Background, Opportunity and Market Overview of Windows 10
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.

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.

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

Universal Windows platform

- Adaptive User Interface
- Natural User Inputs
- SDK + Services
- One Store + One Dev Center
- Full Support for Existing Code

Devices + IoT

Mobile

PC

Holographic

Console

Surface Hub
Windows 10 Latest data shows the coming of new opportunities

Data sources: US statistical agency Statcounter

- 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

- Equipment ratio, PC computer equipment, 74%, 74%
- Equipment ratio, tablet panel equipment, 14%, 14%
- Equipment ratio, Xbox host device, 8%, 8%
- Equipment ratio, WP mobile devices, 3%, 3%
- Equipment ratio, other terminal devices, 1%, 1%

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’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

- Ratio of play method of TOP200 games, shooting category, 23%
- Ratio of play method of TOP200 games, role-playing category, 11%
- Ratio of play method of TOP200 games, racing category, 7%
- Ratio of play method of TOP200 games, puzzle game category, 12%
- Ratio of play method of TOP200 games, strategy category, 4%
- Ratio of play method of TOP200 games, other categories, 43%

Data source: Microsoft global official
Note: By Miracle Games INC
Analysis of types of TOP 200 games of global Microsoft Store

- **Proportion of product types of TOP200 games**
  - Heavy online game products: 20%
  - Heavy single-player and weak networking products: 35%
  - Light single-player machine weak networking products: 45%

- **Proportion of languages of TOP200 game products**
  - English language: 30%, 30%
  - 2-7 languages: 35%
  - 8-12 languages: 30%, 30%
  - More than 13 languages: 5%, 5%

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

- 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

<table>
<thead>
<tr>
<th>Type of TOP10 head products</th>
<th>Estimate of newly added data of annual player downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core-user oriented online game products</td>
<td>500,000-700,000</td>
</tr>
<tr>
<td>Core user oriented game with a few online contents</td>
<td>3,000,000-5,000,000</td>
</tr>
<tr>
<td>Casual user oriented game with a few online contents (indie game)</td>
<td>8,000,000-10,000,000</td>
</tr>
</tbody>
</table>

- 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
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.

Developer
>70%
More than 70% developers of Microsoft stores choose to cooperate with Miracle Games.

Product
>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.

Game distribution
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

MG North American branch: MIRACLE GAMES INC

MG Beijing headquarters: Beijing Qiyou Lingdong Keji Youxi Gongsidong

MG Hong Kong branch: MIRACLE GAMES LIMITED

MG Nanyang branch: Nanyang Qiyou Huyu Keji Gongsidong
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

Tools

Cross promotion of advertisement

Game

Miracle Games platform

Sole agency

Joint operation

CPS

Social SDK

Advertising platform

Windows 10 assistant

Media community

E-commerce

Show

Win10 users

Developer

LPL - Microsoft
MIRACLE GAMES products: Globalized community SDK

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

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

Microsoft global case studies and introduction of MIRACLE GAMES:
https://www.azure.cn/partnerancasestudy/case-studies/miracle-games/
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 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

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.

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**Provide better services for developers**

- One key access to SDK
- Free choice of product functions
- Provide user data
- self-service management of applications
- One-click login for management of all product functions

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**Home page**
(application list)

Community management
Assistant application
Media management
Advertising platform
Operation management
SDK access help
Notice
Personal information
MIRACLE GAMES Platform advantages

- **Provide users with better service experience**
- **One click registration for all product games**
- **Build user communities and provide platform for making friends**

- **Community SDK**
  Community Center embedded into application games provides users with community, personal and friends' achievements, rankings, topic sharing, personal centers and other functions.

- **Game platform**
  Set up a game center to provide users with more fun games.

- **Miracle Games Assistant**
  Provide free application recommendation, mobile phone tools and other powerful auxiliary functions.

- **Media**
  Provide free application recommendation, evaluation, news and other functions.
# MIRACLE GAMES Resource advantages

<table>
<thead>
<tr>
<th>R &amp; D manufacturers: 600+</th>
<th>Developers: 1000+</th>
<th>Media: 200+</th>
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<tbody>
<tr>
<td><img src="image1" alt="CMGE China Mobile" /></td>
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<tr>
<td><img src="image25" alt="changyou" /></td>
<td><img src="image26" alt="Titanium Media" /></td>
<td><img src="image27" alt="Woxing" /></td>
</tr>
</tbody>
</table>

**R & D manufacturers:**
- CMGE China Mobile
- linekong
- Junhai Games
- sodigital
- FancyGuo
- Snail Games
- 7road
- Hoodinn.com
- changyou

**Developers:**
- Sina Weibo
- 91助手
- Yaoda
- Weibo
- Xiaoyao
- Tencent QQ
- Dianping
- Tianya
- Titanium Media

**Media:**
- CCTV
- TechWeb
- Tech World
- People.com.cn
- Wpxap.com
- Woxing
Miracle Games has contributed integral shows for 22,753,578 times for 1,689 products of global partners, with 36,475,12 daily active users (Total Device) and 45,428,83 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

20%: Key partners
- Products: have business value, fixed customer base and stable revenue
- Provide payment, agency operation, technical support and other services.

80%: Cooperative partners
- Products: "trial" works, no profit targets, amateur production
- Provide game center, social networking, cross promotion and other services.
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

1. Business negotiation
2. Game evaluation
3. Sign a contract
4. Access SDK login payment, etc.
5. Technical support
6. Submit to Microsoft Store for review
7. Test access problem
8. Access SDK login payment, etc.
10. Wait for release
11. Release games and open server
12. According to the game situation
13. Continuous entering of users
14. Test user entering and recharge problem
15. Market promotion starts
16. Next time of opening server

Steps:
- Business negotiation
- Game evaluation
- Sign a contract
- Technical support
- Submit to Microsoft Store for review
- Test access problem
- Access SDK login payment, etc.
- Provide promotional drawings.
- Wait for release
- Release games and open server
- According to the game situation
- Continuous entering of users
- Test user entering and recharge problem
- Market promotion starts
- Next time of opening server
Cooperative access - Access process of developers

- Customer service negotiation
- Register MG developer background approves the review
- View access documents
- Guide for registration
- Download SDK, embed
- Test embedding problem
- User update
- Submit to Microsoft Store for updating or release
- Product resource application
- Review and recommendation
- Pass review
- User leading-in
- Make profits on the advertising platform
- Cross promotion quantity changes
- Manage applications
- "Negotiation"
- "Pass review"
Cooperative access - Technical specification

- Supported platform: WP7.x, WP8.0, WP8.1, Win8.0, Win8.1, Win10
- Supported game types:
  - Silverlight
  - XNA
  - Silverlight + XNA
  - Cocos2d-x 2.3.8以上
  - Unity3D 5.2以上
  - Direct3D + Silverlight
  - Html5 + Silverlight
- 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!

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