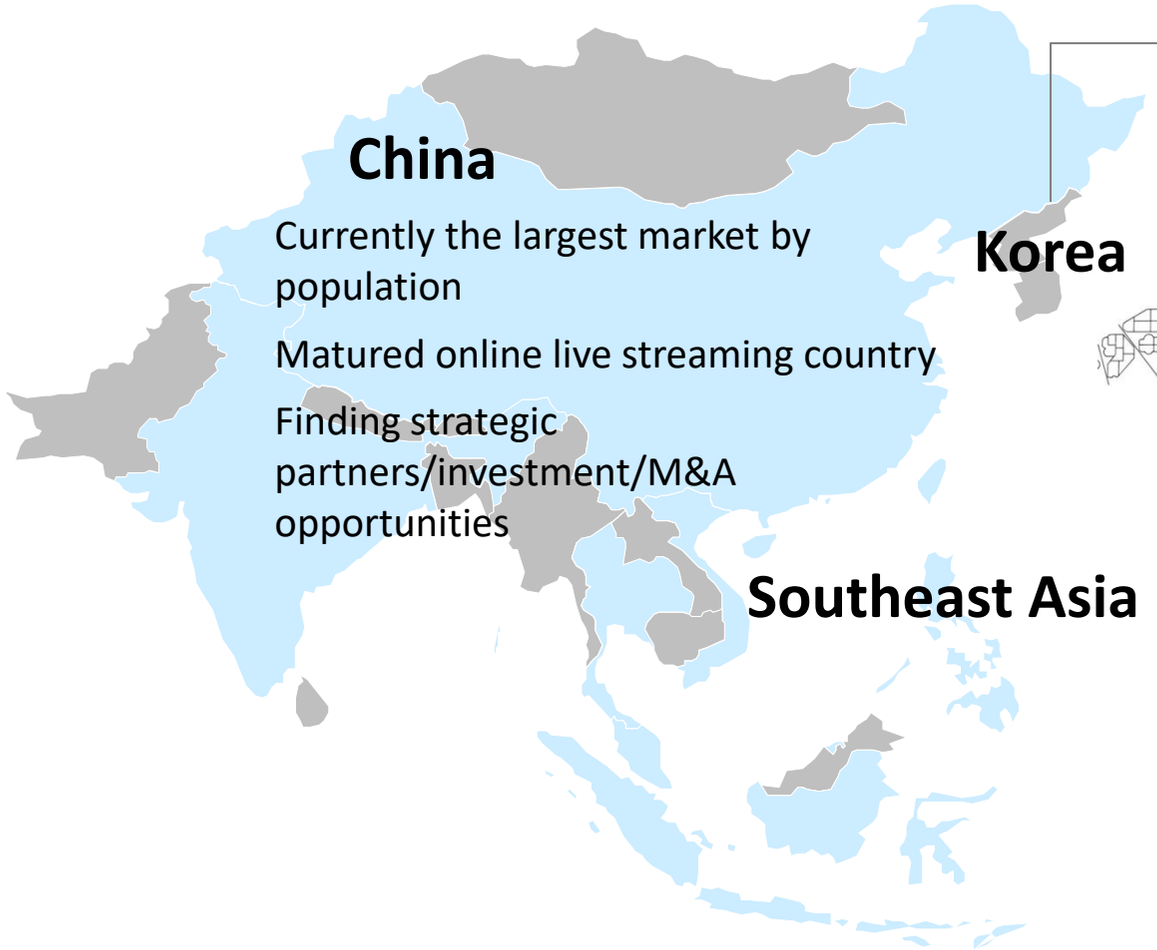
- Keep building live streaming+ model, bringing out our added value, i.e live streaming+ gaming, e-commerce and gaming companionship, to create more value
- To increase the company's profitability

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

浪 LIVE

點亮平凡 閃耀非凡

Lighting Ordinary, Shining Extraordinary

Thank You