

# Annual White Paper of Windows 10 Global Game Industry



Disclaimer: This document contains confidential contents and must not be circulated or duplicated without written authorization.

北京奇游灵动科技有限公司  
MIRACLE GAMES INC  
<http://www.mguwp.com>



## CONTENTS

01

### Market analysis

- Background timing
- Market Analysis
- User analysis

02

### Company introduction

- Industry achievements
- Positioning and objectives
- Architecture and team introduction

03

### Service and product introduction

- Publishing
- Financing product
- Big data
- GWGC
- Product display

04

### Developer collaboration program

- Pattern of developers
- Cooperation mode
- Access instructions

# **Background, Opportunity and Market Overview of Windows 10**

# Background & Opportunity

## Internet + enters a period of rapid growth

- The total number of mobile devices worldwide connected to the Internet exceeded 7 billion.
- More than 50% of users will prioritize to access network resources through tablet computers or smart phones
- Among the application systems of mobile phones, tablet computers and Internet of things devices, Android operating system accounted for 39.11%, windows accounted for 37.88%, and IOS accounted for 7.43%

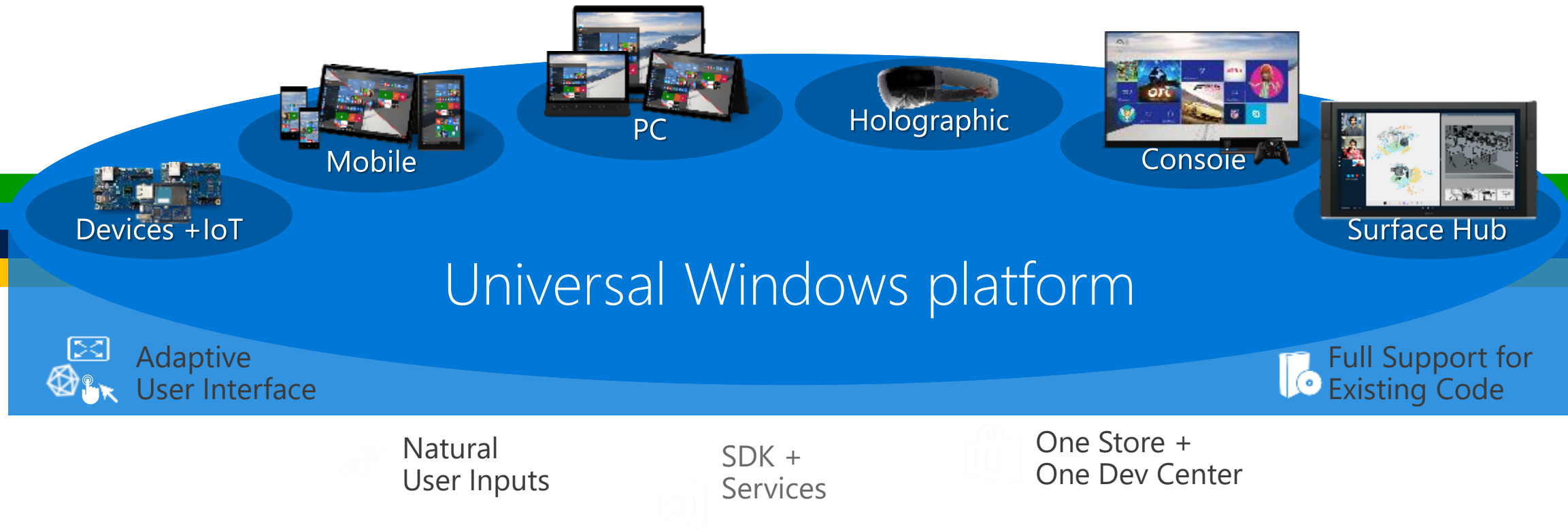
## Windows 10 becomes a new market growth point

- It is estimated that by 2020, the total number of Win10 global devices will exceed 1 billion, exceeding 109 languages and 242 application markets
- The openness of Win10 system and the maturity of mobile game development technology lessens the threshold for developers to switch to Win10 game development.
- Of the 40 most popular VR games of Steam, 15 support Windows 10 MR devices

## Cross platform and cross terminal ecosystem

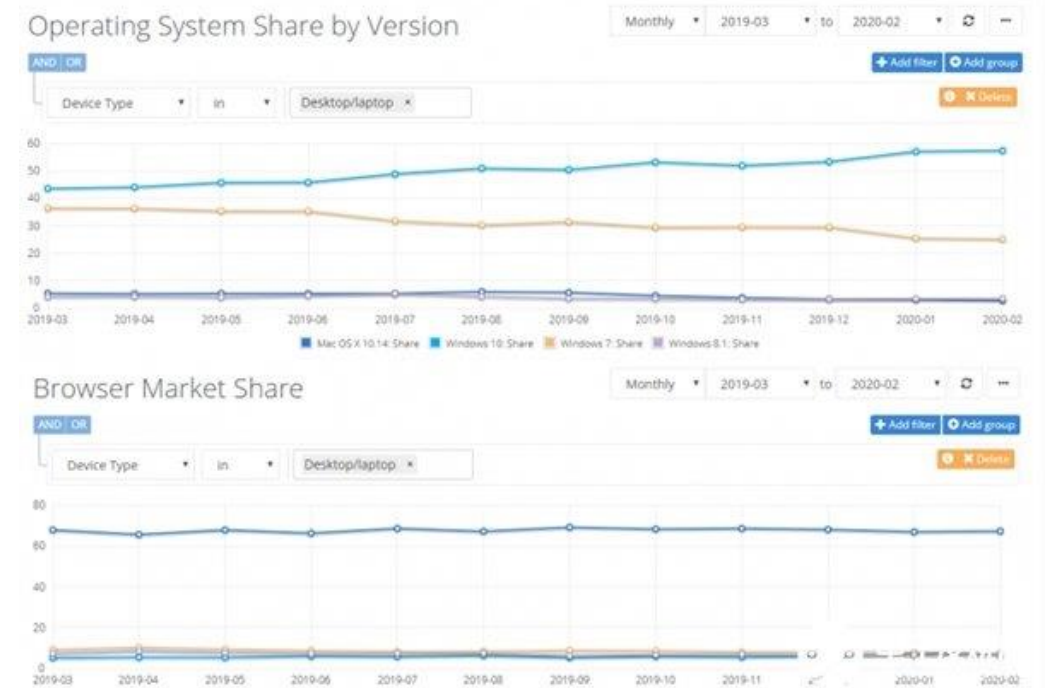
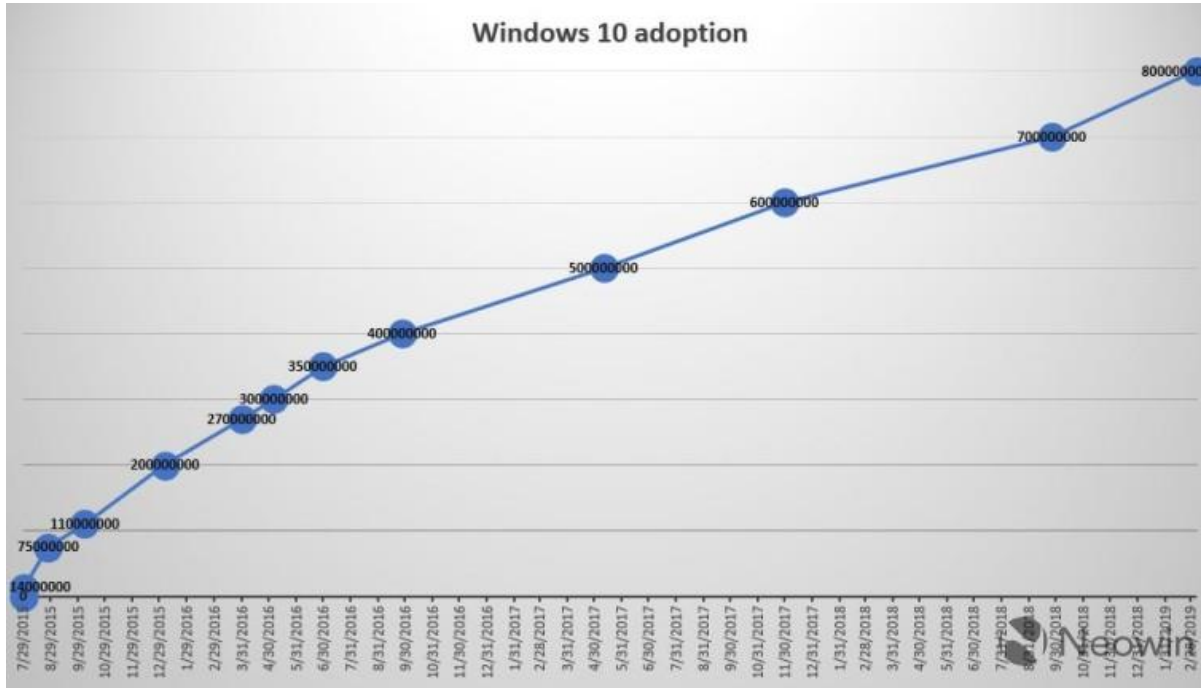
- Mature third party payment platform
- Win10 system is fully compatible with Android and iOS, with cross platform and cross terminal ecological trend

# Windows unified platform ecology



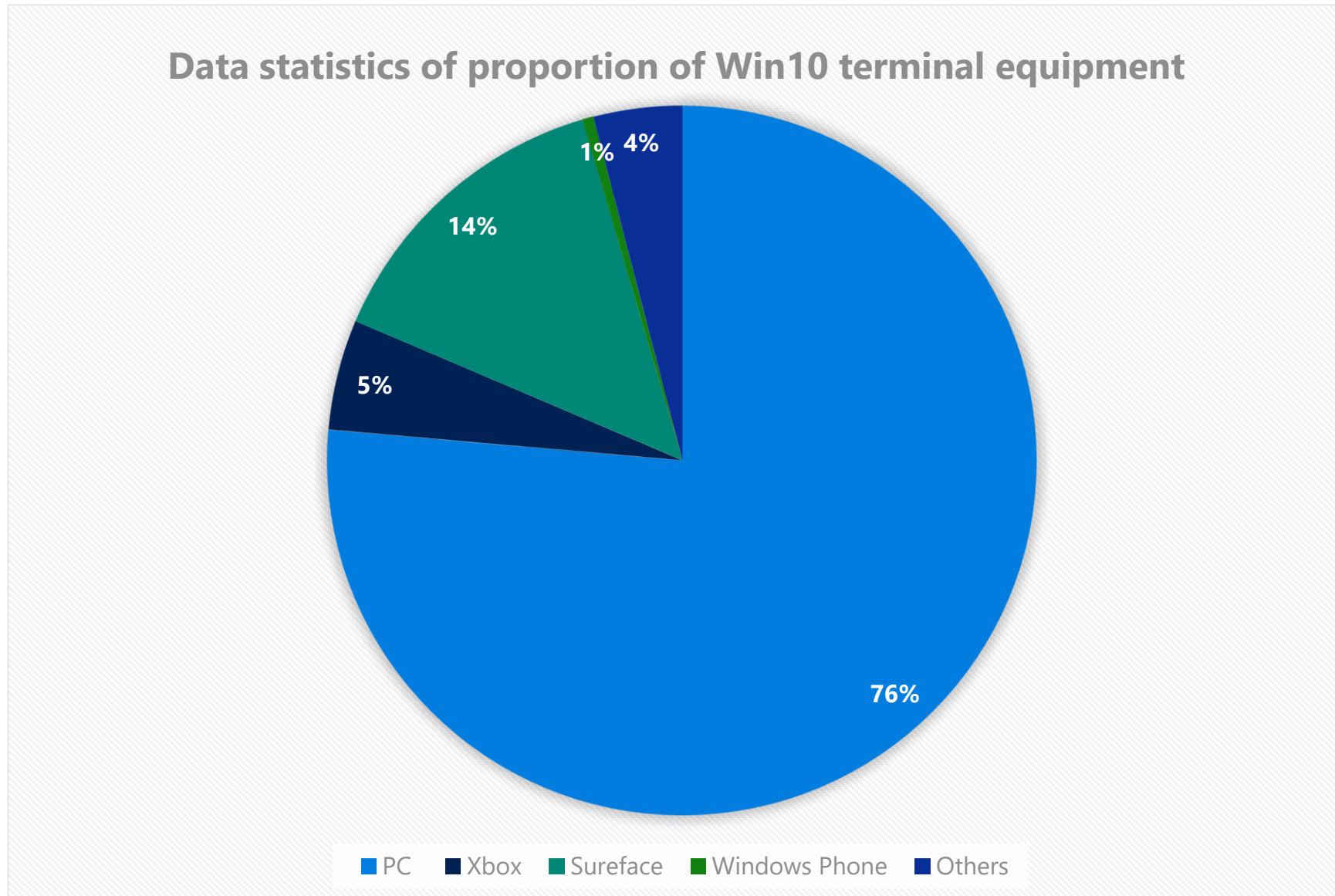
# Windows 10 Latest data shows the coming of new opportunities

Data sources: US statistical agency Statcounter



- The number of active devices in win10 exceeded 1 billion for the first time
- The popularization situation is good, with a sharp increase of 100 million within six months
  - Win10 active users continue to grow
  - There will still be a substantial growth in the future when enterprises convert to win10 system
- On March 17, 2020, Microsoft officially announced that it has more than one billion monthly active devices running Windows 10, covering more than 200 countries and regions around the world.

# Windows 10 global device distribution data statistics



Data source: Miracle Games INC

Note: all data is based on Miracle Games SDK official database.

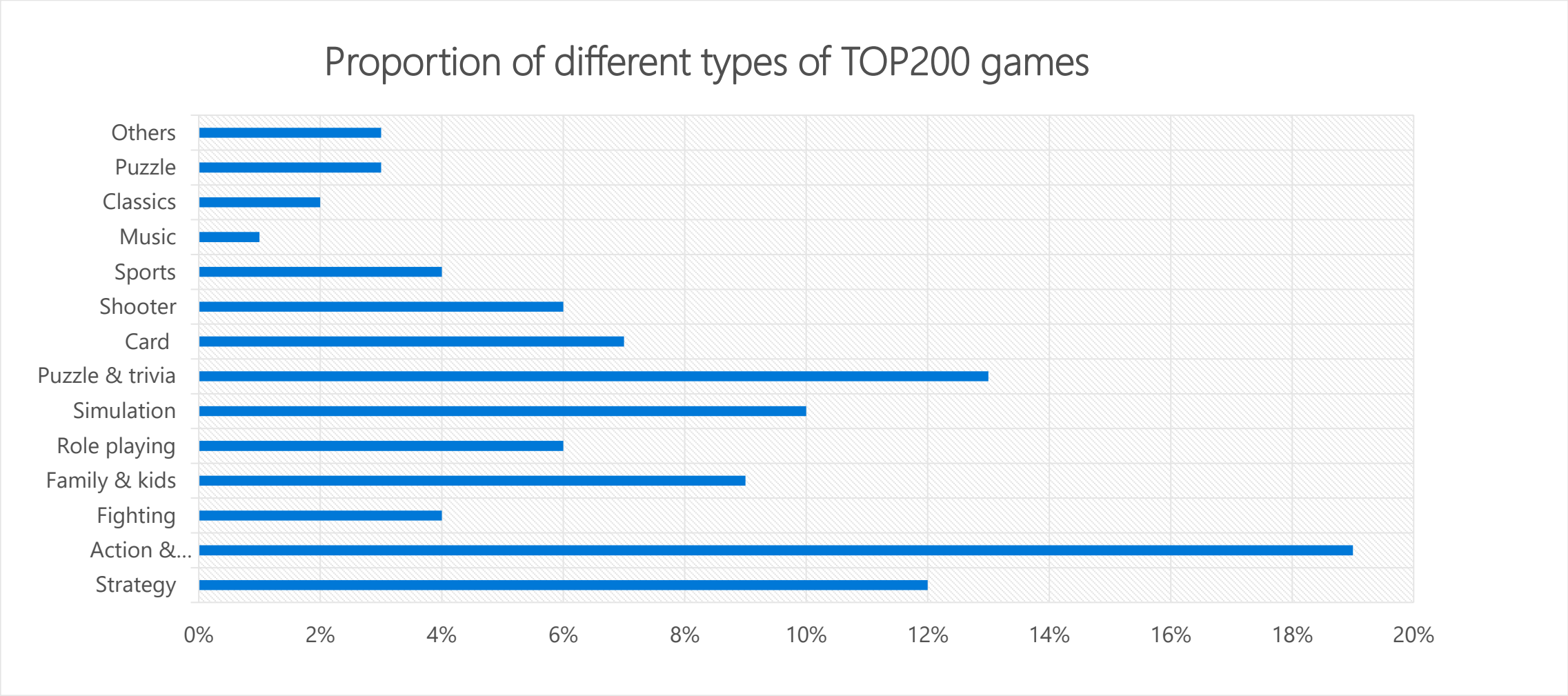
# Distribution of TOP 200 games of global Microsoft Store



- Microsoft announced the third quarter financial report of fiscal year 2020. As of March 31, the revenue of game department was 3.63 billion US dollars, a year-on-year increase of 15%. Nearly 90 million Xbox Live users were active every month.



# Analysis of types of TOP 500 games of global Microsoft Store

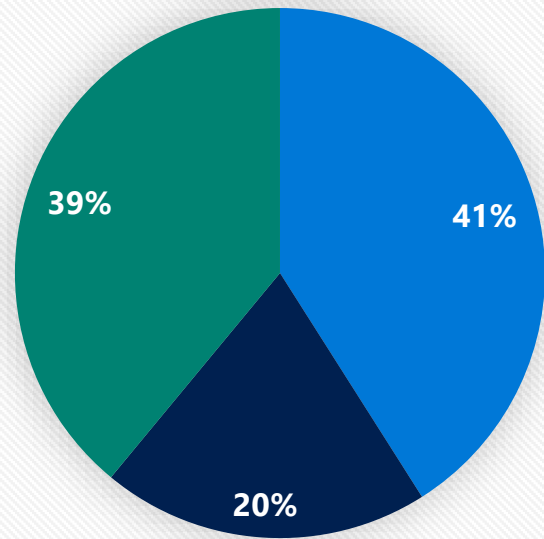


Data source: Microsoft global official  
Note: By Miracle Games INC, June, 2020

# Analysis of types of TOP 500 Games of global Microsoft Store

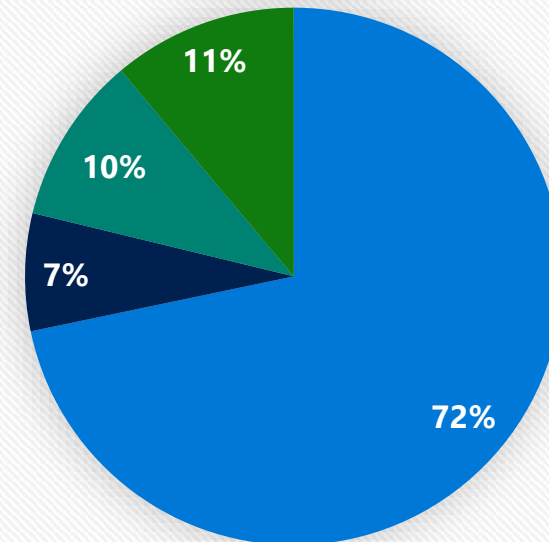
Data source: Microsoft global official stores  
Note: organized by Miracle Games INC (June, 2020)

## Proportion of product types of TOP500 games



■ Online Multiplayer Games ■ Local Multiplayer Games ■ Casual Local Games

## Proportion of languages of TOP500 game products



■ English ■ 2-7 languages ■ 8-12 languages ■ More than 13 languages

- It is worth noting that after the launch of Microsoft Xbox game pass service, the content of boutique games in Microsoft app store has been greatly improved, and players can download and play games on PC or host. We believe that for Chinese game developers, it is both an opportunity and a challenge.

# Newly add data of TOP10 games of global Microsoft Store

Type of TOP10 head products	Estimate of newly added data of annual player downloads
Core-user oriented online game products	500,000-700,000
Core user oriented game with a few online contents	3,000,000-5,000,000
Casual user oriented game with a few online contents (indie game)	8,000,000-10,000,000

- Overseas users pay more attention to word-of-mouth, especially paying customers pay more attention to the issuer of the product, then decides whether or not they continue to pay.

# **MIRACLE GAMES**

## **Company Introduction**

# MIRACLE GAMES Industry achievement and leadership status

Platform User	Developer	Product	Game distribution
73 million 350 thousand+ The total number of global users of the platform has exceeded 73.35 million, and the daily active users have exceeded 3.64 million. The platform has maintained a steady growth trend, and its annual revenue has exceeded 100 million RMB.	>70% More than 70% developers of Microsoft stores choose to cooperate with Miracle Games	>60% MG SDK is currently the most widely used SDK in Win10 field worldwide, including game center, social sharing, crosspromotion, payment, PowerBI, Microsoft cognitive services and other functions, providing a one-stop solution for developers.	2919+ The game released by the proxy MG ranks 20 out of the top 50 games in Microsoft store, covering more than 190 countries and regions worldwide.

## Rapidly developing with new potential

- **One of the official global ISV top partners of Microsoft**
  - Selected into the Microsoft BizSpark venture business growth program
  - Selected into Microsoft ID@Xbox developer member program
  - The first batch of certified Microsoft HoloLens application developers in China (including Tencent, Yoozoo, iDreamSky Games, etc.))
- Obtain the joint million A-round strategic investment of Guangdong Merchant Venture Capital and Guangzhou Jun Hai.
- Gold Wing Award MG Awarded with the most influential game distribution platform of the year.
- Golden Phoenix Award Founder of MG Awarded with the ten top new players in the Chinese gaming industry



# Positioning and objective of MIRACLE GAMES

We will build MG into——

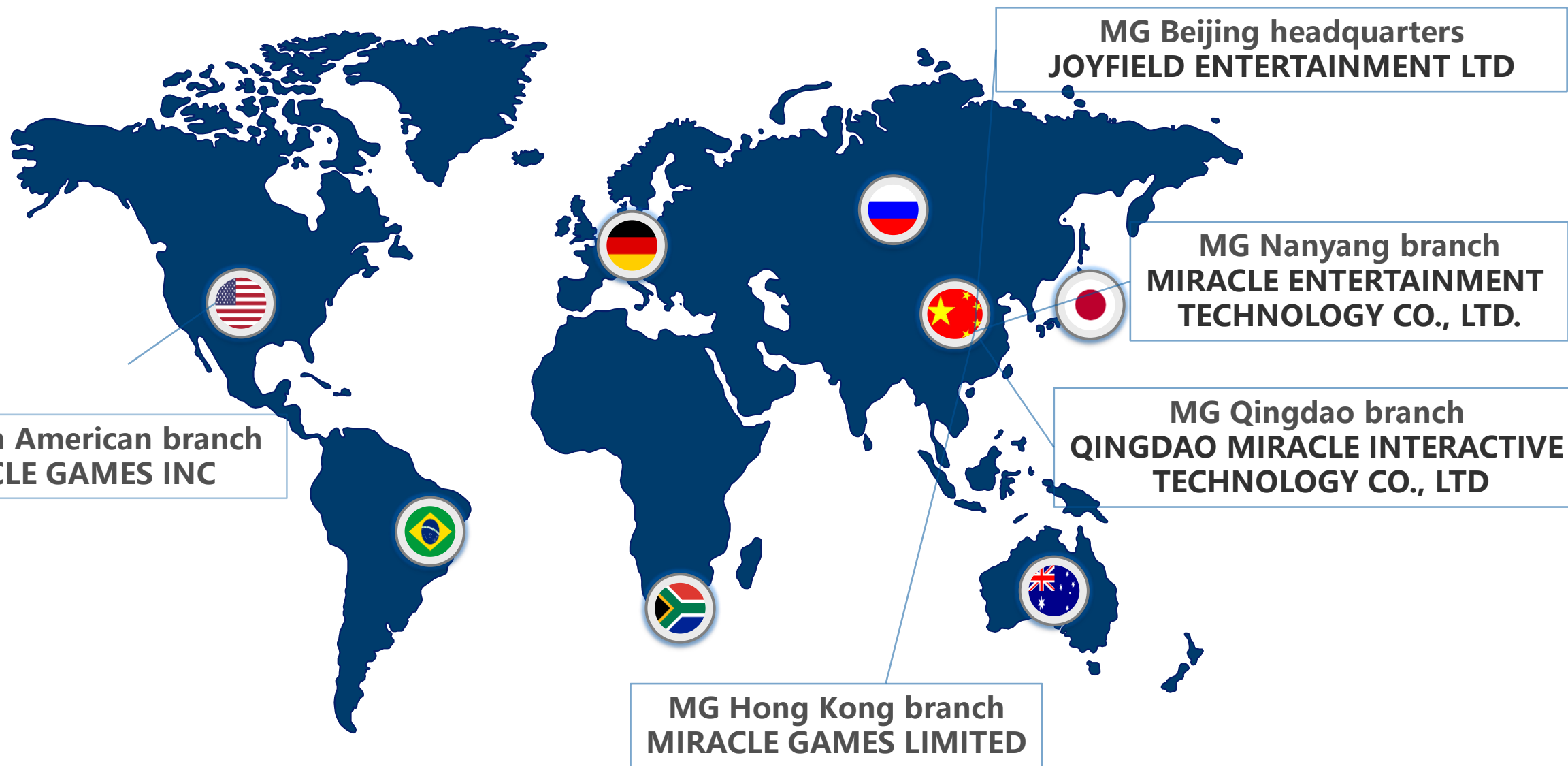
## Windows 10 The world's first platform and game publisher

Objective:

- Win10 the world's first core user community platform -- covering 100 million core users of windows 10 devices worldwide
- Microsoft's official app store, the world's largest game publisher, has at least 30% of the market share in Europe, America, Southeast Asia, China and Latin America

# **Introduction to the structure and team of Miracle Games**

# Global layout of MIRACLE GAMES





# MIRACLE GAMES Team Member



Mr. Srikanth Raju, General manager, developer experience and platform cooperation division of Microsoft Greater China with Mr. Kai Ouyang



Invited to participate in the Symposium on international cooperation of animation and game industry of the Ministry of culture

## Kai Ouyang Founder & CEO 创始人兼CEO首席执行官

Mr. Ouyang graduated from the Computer Science Department of Beijing University of Chemical Technology and holds a Master of Business Administration from Capital University of Economics and Business. He is responsible for the overall strategic planning and business direction of the company. Since 2004, he has been engaged in the game industry as one of the earliest pioneers in the game industry of China and experienced industrial transformation stages such as MMO PC games, MMO web games, mobile games. He built a platform of 100,000,000 user from zero.

Mr. Ouyang used to be the general manager of the game business department of a listed group in the early stage. He once led the establishment and successful operation of the Microsoft cloud and mobile application Incubation Platform in Changsha high tech Zone. He is now the Deputy Secretary General of the Management Committee of the animation game internationalization Working Committee. He is employed by the Jiangxi Provincial Committee of the Communist Youth League as the tutor of Jiangxi Youth Innovation and entrepreneurship tutor group, and employed as the incubator by Beijing QingChuang technology incubator. He has been awarded the title of "top ten new figures of China's game industry of the year" by the game publishing Working Committee of China audio visual and Digital Publishing Association.

# MIRACLE GAMES Team Member



**Yang Yang**  
**COO**

She is responsible for the operation and management of the company. She has worked for well-known companies such as Sina and Jiuyou. With more than 10 years of experiences in market promotion, public relations, and marketing management, she has extensive experience working closely with developers and advertisers to maximize marketing effectiveness, and has made outstanding contributions to the company's rapid growth, brand building and industry competitiveness.

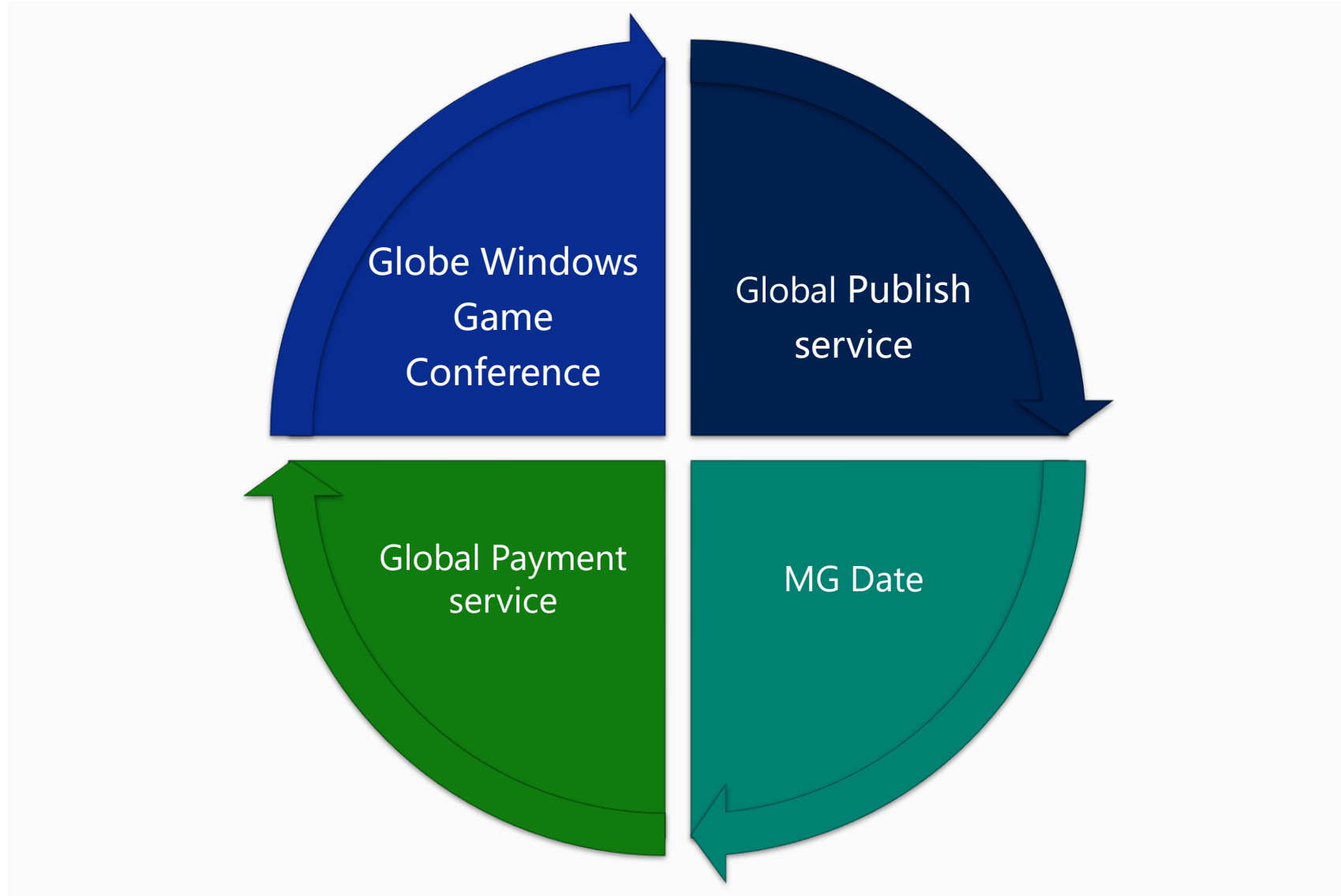


**Zhang Yonggang**  
**CTO**

He is fully responsible for the company's product development and technical management. Since 2000, Zhang Yonggang has been in the IT industry and has 18 years of experience in software development and management. He once served as the deputy director of the Technology Center of the School of Network Education of Renmin University of China and the CTO of educational institution. He made outstanding contributions to the research and development of the company's next-generation products, the control of technology development, the establishment of information management systems, and also the support of the company's decision-making system.

# MIRACLE GAMES Service Introduction

# MIRACLE GAMES Business Mode



# Publish Promotion Service



**Sign up for potential games and applications, provide operation, promotion, technical support and other services**



**Fast positioning of "potential stocks" based on big data operation decision analysis**



**Game and application sharing mode of paid in purchase**



# Big Data Service



Provide developers with professional, easy-to-use, and reliable big data products through open and rich data capabilities, and realize comprehensive services such as user portraits, massive data visualization, data analysis, and mining, etc.

# Financing Product Service

## Investment and financing services



GWGC 5000+ Developers and enterprises

1000+ Cooperative R & D Enterprises

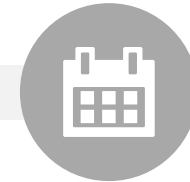
MG and Qingdao National High tech Zone,  
Nanyang national high tech Zone, as well  
as a number of top capital to establish  
enterprise investment and financing  
services through



Integration of more than 90% of the world's mainstream third-party payment channels, EU certification, more financial compliance

It supports six major global settlement currencies, real-time exchange rate, and real-time foreign exchange loss. It has accumulated more than 10 million people to use, and has more than 1000 global developers

Secure, convenient and transparent mg payment SDK, supporting WP, win10, H5, Android and other multi terminal cross platform



**Provide global payment channel service for small and medium-sized developers**

# Financial products and services - MG partial contract payment partner





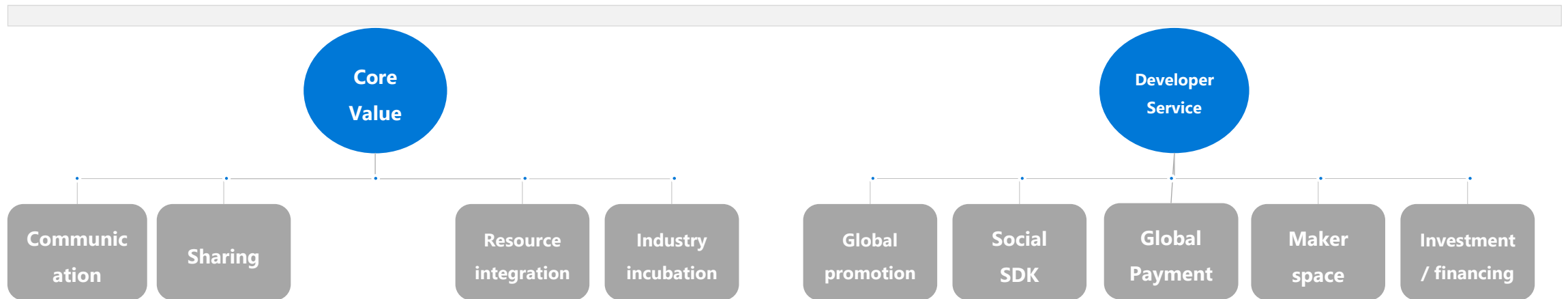
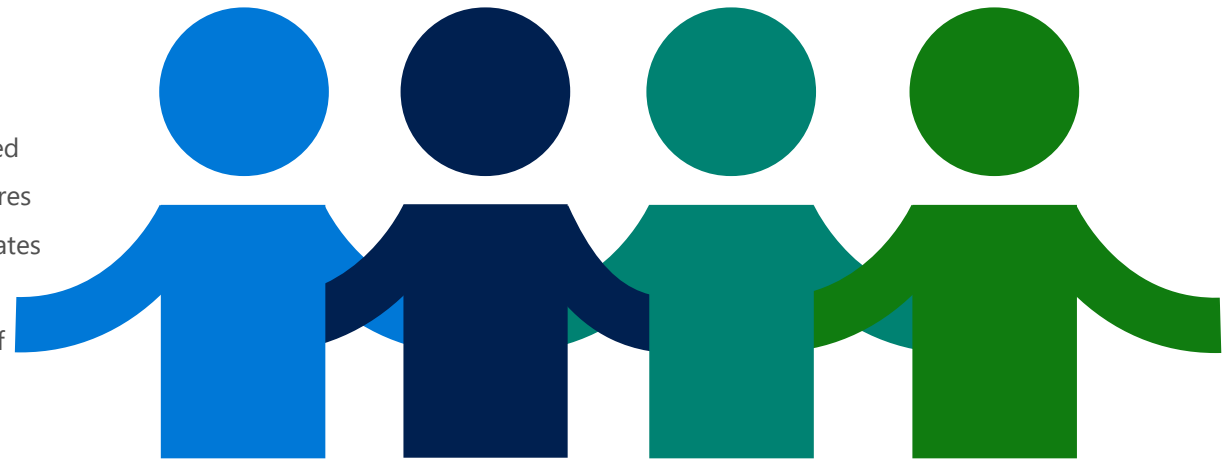
# Financing product service-Global payment system



# GWGC



Globe Windows Games Conference (GWGC) was founded in 2014, initiated and established by MG. It is a branch of animation game internationalization Working Committee. It adheres to government guidance, integrates MG's traffic, data and ecological advantages, cooperates with upstream and downstream resources of the industrial chain, and is committed to creating a one-stop service system, providing all-round incubation support for all kinds of extreme innovative application developers and achieving their dreams



# GWGC Offline activity display



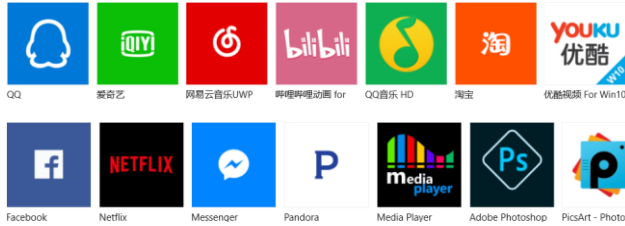
# **MIRACLE GAMES Product Introduction**

# MIRACLE GAMES- The largest community service platform in the world

National High Tech Enterprises: more than 50 intellectual property rights

Developer

## Tools



Cross promotion of advertisement

## Games



Sole agency Joint Operation CPS

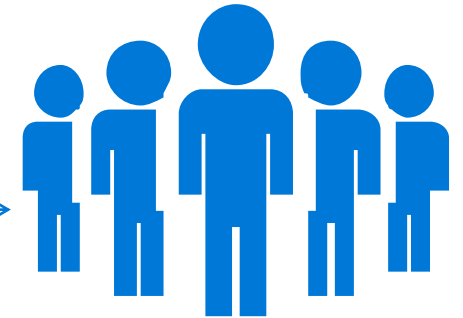
## E-commerce



CPC CPM CPS

Miracle Games platform  
Platform account system  
Improve social service system  
Advertising service platform  
Global payment system  
APP Store

Show



Win10&Android users





# MIRACLE GAMES products: Globalized community SDK

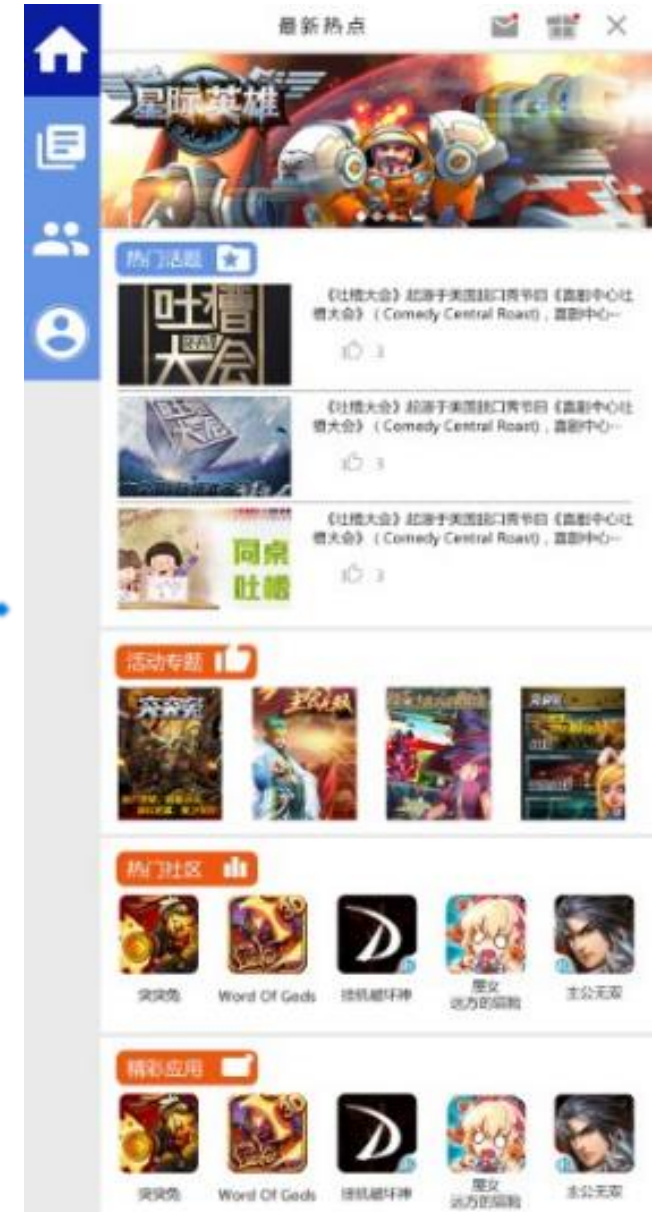
Independent R &D patents: support Win10/WP open global community SDK, covering all hardware terminals



Microsoft global case studies and introduction of MIRACLE GAMES:

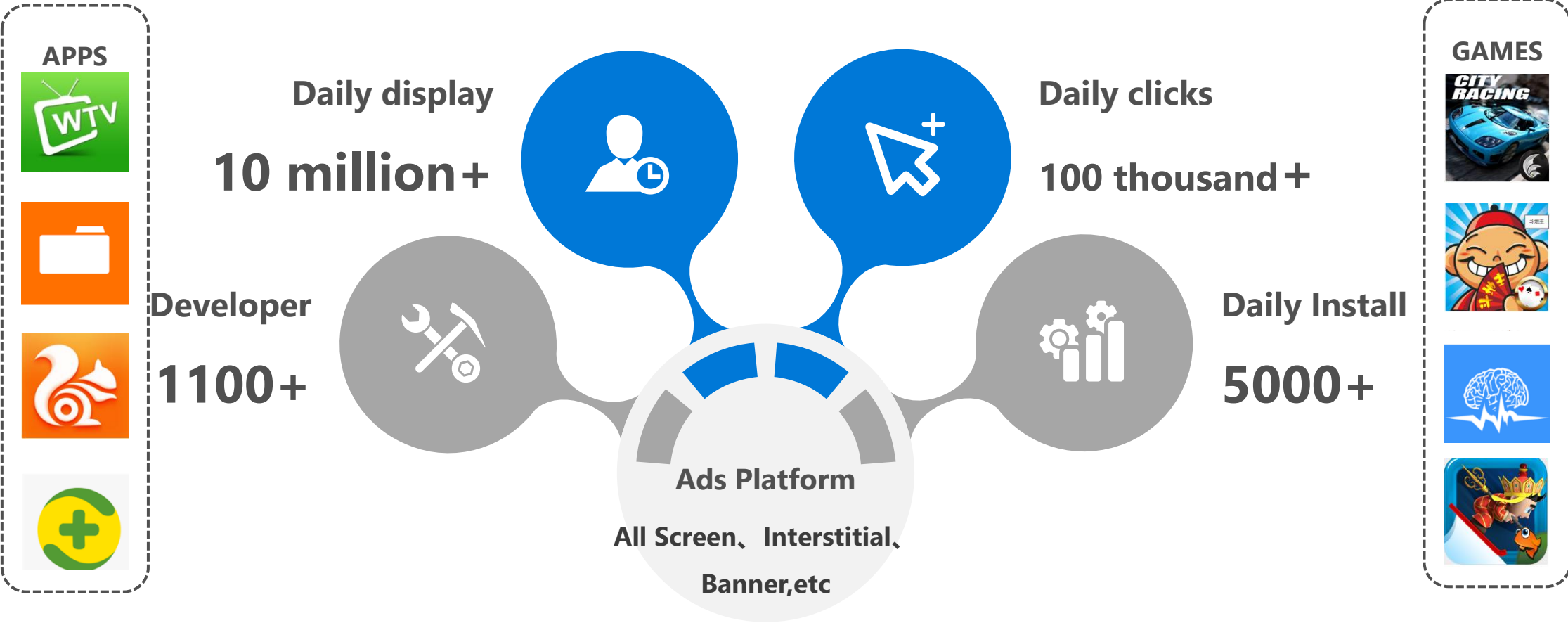
<https://customers.azure.cn/miracle-games/index.html>

Completed  
functions (users)  
Community Forum  
Online scoreboard  
Activity subjects  
News bulletin  
Social sharing  
Online gift bags  
Personal center  
Application  
recommendation  
Microsoft translation  
Microsoft PowerBI  
Microsoft AI  
MG platform  
currency  
Points exchange  
Other functions



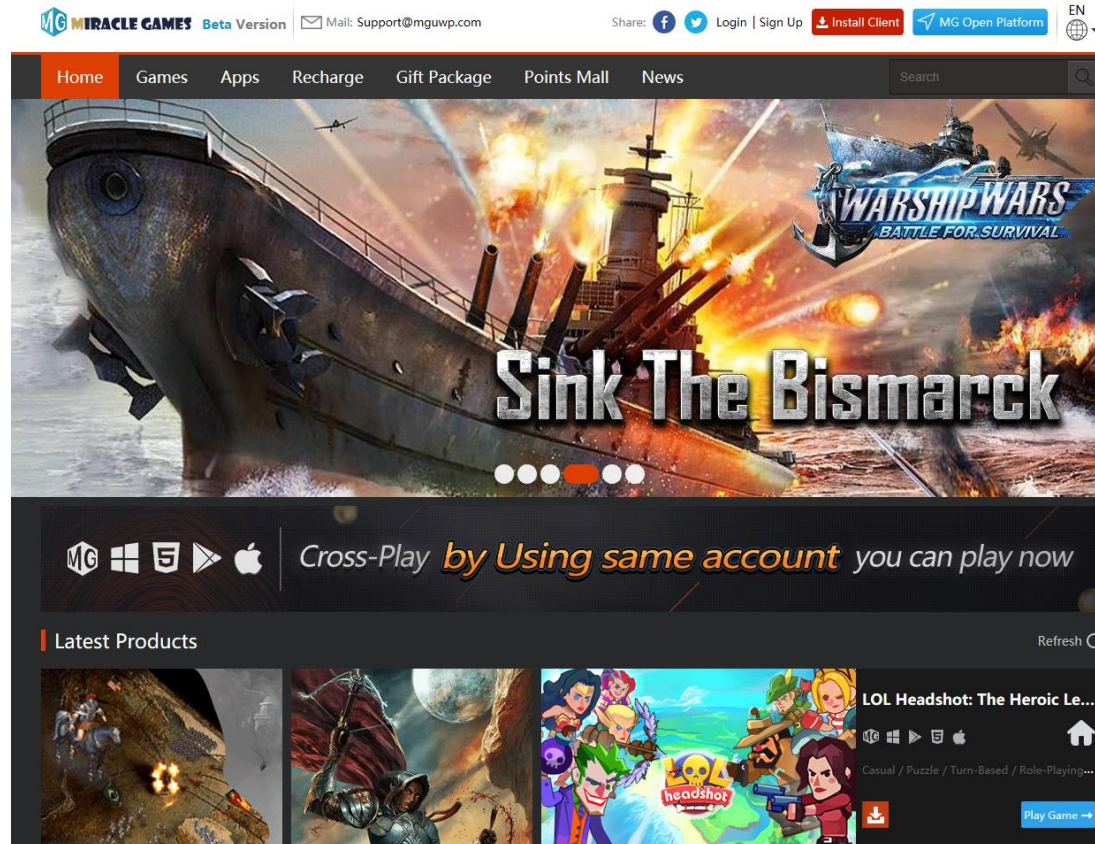
# MIRACLE GAMES products: Advertising platform

MG advertising platform, as the most practical, concise and perfect advertising platform system, maximizes the advertising revenue of developers. At this stage, hundreds of developers join the advertising platform every month. It is the largest Windows advertising platform in the world, and supports Android and iOS systems..



# MIRACLE GAMES Product: MG Store

MG store ( [www.mguwp.com](http://www.mguwp.com) ) It is committed to building a cross terminal global universal application sharing platform supporting win10, Android, IOS and H5. Meanwhile, it has gathered a large number of loyal mg users and Microsoft fans for many years, representing the most cutting-edge, most effective, safest, more stable and cross platform high-quality distribution market and user community.



## APP Distribution Platform

- APP catagory
- APP ranking
- APP release
- APP topic
- Forum
- Commnity forum
- H5 Game
- Personal center
- Personal point
- MG platform coin



# MIRACLE GAMES Platform Advantage-Developers

## Account system

Support 7 languages, support third party landing, visitor landing, email & SMS verification, etc

## Social SDK

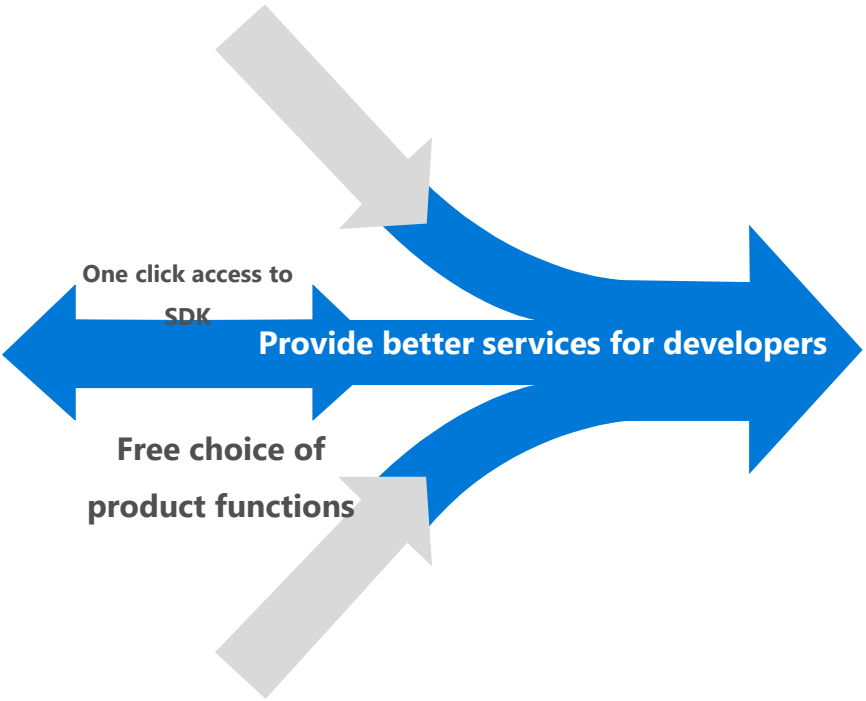
Provide game center, data statistics, cross promotion and social functions for free forever

## Advertising Platform

Help developers provide monetization channels

## APP Store

Provide free distribution channels and tool applications



Self service management backstage one click login to manage all product functions

Home page (application list)

Community management

Assistant application

Ads platform

Operation Management

Payment Management

SDK Access

Announcement management

Personal information

Provide user data self-service management and operation application

# MIRACLE GAMES Platform Advantage-Users

## Provide better service experience

### for users

#### Account System

It supports 7 languages, automatically switches languages according to user IP, supports third-party login such as FB / wechat, tourist login, win10 and Android system

#### Payment System

According to the user's IP address, it can automatically switch the mainstream payment methods in the country where they are located, and support win10 and Android systems

#### App Store

Provide application recommendation, Download Win10 UWP and Android version, customer service center and user communication community

#### Social SDK

Embedded application / game community center, providing users with information, customer service, personal center, honor list, etc

One click registration of all general product games

Establish user community and provide a platform for making friends



# MIRACLE GAMES Resource Advantages

R & D manufacturers: 600+

Developers: 1000+

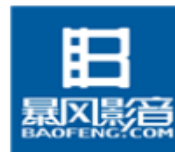
Media: 200+



高德地图



墨迹天气



暴风影音



网易云音乐



应用宝



91助手



今日头条WP



大众点评



美图秀秀



滴滴打车



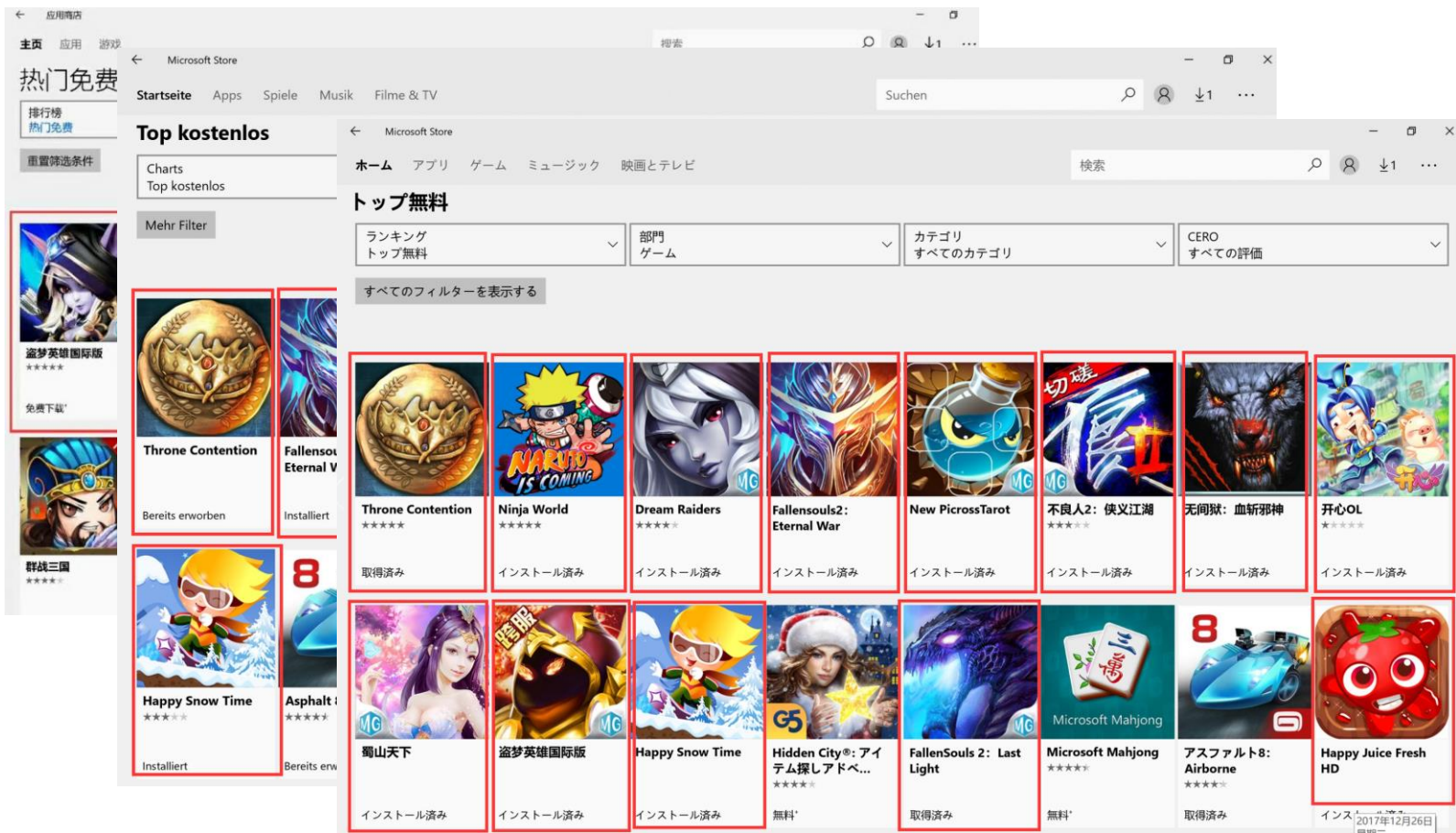
风行电影



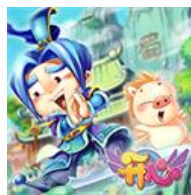
暴走漫画



# MIRACLE GAMES Distribution advantages



Miracle Games has contributed integral shows for 227535783 times for 1689 products of global partners, with 3647512 daily active users (Total Device) and 4542883 registered users (Total User). It has successively deputized and launched 360 Mobile Assistant, Guangzhou Good World II, NetDragon Game Happy OL, Yunchang Game Bad Man 2, Gekko Games Rage of Kings, Mechanist Games Dream Raiders and other types of boutique applications and games in Win10 and WP markets. Many small and medium-sized developers also take off with the help of the MG platform. MG games can occupy 20 of the top 50 games in Microsoft Store, covering more than 190 countries and regions including the United States, Canada, Germany, Britain, France, Italy, Japan, Russia, Australia, China and so on. It is one of the leaders in the global channel industry.



网龙游戏  
开心OL



云畅游戏  
不良人2



盛大游戏  
传世挂机



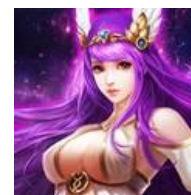
谷得游戏  
世界2



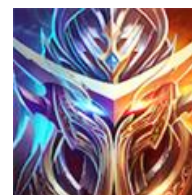
触控游戏  
捕鱼达人3



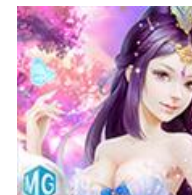
梦加游戏  
盗梦英雄



GameHollywood  
Omega Zodiac



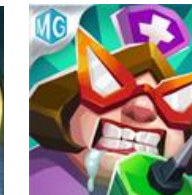
乐乎游戏  
堕落之魂2



游爱游戏  
蜀山天下



天龙互动  
列王之怒



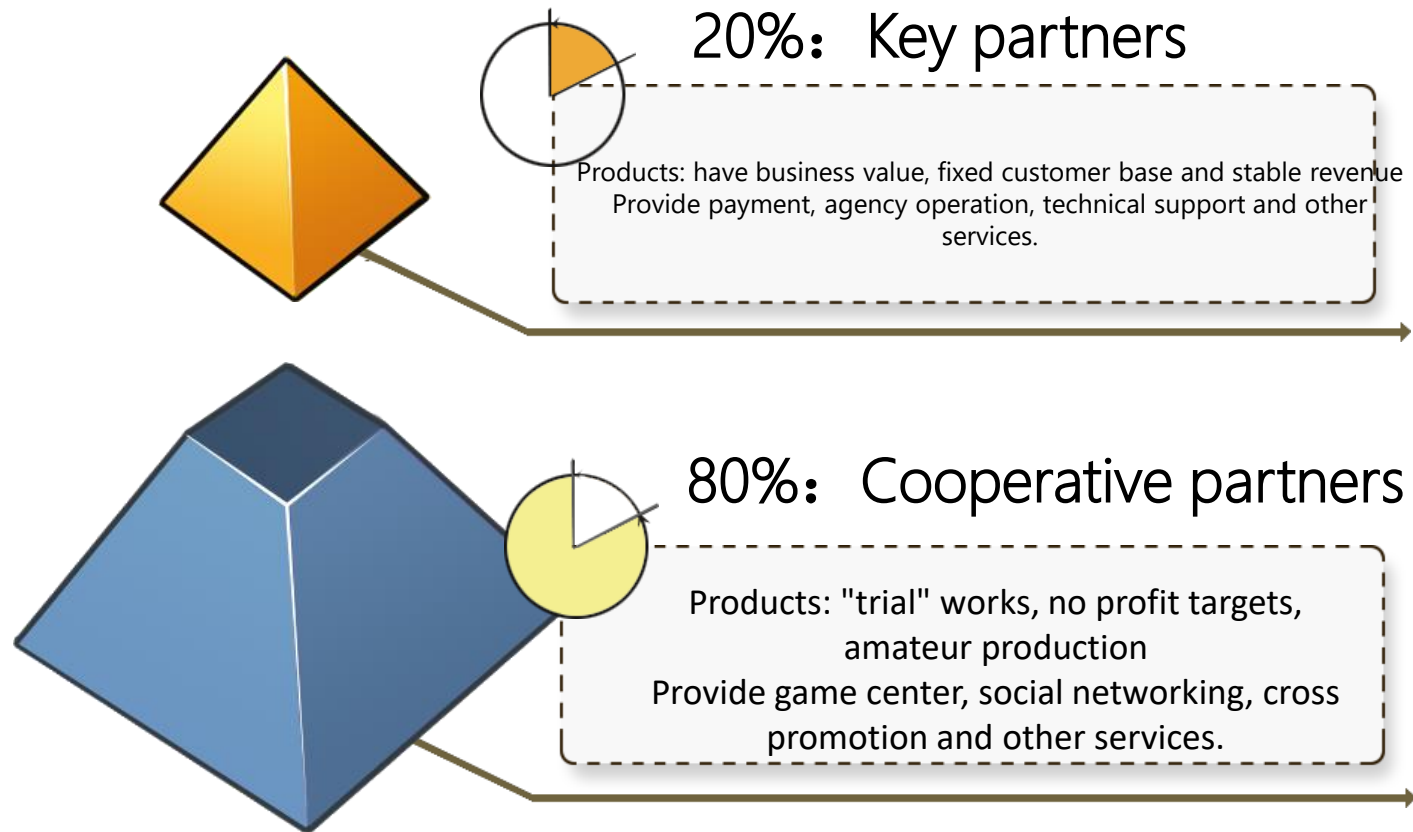
本捷游戏  
口袋医院

# MIRACLE GAMES Developer cooperation program



# MIRACLE GAMES Developer cooperation program

## Developer pattern



# MIRACLE GAMES Developer cooperation program

## Developer cooperation mode

### Product Agent

- 1) Provide services such as operations, promotion, technical support, etc.
- 2) Quickly locate potential products through big-data methods.
- 3) After deducting the fees of recharge channels, 40% for R & D and 60% for MG.



### Cross Promotion

- 1) Free promotion opportunities for new APPs and games
- 2) Cross-promotion system covering a variety of popular APPs and games
- 3) Exchange: Focus user traffic on a small number of products in a period of time
- 4) Free user exchange combined with paid advertising

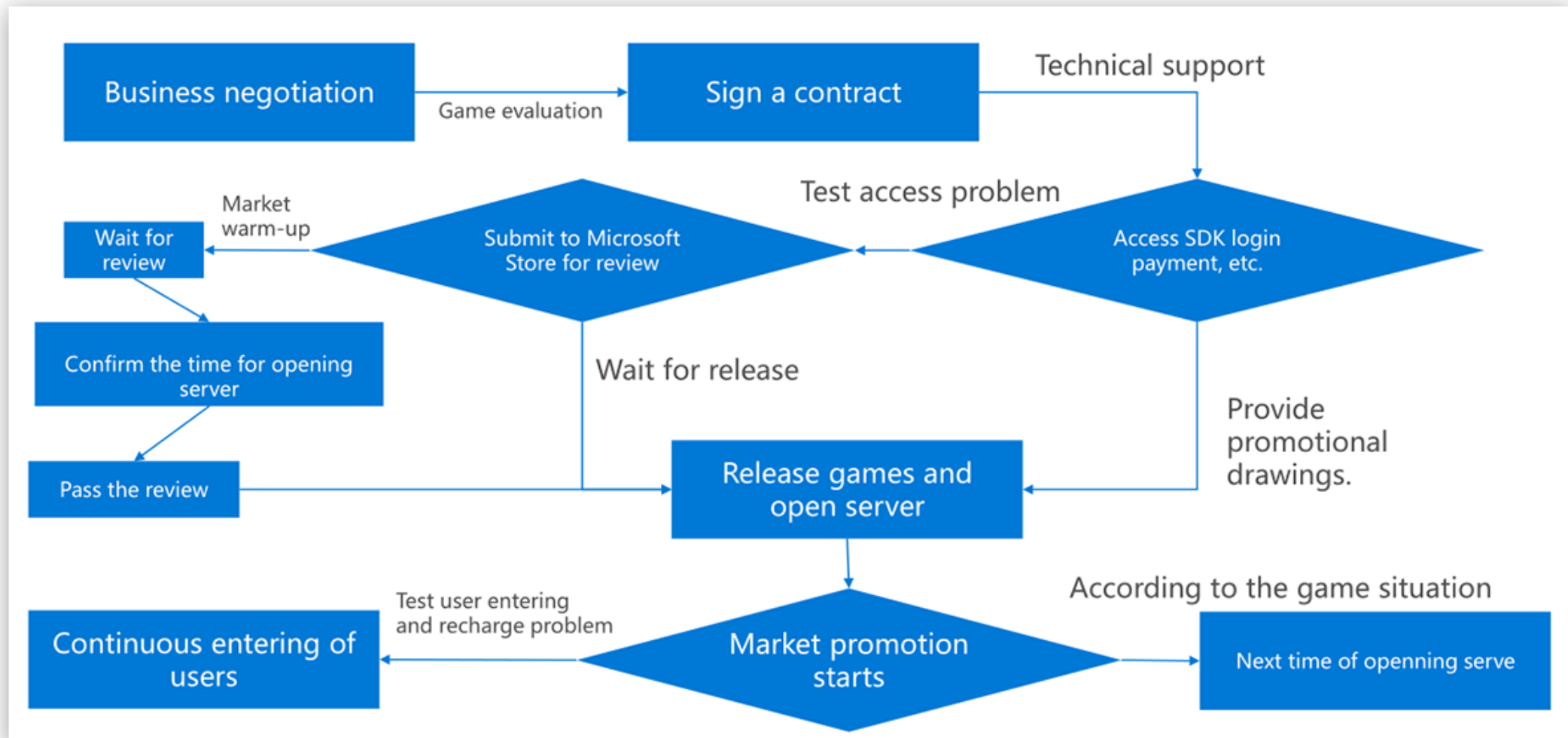


### Financial Services

- 1) Provide developers with one-stop global payment services and settlement solutions.
- 2) Provide entrepreneurial opportunities, investment, financing and other industrial services for GWGC members.

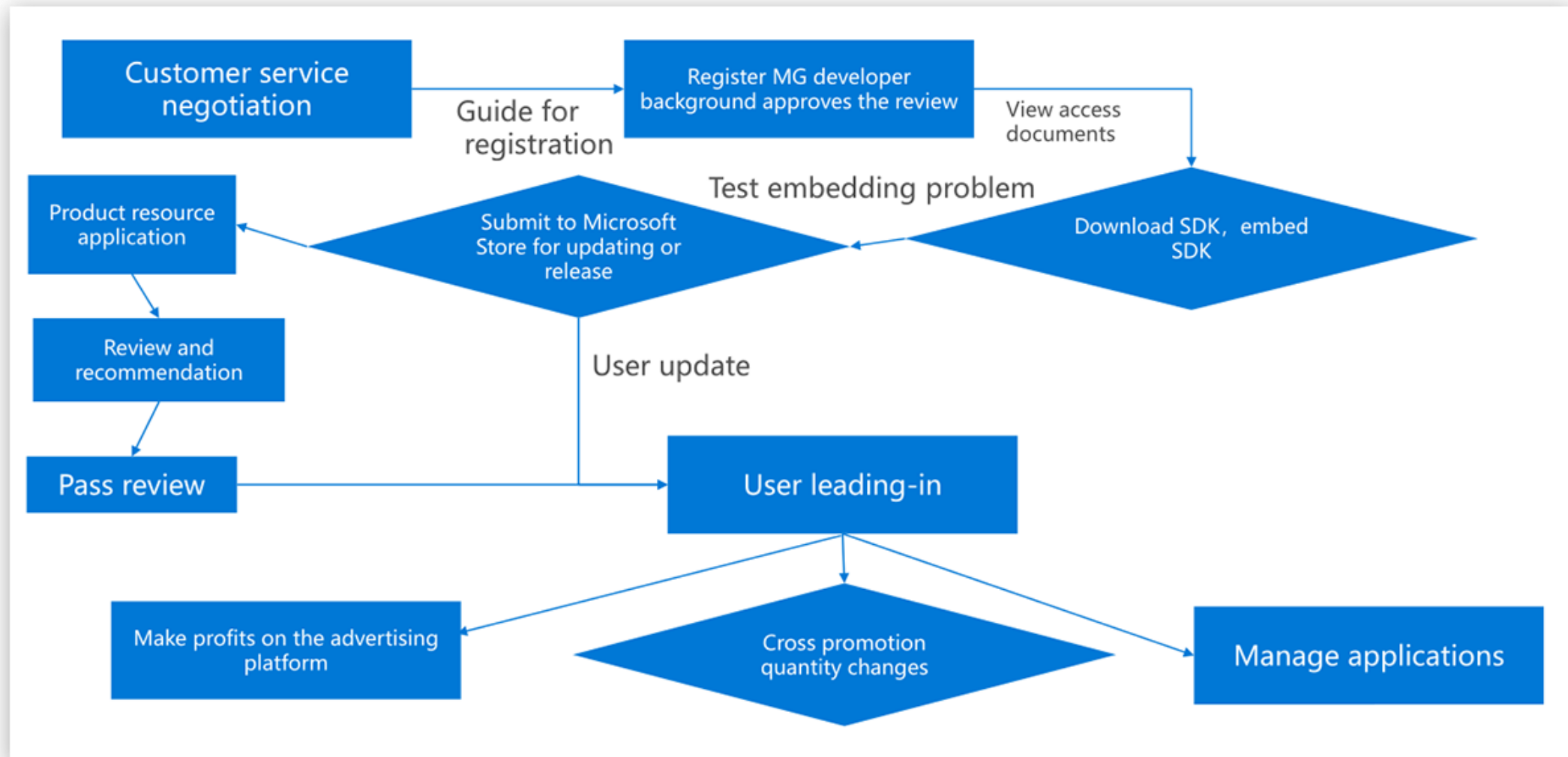


# Cooperative access - Access process of developers





# Cooperative access - Access process of developers



# Cooperative access - Technical specification

- Supported Platform: Win10 UWP, Android, Flash web, Win32 app program, HTML 5
- Supported game types:
  - Cocos2d-x 2.3.8 and above..... WP8.0,Win10,Android
  - Unity3D 5.2 and above..... WP8.0,Win10,Android
  - Direct3D + Silverlight..... WP8.0,Win10
  - Html5 + Silverlight.....WP8.0,Win10,Android
  - Win32 .....Win10 UWP
  - Flash web games.....Win10 UWP
  - UE4.....Win10 UWP
- Supported languages : C#, C++
- Supported culture: zh-cn, zh-tw, en-us, other customizations



Openness, Innovation, Intelligence  
Innovation is always facing challenges, let's do better! Thanks for watching!

Nicky Business Director  
北京奇游灵动科技有限公司  
MIRACLE GAMES INC  
cuichaoi@mguwp.com

MG APP Store: [WWW.MGUWP.COM](http://WWW.MGUWP.COM)  
MG Open Platform: [WWW.MGUWP.NET](http://WWW.MGUWP.NET)

Beijing | Seattle | Hong Kong | Qingdao | Nanyang

Copyright © MIRACLE GAMES INC.2018.All Right Reserved.

