

Annual White Paper of Windows 10 Global Game Industry



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

Background, Opportunity and Market Overview of Windows 10

Background & Opportunity

Internet + enters a period of rapid growth

- As of January 2015, the total number of mobile devices worldwide connected to the Internet exceeded 7 billion.
- It is estimated that by 2018, more than 50% of users will prioritize to access network resources through tablet computers or smart phones.
- Global shipments of smart phones reached 1.286 billion in 2014. In the past three years, the average annual growth rate of smart phones and tablet computers has been 43.3% and 27.0% respectively. The growth rate has somewhat slowed down.

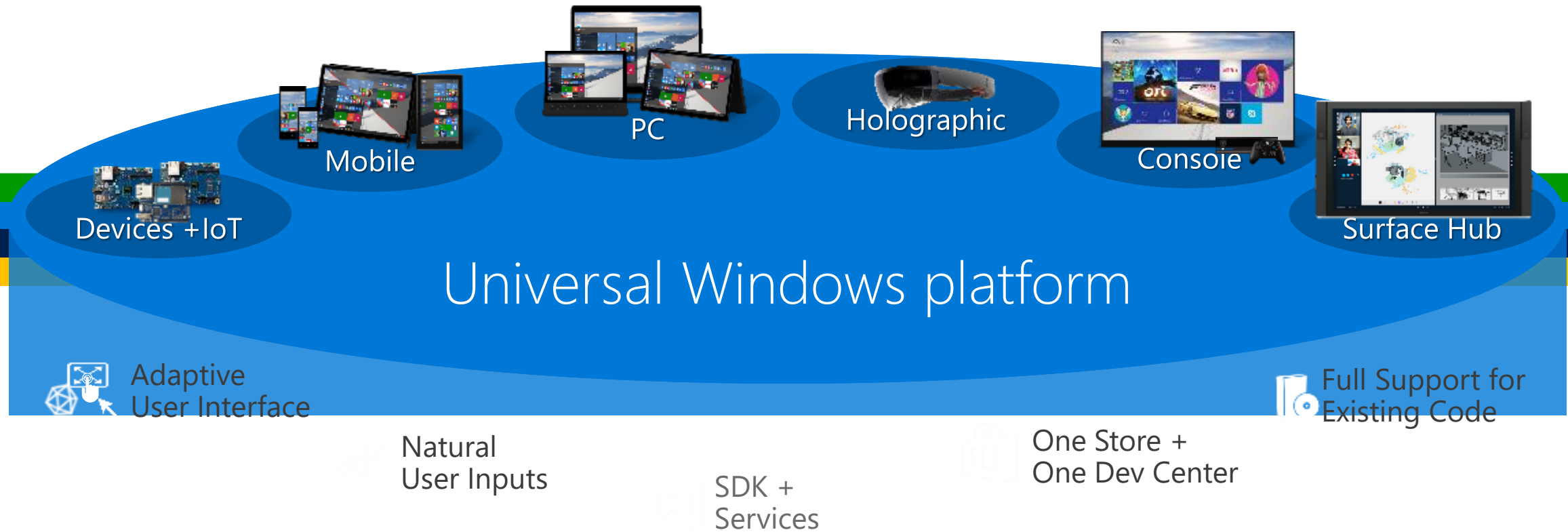
Windows 10 becomes a new market growth point

- 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

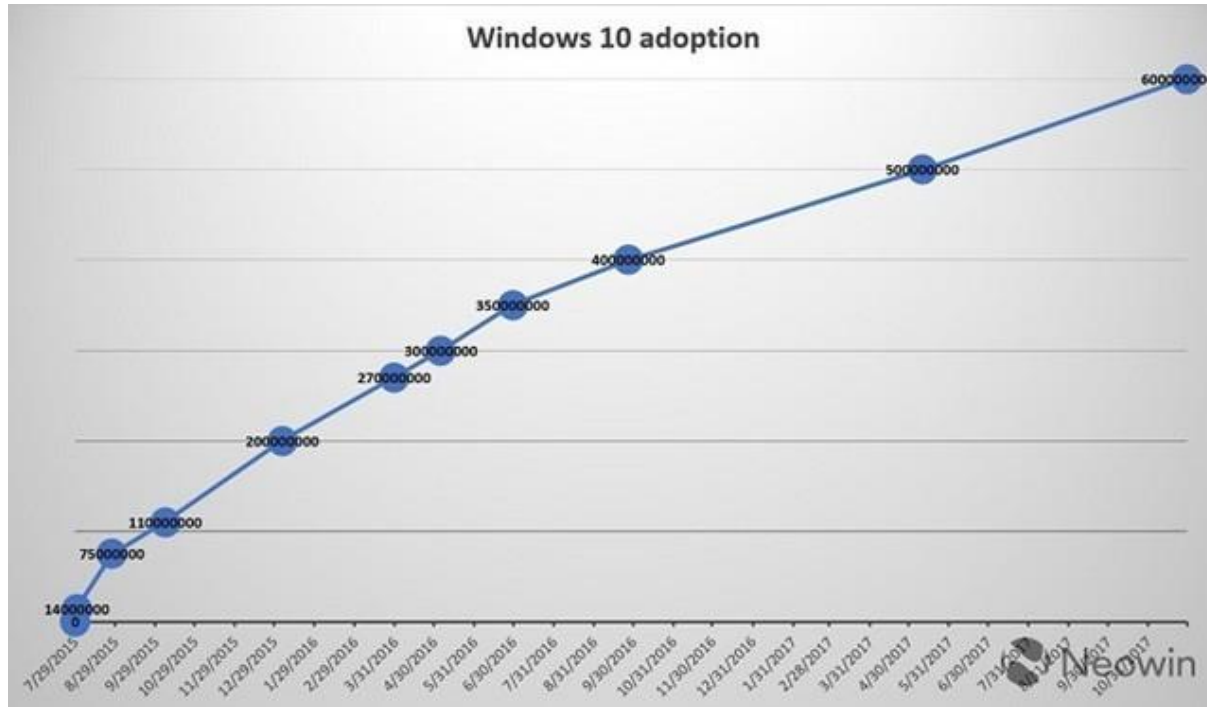
- Mature third party payment platform
- Win10 system is fully compatible with Android and iOS, with cross platform and cross terminal ecological trend

Windows unified platform ecology

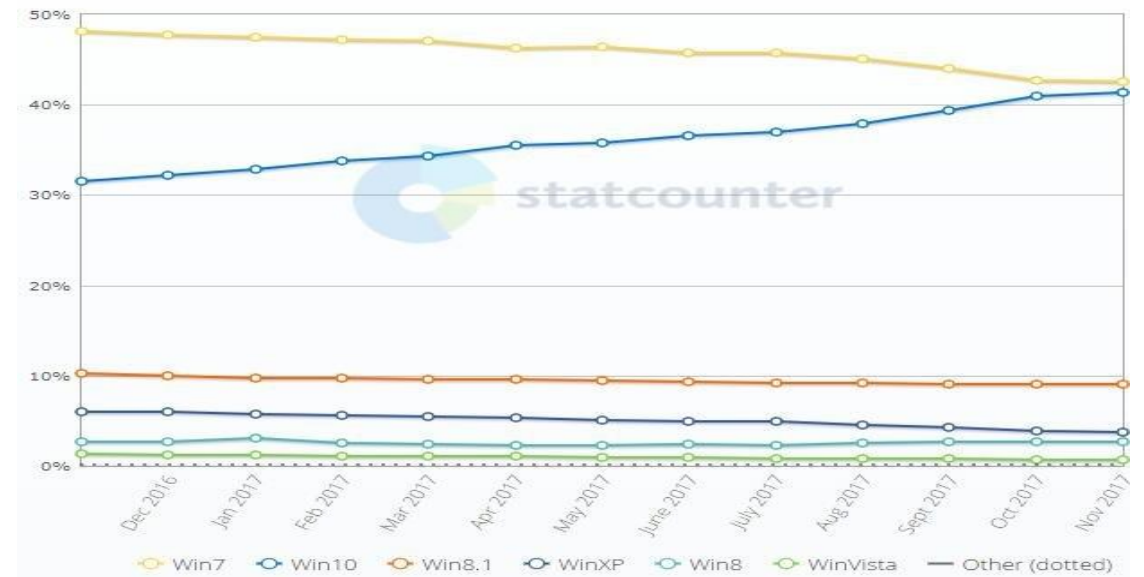


Windows 10 Latest data shows the coming of new opportunities

Data sources: US statistical agency Statcounter



Desktop Windows Version Market Share Worldwide
Nov 2016 - Nov 2017



- **The number of monthly active devices of Win10 reaches 700 million for the first time, and the target is 1 billion**

- Popularity situation is sound, with a sharp increase of 100 million in 8 months.
- Win10 active users continue to grow
- The advancing pace in the field of enterprises has obviously been accelerated.

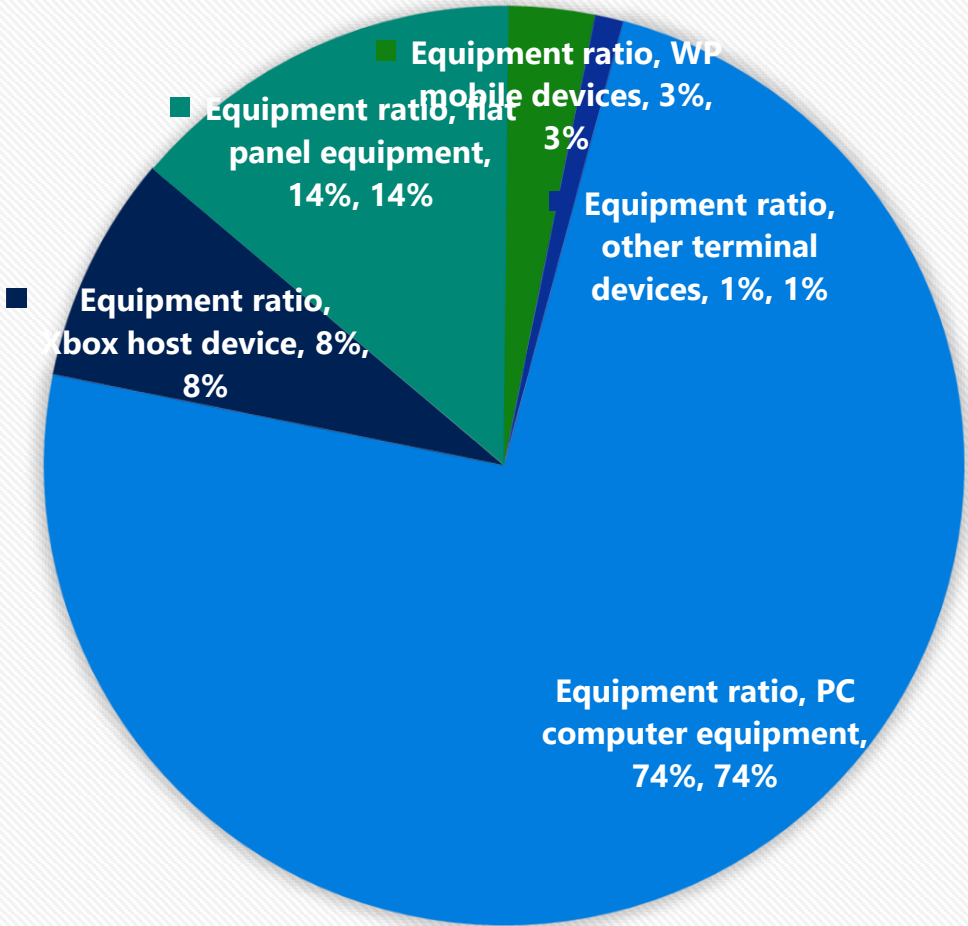
- **Win10 replaced Win7 as the world's largest desktop system in 2018**

- Win10 market share has increased to 40.95%.
- In the US market, the share of Win10 has surpassed Win7
- Win10 government version has officially entered China's government procurement market

- **At the Build 2018 Developers Conference in May 2018, Microsoft announced that it had more than 700 million monthly active devices worldwide running Windows 10, with more than 9 billion visits to Windows stores, averaging 20 million per day.**

Windows 10 global device distribution data statistics

Data statistics of proportion of Win10 terminal equipment



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

■ PC computer devices ■ Xbox host devices ■ Tablet Devices ■ WP mobile devices ■ Other terminal devices

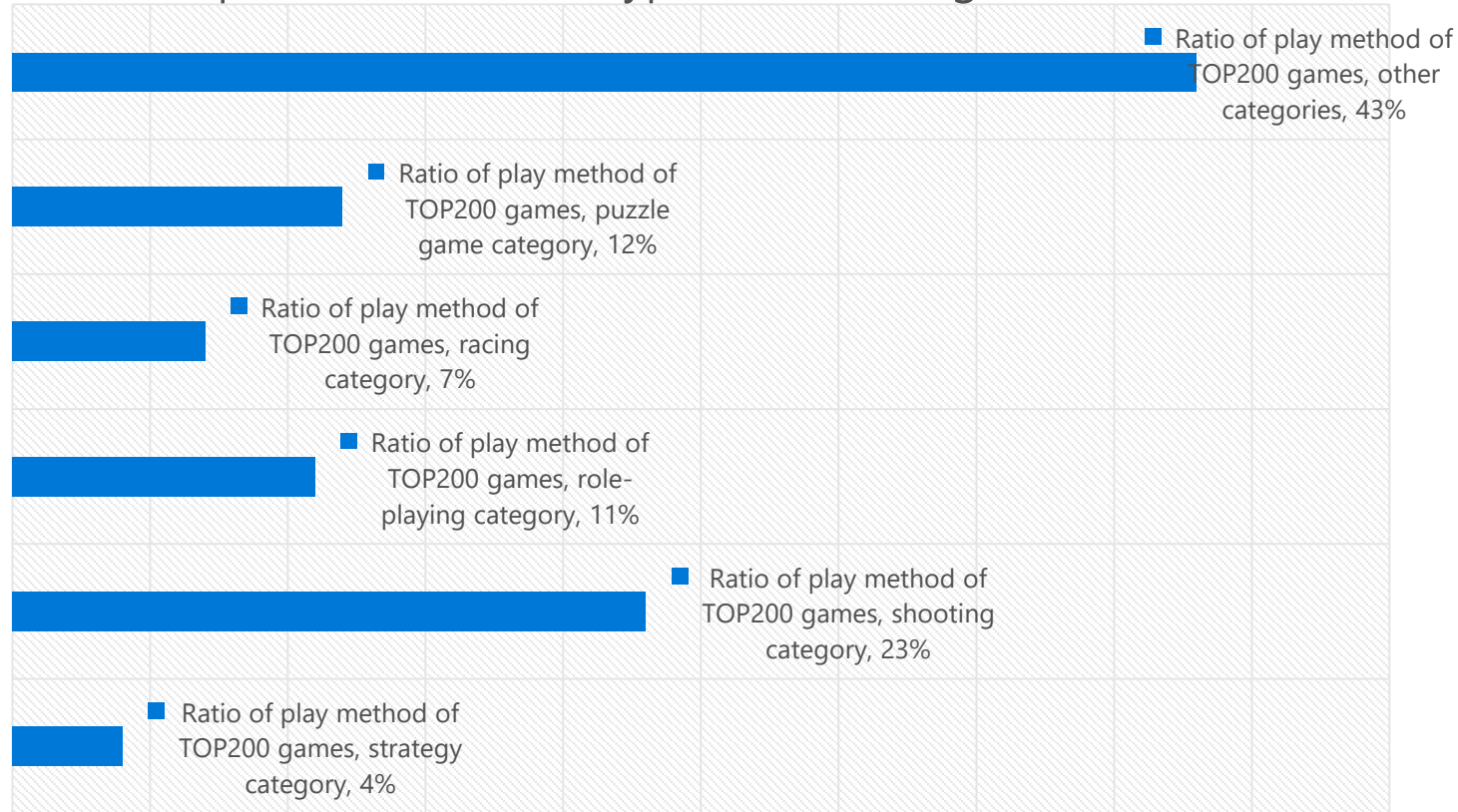
Distribution of TOP 200 games of global Microsoft Store



- Microsoft's gaming departments made **2.251 billion dollars** (about RMB 14.26 billion) in revenue in the third quarter of this year, a year-on-year growth of **18%**, while Microsoft is gradually increasing its investment on gaming business.

Analysis of types of TOP 200 games of global Microsoft Store

Proportion of different types of TOP200 games

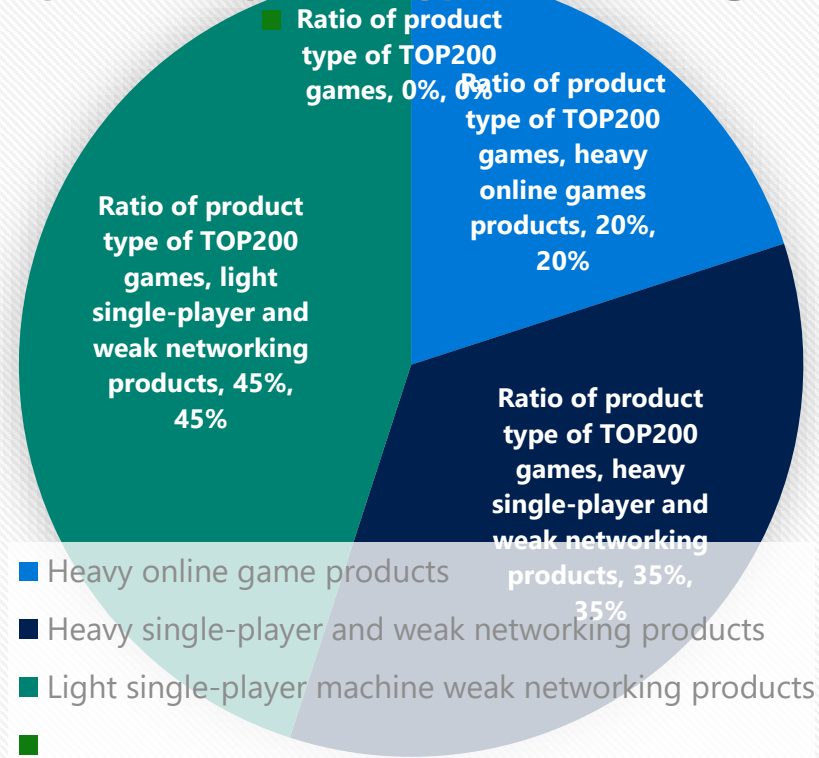


Data source: Microsoft global official
Note: By Miracle Games INC

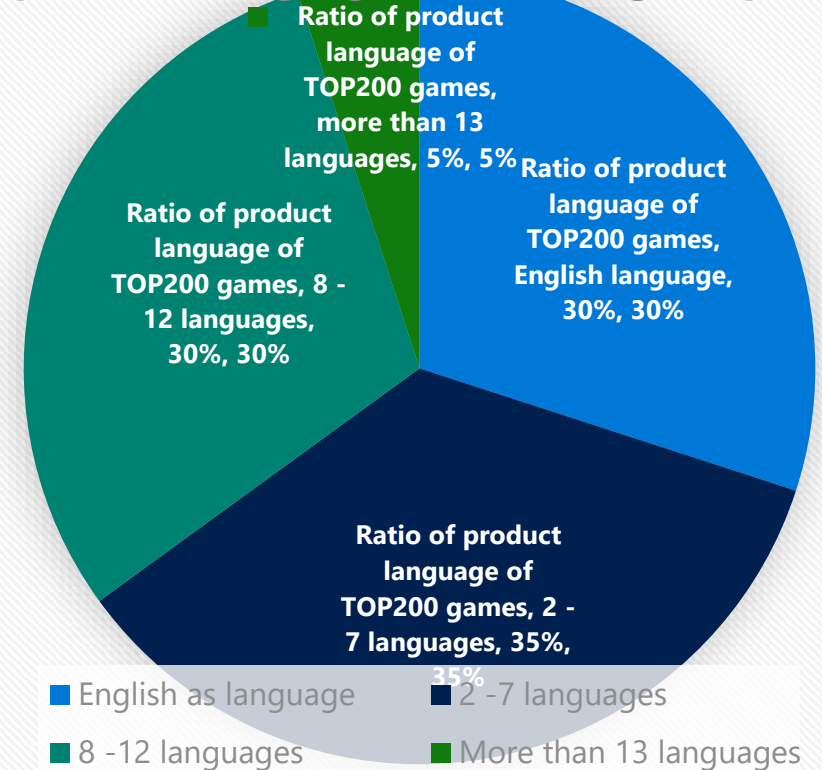
Analysis of types of TOP 200 games of global Microsoft Store

Data source: Microsoft global official stores
Note: organized by Miracle Games INC

Proportion of product types of TOP200 games



Proportion of languages of TOP200 game products



- It is worth noting that the overall proportion of the heavy online games is relatively low, and online games have a larger market space; the game products have a certain amount of lag, and the game products released in 2016 still maintain a higher head proportion, with the life cycle of 3-5 years in most cases.

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
7335+ At present, the total number of users on the platform of Miracle Games has exceeded 73.35 million worldwide, and the number of daily active users has exceeded 3.64 million. The steady growth trend is continuing.	>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, cross-promotion, payment, PowerBI, Microsoft cognitive services and other functions, providing a one-stop solution for developers.	2089 styles+ 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.



Global layout of MIRACLE GAMES



Positioning and objective of MIRACLE GAMES

We will build MG into——

Windows 10 The world's first platform and game publisher

Objective:

- By 2018, the platform covered the world's Windows devices, reaching 100 million core users.
- By the end of 2018, occupy at least 30% of the shares in the markets of Europe, America, Southeast Asia, China and Latin America.
- First platform and game publisher in Win10 global market

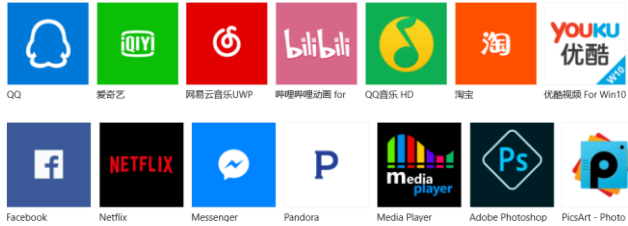
MIRACLE GAMES

Product Introduction

MIRACLE GAMES- The largest community service platform in the world

Developer

Tools



Cross promotion of advertisement

Game



Sole agency operation
Joint operation
CPS

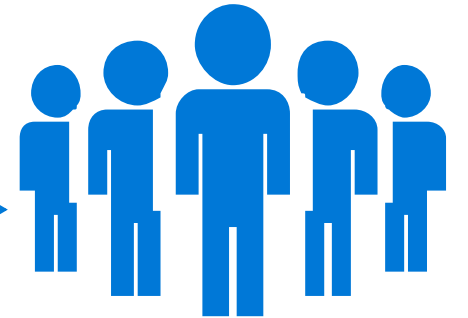
Social SDK

Advertising platform
Windows 10 assistant

Media community

CPC
CPM
CPS

Show



Win10 users

E-commerce



MIRACLE GAMES products: Globalized community SDK

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

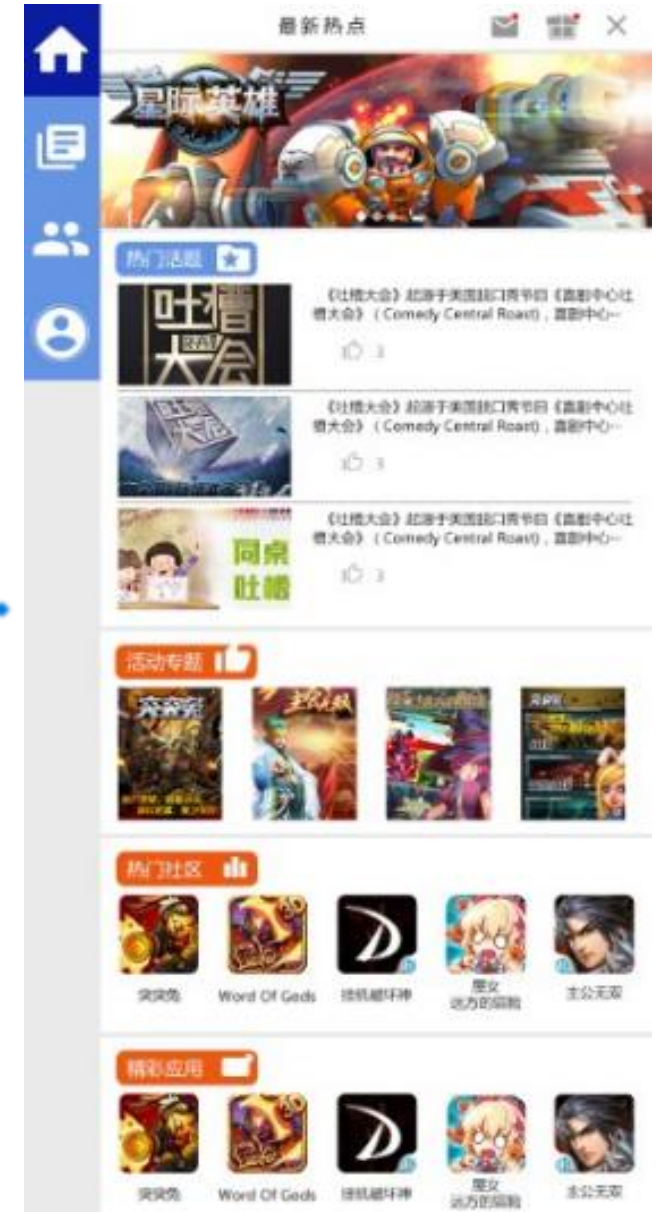


Microsoft global case studies and introduction of MIRACLE GAMES:

<https://www.azure.cn/partnerancasestudy/case-studies/miracle-games/>

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

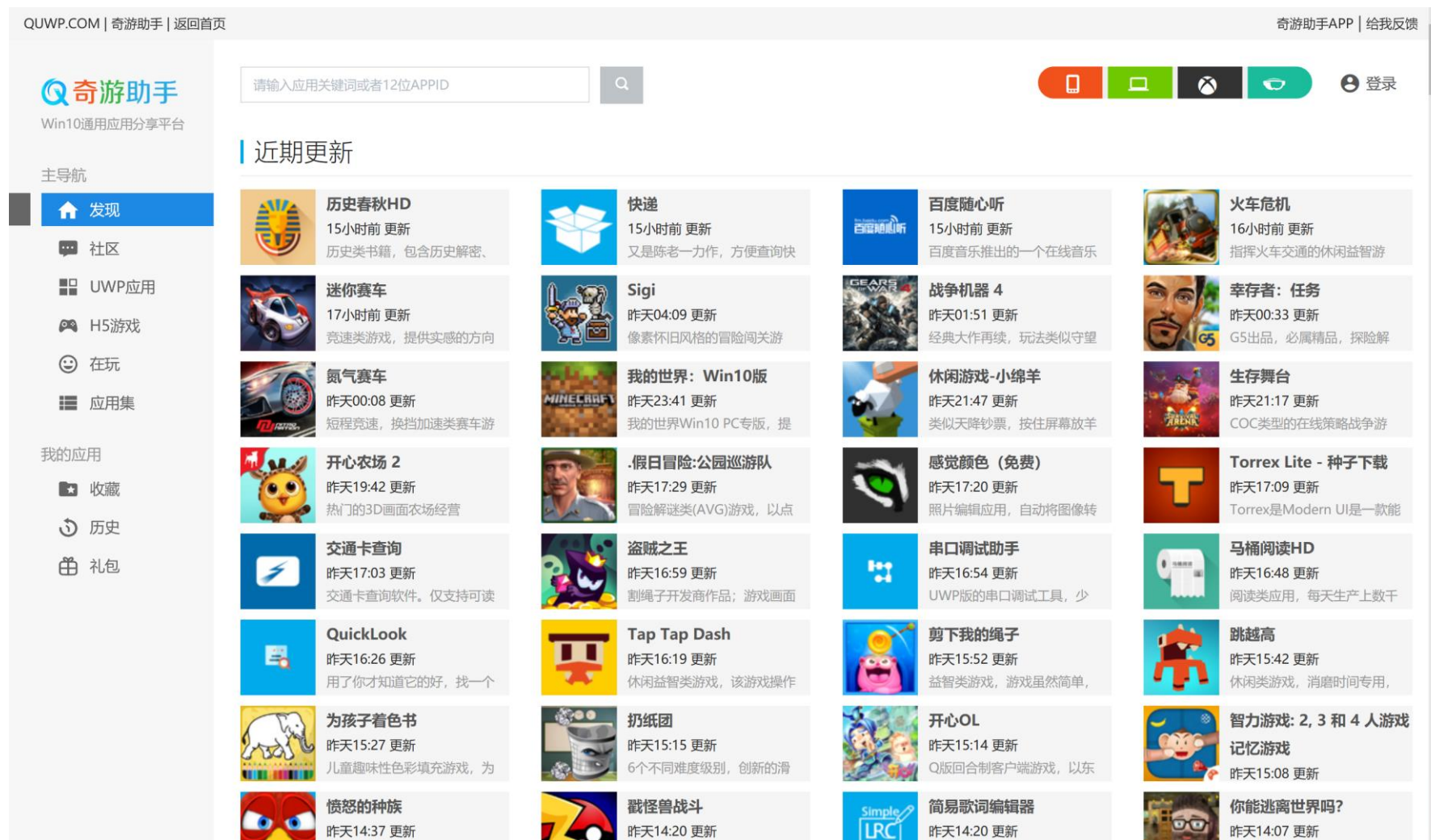


MIRACLE GAMES products: Advertising platform



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.

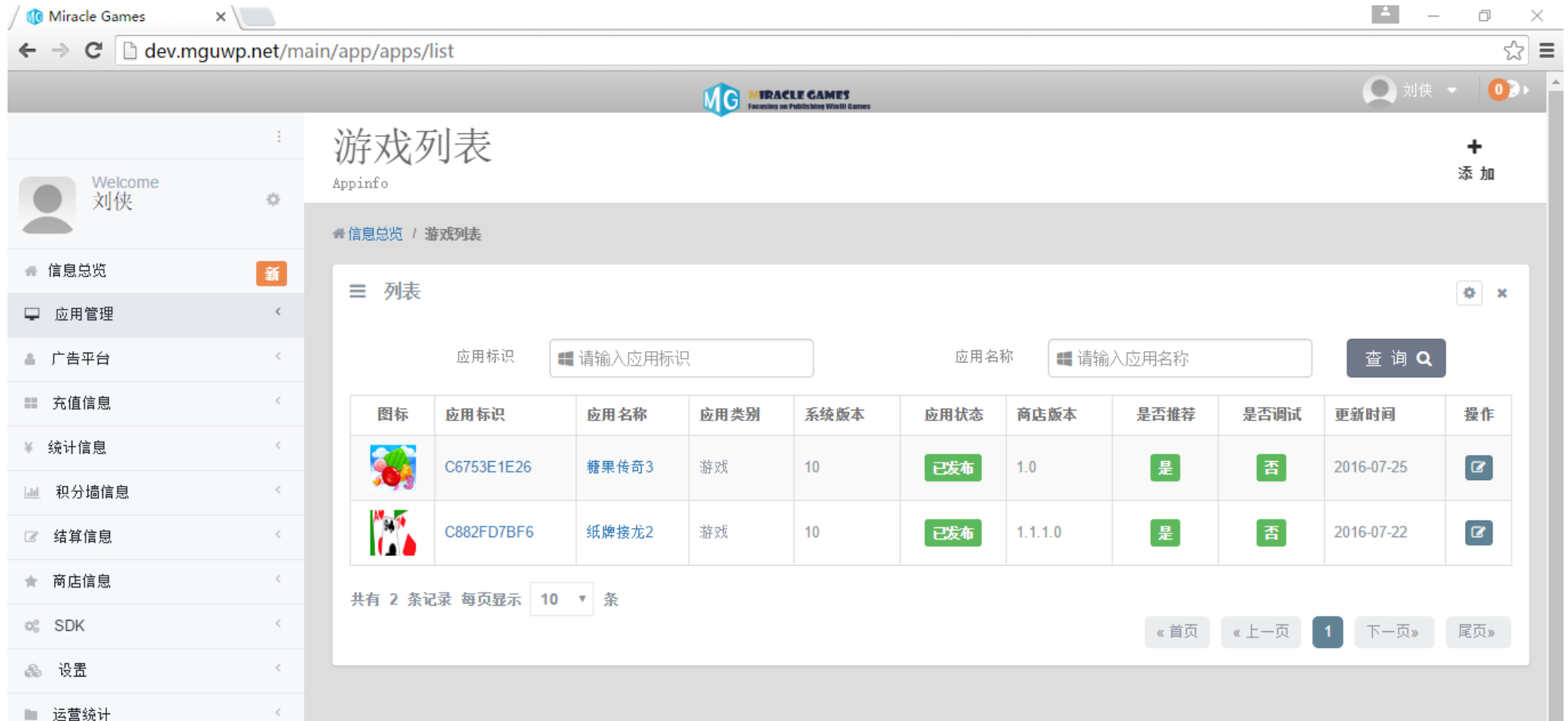
MIRACLE GAMES products:






Application distribution platform
Application classification
Application rankings
Application first-launch
Application subjects
Recommendation
Community Forum
H5 games
Personal Center
Personal integral
MG platform currency

Miracle Games Assistant (WWW.QUWP.COM) is dedicated to creating a cross-terminal global application sharing platform that supports Win10, Android, iOS and H5. While gathering a large number of loyal users of Win platform and Microsoft fans, it represents the most forefront, effective, safest and stable cross-platform quality distribution market of the new generation,.

MIRACLE GAMES products: Developers independently manage the backstage



The screenshot displays the 'Miracle Games' developer backend interface. The browser address bar shows 'dev.mguwp.net/main/app/apps/list'. The page title is '游戏列表' (Game List). The left sidebar contains navigation links: '信息总览' (Information Overview), '应用管理' (Application Management), '广告平台' (Advertising Platform), '充值信息' (Recharge Information), '统计信息' (Statistics), '积分墙信息' (Points Wall Information), '结算信息' (Settlement Information), '商店信息' (Store Information), 'SDK', '设置' (Settings), and '运营统计' (Operation Statistics). The main content area shows a table of games with columns: '图标' (Icon), '应用标识' (App ID), '应用名称' (App Name), '应用类别' (App Category), '系统版本' (System Version), '应用状态' (App Status), '商店版本' (Store Version), '是否推荐' (Is Recommended), '是否调试' (Is Debugging), '更新时间' (Update Time), and '操作' (Action). Two games are listed: '糖果传奇3' (Candy Crush 3) and '纸牌接龙2' (Solitaire 2). Both are in '已发布' (Released) status. The page also includes search filters for '应用标识' and '应用名称', a '查询' (Search) button, and pagination controls showing '共有 2 条记录' (Total 2 records) and '每页显示 10 条' (Show 10 per page).

图标	应用标识	应用名称	应用类别	系统版本	应用状态	商店版本	是否推荐	是否调试	更新时间	操作
	C6753E1E26	糖果传奇3	游戏	10	已发布	1.0	是	否	2016-07-25	
	C882FD7BF6	纸牌接龙2	游戏	10	已发布	1.1.1.0	是	否	2016-07-22	

Independent development: perfect backstage for developer self-service management of the products

Globe Windows Game Conference

Project background

Globe Windows Game Conference (GWGC) , founded in October 2014, is subordinate to the Animation Game Internationalization Work Committee, sponsored by the Beijing Animation Game Industry Association, sponsored by Miracle Games. With the strong support of Microsoft, it is co-operated and managed by the front-line CP, authoritative media and top VC. Currently, the alliance members have exceeded 1000.

Purpose

Encourage innovative product design

From applied products to business models

Build a mobile Internet Ecosystem



GWGC offline activities display



Core advantages of MIRACLE GAMES

MIRACLE GAMES Platform advantages

Community SDK

Permanent free game center,
data statistics, cross promotion
and social functions

Advertising platform

Help developers provide
liquidity channels

Assistant application

Provide free distribution
channels and tool applications.

Media

Provide free application
recommendation, evaluation, news
and other functions.

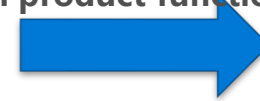
One key access
to SDK



Free choice of
product
functions

**Provide better
services for
developers**

self-service
management
background
One-click login for
management of
all product functions



Provide user data
self-service
management of
applications

Home page

(application list)

Community management

Assistant application

Media management

Advertising platform

Operation management

SDK access help

Notice

Personal information

MIRACLE GAMES Platform advantages



MIRACLE GAMES Resource advantages

R & D manufacturers: 600+

Developers: 1000+

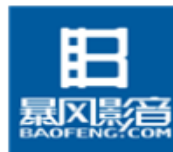
Media: 200+



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



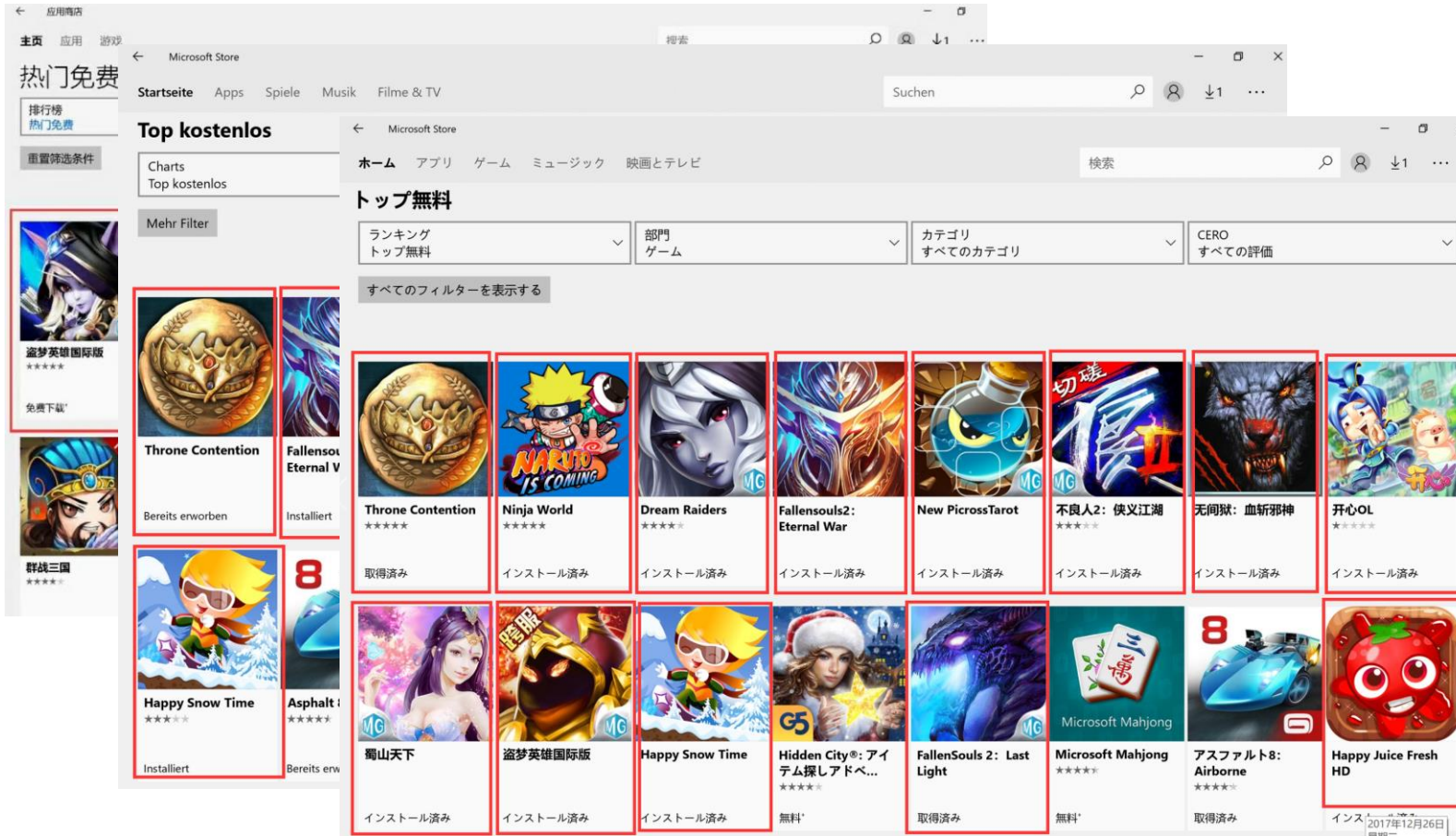
暴走漫画



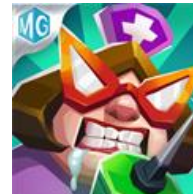
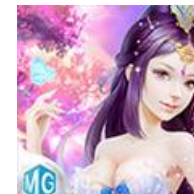
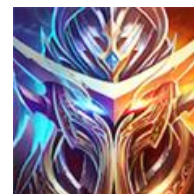
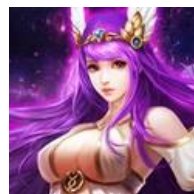
www.news.cn



MIRACLE GAMES Distribution advantages



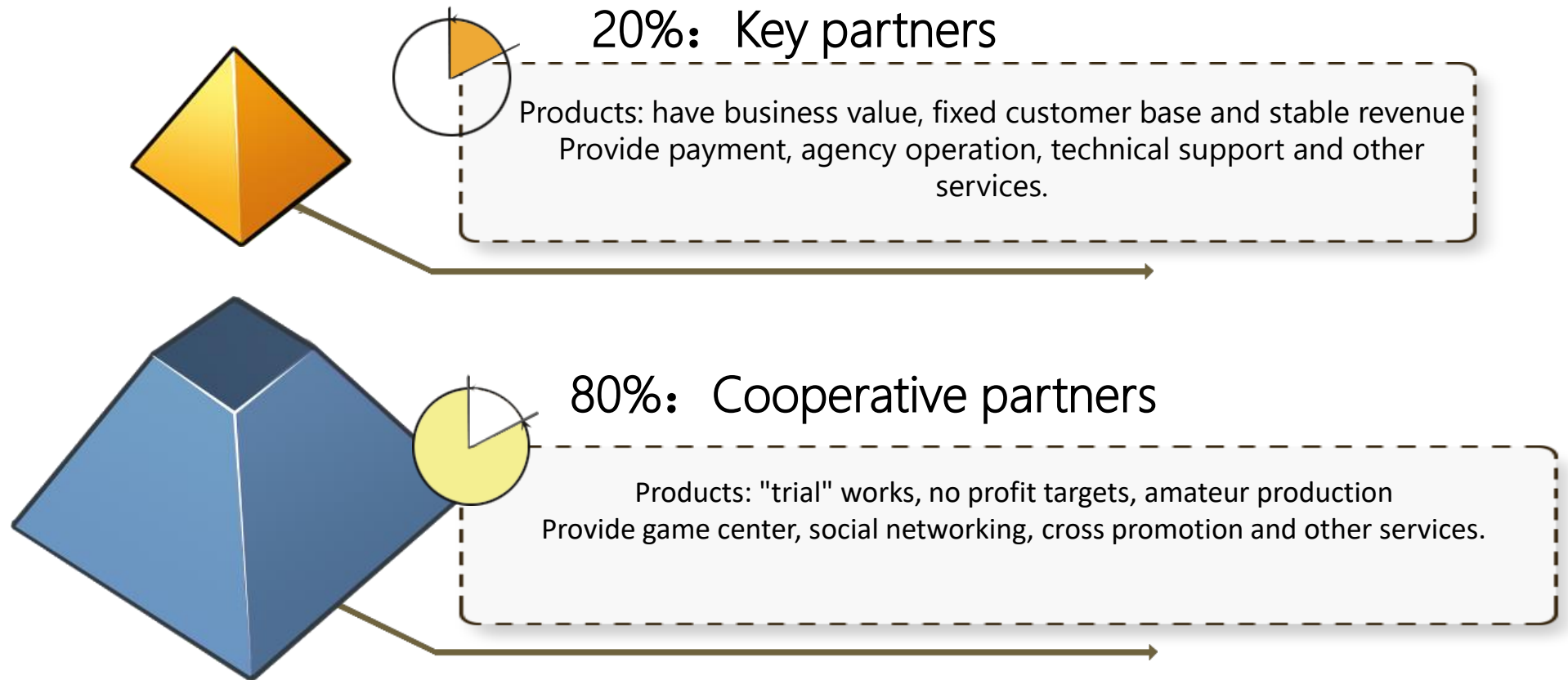
Miracle Games has contributed integral shows for 227535783 times for 1689 products of global partners, with 3647512 daily active users (Total Device) and 4542883 registered users (Total User). It has successively deputized and launched 360 Mobile Assistant, Guangzhou Good World II, NetDragon Game Happy 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.



MIRACLE GAMES Cooperation access

MIRACLE GAMES Developer cooperation program

Developer pattern



MIRACLE GAMES Developer cooperation program

Developer cooperation mode

- 1) Sign agreements with potential games and provide services such as operation, promotion and technical support.
- 2) Quickly locate “potentials” based on the operation decision analysis of big data
- 3) Cross promotion system covering many popular games
- 4) Flow exchange: flow is concentrated in a few games in a short time.

Agency operation

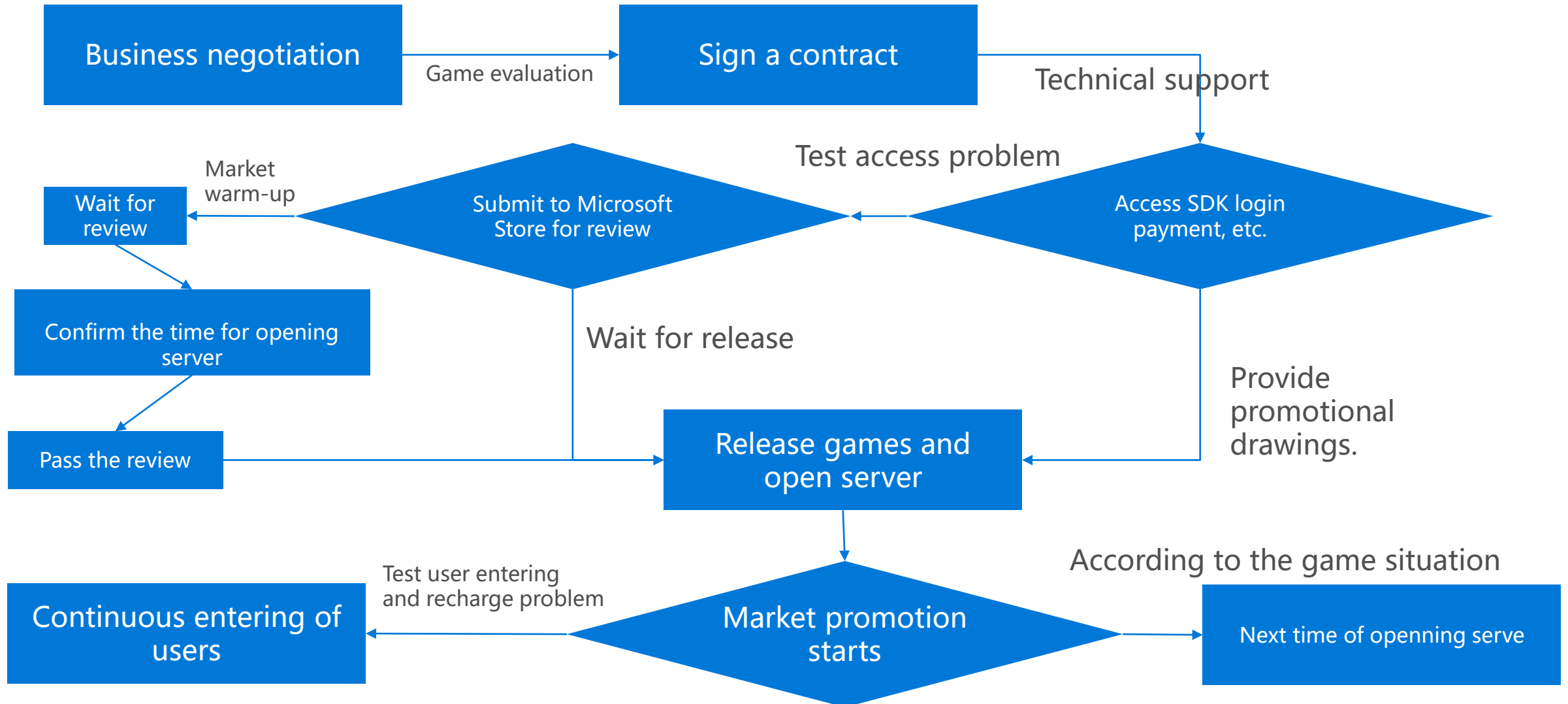
- 1) Provide free promotion opportunities for new users.
- 2) Combine the promotion mode of free cash volume with cash
- 3) Developers of popular games participate in for dividends

Cross promotion

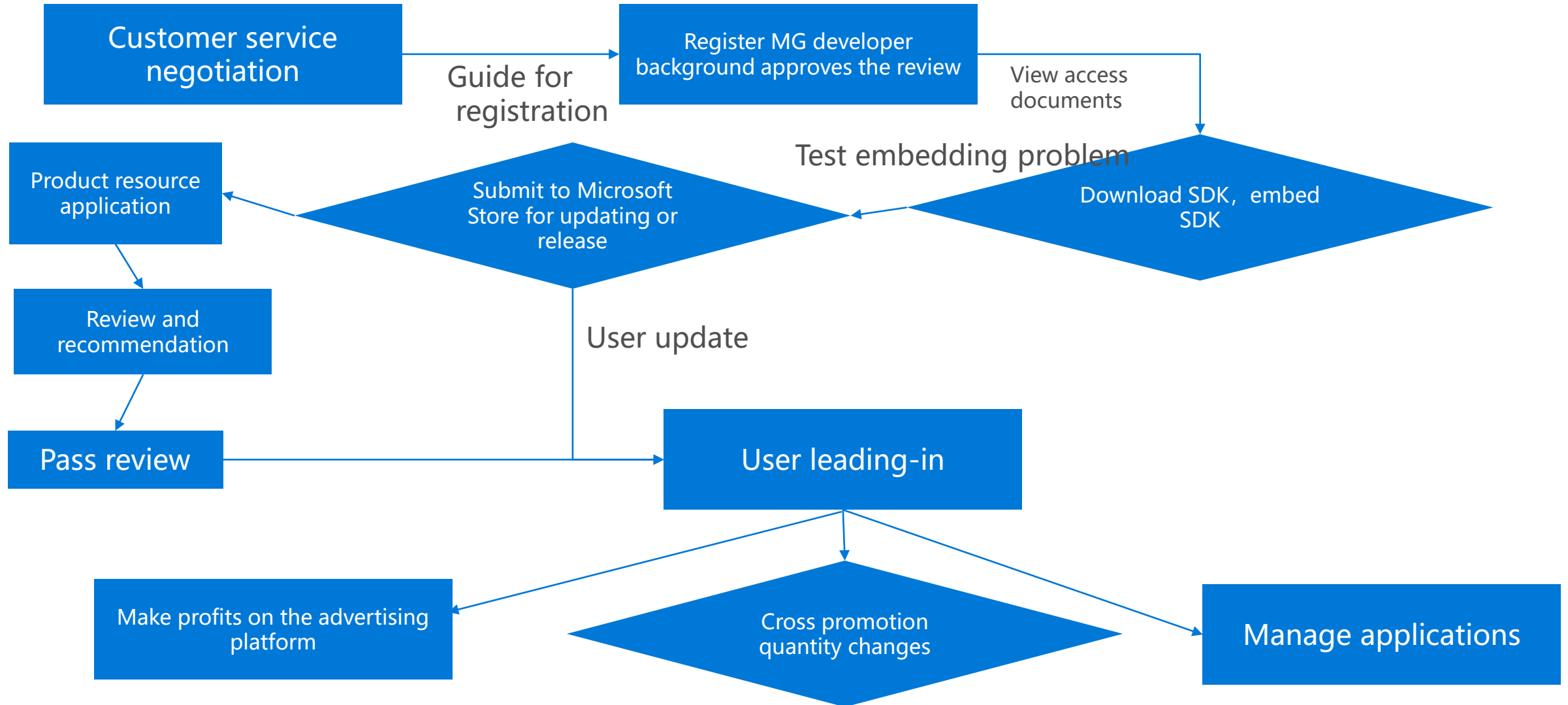
- 1) Provide payment channels for developers: Alipay, Yi Bao, Paypal, SMS payment;
- 2) Share dividends with developers.

Virtual goods

Cooperative access - Access process of developers



Cooperative access - Access process of developers



Cooperative access - Technical specification

- Supported platform: WP7.x, WP8.0, WP8.1, Win8.0, Win8.1, Win10
- Supported game types:
 - Silverlight.....WP7.x, WP8.0, WP8.1
 - XNA..... WP7.x
 - Silverlight + XNA.....WP7.x
 - Cocos2d-x 2.3.8以上..... WP8.0, Win10
 - Unity3D 5.2以上..... WP8.0, Win10
 - Direct3D + Silverlight..... WP8.0, Win10
 - Html5 + Silverlight.....WP8.0, Win10
- Supported languages: C#, C++
- Supported culture: zh-cn, zh-tw, en-us, Other customizations



Openness, innovation, intelligence

Innovation always brings about challenges and makes us do even better. Thanks for watching!

王润石

北京奇游灵动科技有限公司

北美分公司: MIRACLE GAMES INC

香港分公司: MIRACLE GAMES LIMITED

wangrunshi@mguwp.com

MG Windows general application platform: www.mguwp.com

奇游助手: www.quwp.com

Enterprise official website: www.miraclegamesinc.com

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