

GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain terms and definitions used in this document in connection with our Group and its business. The terms and their meanings may not correspond to standard industry meaning or usage of those terms.

“Android”	an operating system developed and maintained by Google Inc. used in touchscreen technology including, smartphones and tablets
“ARPPDAU”	average revenue per daily active user
“browser games”	games that can be played by connecting directly to game servers through Internet browsers
“CDN”	content delivery network, a large distributed system of servers deployed in multiple data centers across the Internet to serve content to and end-users with high availability and high performance
“client-based games”	games that can be played by first downloading the client base from game providers’ website and then connecting to the server through Internet browsers
“closed beta testing”	a stage during the development of a game whereas the game is released to a select group of individuals for a user test whereas players under the closed beta testing will report any technical problems that they found and sometimes minor features they would like to see in the final version
“DAU”	daily active users: the number of individuals who login to a particular game on a particular day
“download”	to transfer (data or programmes) from a server or host computer to one’s own computer or device
“F2P” or “Free to Play”	a business model used in gaming industry, under which players can play games for free, but may need to pay for virtual items sold in games to enhance their game experience also referred to as “Game as a Service” or “GAAS”
“iOS”	a mobile operating system developed and maintained by Apple Inc. used exclusively in Apple touchscreen technology including, iPhones, iPods, and iPads
“launch”	the commercially official launch of an online game after the closed beta testing under the F2P model or after the open beta testing under the pay-for-play model

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“Internet”	a global network of interconnected, separately administered public and private computer networks that uses the Transmission Control Protocol/Internet Protocol for communications
“MAU”	monthly active users: the number of individual who login to a particular game during the 30-day period ending with the measurement date.
“MMORPG”	massively multiplayer online role-playing game, in which many players participate in the same role-playing game simultaneously
“mobile games”	games that can be played on mobile devices
“open beta testing”	a stage during the development of a game whereas the game is released to a community group, usually the general public, for a user test whereas players under the open beta testing will report any technical problems that they found and sometimes minor features they would like to see in the final version
“PC”	personal computer
“server”	a computer system that provides services to other computing systems over a computer network
“virtual currency”	the virtual currency that our players need to purchase through payment channels which can be further used to purchase the virtual items we offer in our games
“virtual items”	the virtual items in the game we offer to players to enhance the strength of the character in the game or to provide additional features to the games, such as virtual weapons, armours and spells