



Third Quarter 2014 Earnings Presentation

November 25, 2014



Safe Harbor Statement

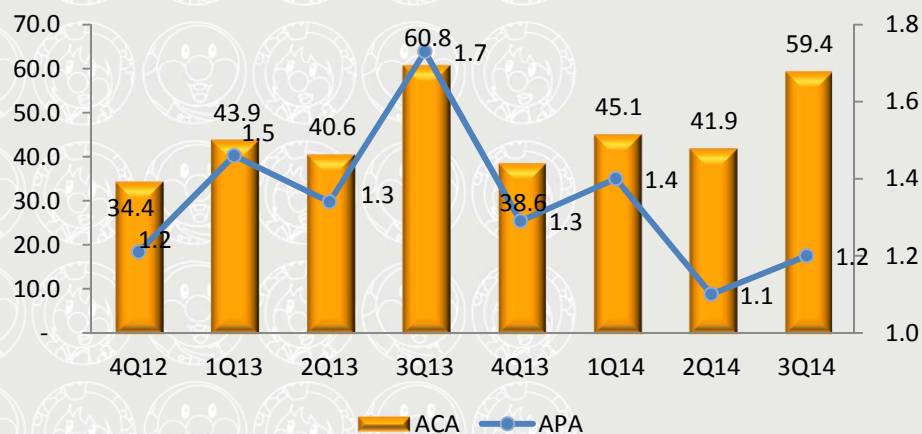
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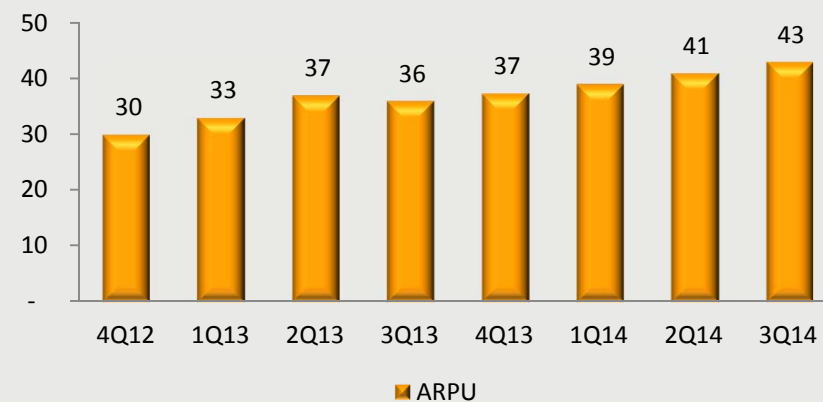


Operating Metrics

**Online Virtual Worlds
ACA and APA ^(a) (in millions)**



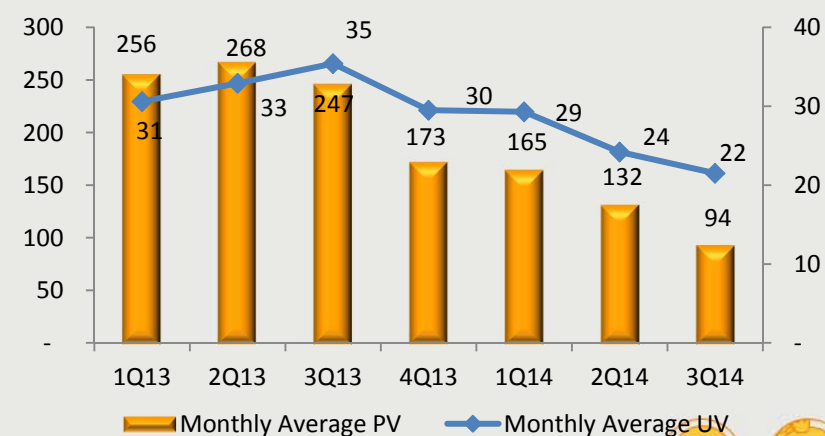
**Online Virtual Worlds
ARPU (in RMB)**



**Mobile
App Downloads ^(b) (in millions)**



**Non-Virtual Worlds
Monthly Average PV and UV ^{(c)(d)} (in millions)**

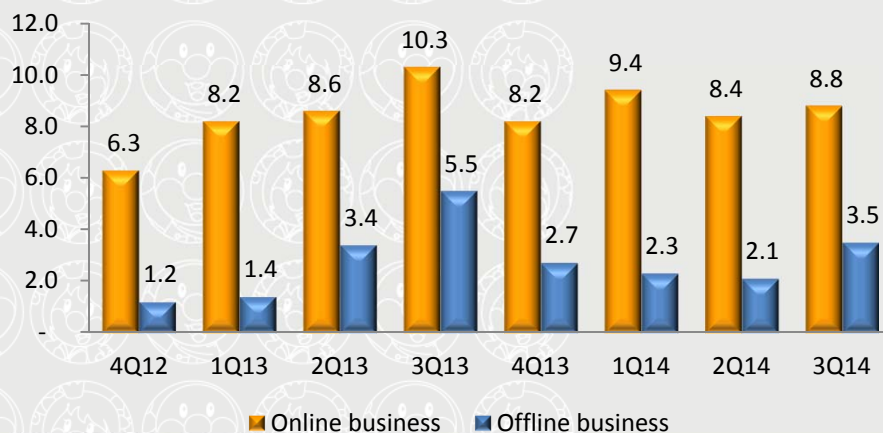


Note (a): ACA – active accounts APA – active paying accounts
Note (c): PV – page views UV – unique visitors

Note (b): include Reverse World since 2Q14
Note (d): Data available since 1Q13

Financial Snapshot

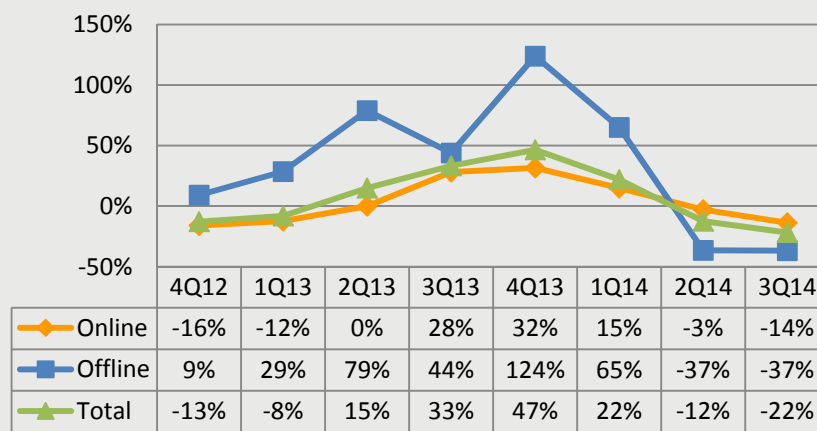
Net Revenues (in millions USD)



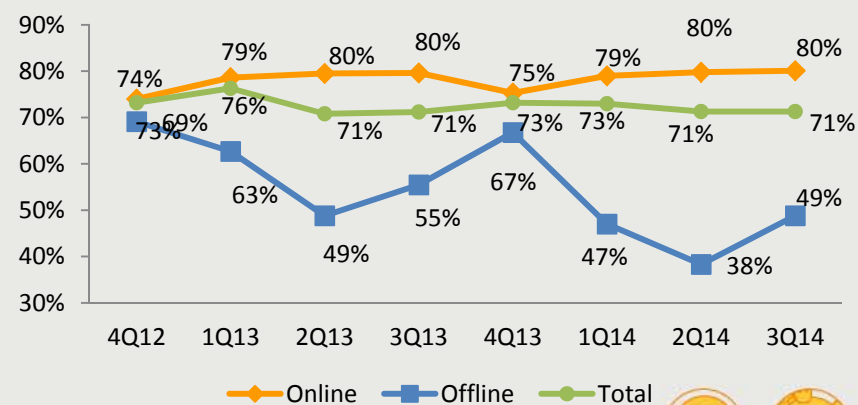
Gross Profit (in millions USD)



Year-over-year Revenue Growth

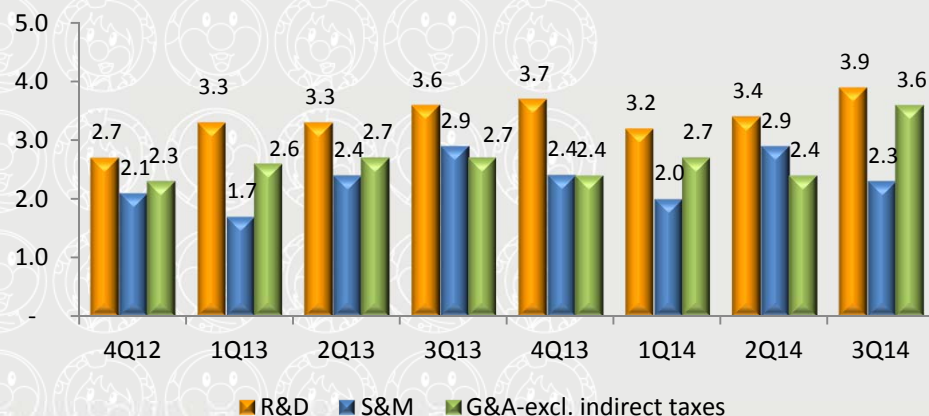


Gross Profit Margin

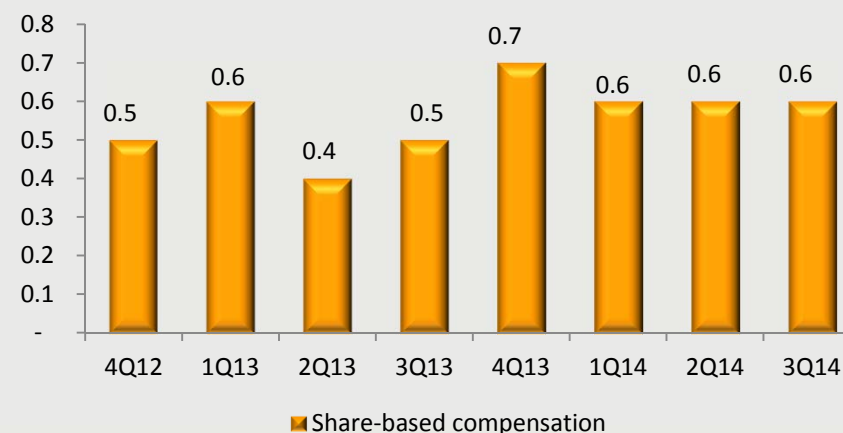


Financial Snapshot (Continued)

Adjusted Operating Expenses (in millions USD) (a)



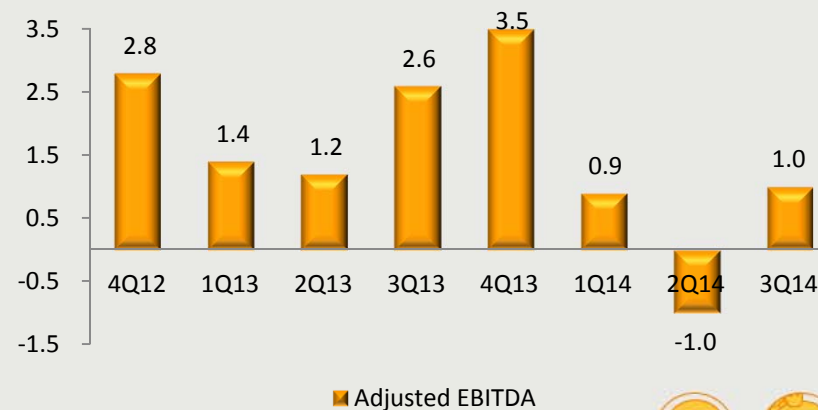
Share-based Compensation (in millions USD)



GAAP and Non-GAAP Net Income (in millions USD)



Non-GAAP EBITDA (in millions USD) (b)



Note (a): Indirect taxes related with intercompany service charge have been excluded from G&A expenses.

Note (b): Exclude share-based compensation and 1X impairment.

Thank You

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