
GLOSSARY

This glossary of technical terms contains explanations of certain technical terms used in this document. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

“3D”	three-dimension that is interactive animation and is graphically presented in the three dimensions of height, width and depth
“acquisition cost per new user”	the advertising and marketing expenses incurred for acquiring a new game user for our self-published game(s) in such period
“active users”	in any given period, (1) active users of a particular game refer to all registered users of such game that have entered the game at least once in such period; and (2) active users of a particular type or all of our games refer to the simple sum of the active users of each game of such type or all of our games, as applicable, in such period and a registered user that entered two or more games in such period is counted as two or more active users in such period
“active users retention rate”	the retention rate of a certain group of active users for a given year or period in the previous year who remain our active users in the current year or period
“AI”	artificial intelligence; the simulation of human intelligence processes by machines, especially computer systems
“Android”	an operating system developed and maintained by Google Inc. which is used in touchscreen technology including smartphones and tablets
“ARPPU”	average monthly top up amount per paying user, which represents the game top up amount for the period divided by the average of the monthly paying users in such period
“average weekly user retention rate”	calculated by dividing the sum of the weekly user retention rate for a specified period by the number of weeks accounted for during that period
“DAU”	daily active user; in any given period, refers to an existing gameplay role that has entered and played any of the mobile games offered and operated by our Group at least once during such period; repeated entries by the same gameplay role from the same device are counted once only; however a single user which has multiple gameplay roles is counted multiple times by the number of his/her gameplay role; only the number of days which a game is in operation in the given period is counted

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“FIFPro”	The Fédération Internationale des Associations de Footballeurs Professionnels
“free-to-play”	a business model used in the online game industry, under which users can play games for free, but may need to pay for virtual items sold in games to enhance their gameplay experience
“In-game token(s)”	Tokens that we offer to users in our games to exchange into other in-game virtual items such as to extend their play sessions and to enhance game experience, which are non-refundable, non-tradable and non-convertible into real currency or property outside our game apps
“iOS”	a mobile operating system developed and maintained by Apple Inc. which is used exclusively in Apple touchscreen technology including iPhones, iPods and iPads
“IP(s)”	intellectual property(ies)
“IP address”	internet protocol address, an identifier assigned to each computer and other device to a network that is used to locate and identify the node in communications with other nodes on the network
“KOL(s)”	key opinion leader(s)
“MAU(s)”	monthly active user; in any given period, refers to an existing gameplay role that has entered and played any of the mobile games offered and operated by our Group at least once during such period; repeated entries by the same gameplay role from the same device are counted once only; however a single user which has multiple gameplay roles is counted multiple times by the number of his/her gameplay role; only the number of months which a game is in operation in the given period is counted
“MLB”	Major League Baseball
“MLBPA”	Major League Baseball Players Association
“mobile game”	a game that is downloaded and played on mobile devices
“MPU(s)”	monthly paying users, which refers to the number of paying users in the relevant calendar months
“NBA”	National Basketball Association
“NBPA”	National Basketball Players Association
“NFL”	National Football League
“NFLPA”	National Football League Players Association

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“online games”	video games that are played over some form of computer or mobile network, including primarily web games and mobile games
“paying users”	in any given period, (1) paying users of a particular game refer to all registered users who have paid money to purchase the in-game virtual items, including virtual tokens and other virtual items, offered by our Group in our mobile games at least once in such period; and (2) paying users of a particular type or all of our games refer to the simple sum of the paying users of each game of such type or all of our games, if applicable, in such period and a registered user that has paid two or more games in such period is counted two or more paying users in such period
“paying users retention rate”	the retention rate of a certain group of paying users for a given year or period in the previous year who remain our paying users in the current year or period
“PC”	personal computer
“registered user”	a user becomes a registered user when such user (i) enters any of our Group’s mobile games the first time, or (ii) has downloaded any of our Group’s mobile games and enters such game the first time
“server”	a computer system that provides services to other computing systems over a computer network
“UI”	user interface
“virtual items”	tokens, items, avatars, skills, privileges or other in-game consumables, features or functionalities we offer to users to help them extend their play, enhance or personalize their game environments and accelerate their progress in our games
“virtual reality” or “VR”	a technology which creates a virtual environment through utilizing software and hardware of computers and brings users alternative audiovisual experience
“web games”	games that are played in a web browser on PC or mobile device without downloading any client base or application
“weekly user retention rate”	represents the percentage of user accounts that entered a game in the second week after the accounts were registered with the game in a specified weeks