

CORPORATE FACT SHEET

NetDragon Websoft Inc. (777.HK)

✦ We are a leading innovator and creative force in China's online gaming industry. Established in 1999, we have been operating and developing a broad range of MMORPGs since launching our first title - *Monster & Me* - in 2002. We target a full spectrum of players, from hardcore to casual, with games developed based on internally generated IP and on popular third-party IP.

✦ We are China's pioneer in overseas expansion, having directly operated our titles in overseas markets since 2004 in English and other foreign languages. We are also penetrating other markets by cooperating with local partners.

✦ Our passion for innovative products + business models is limitless. We expect to satisfy an even larger audience with unique games and other products in the future, as we extend our business reach into mobile + multimedia.



For NetDragon... the Future is Now

Competitive Strengths

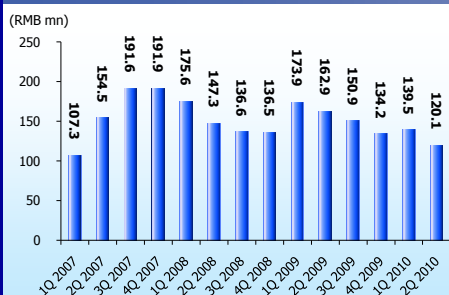
- ✦ Strong development capabilities with **1,449** R&D staff (**2,346** total staff count)*
- ✦ Product diversity: Online Games, Mobile applications, Web 2.0 products, Multimedia initiatives
- ✦ Proprietary customer information system to respond quickly to market change and demand
- ✦ Geographically diversified player base with games available in multiple languages since 2004
- ✦ Leader in promoting Online Payment + Direct payment channels, which comprises nearly **88.4%** of revenue*
- ✦ Experienced and seasoned management team, actively creating the rules of the Online Gaming trade in China

* As at 30 June 2010

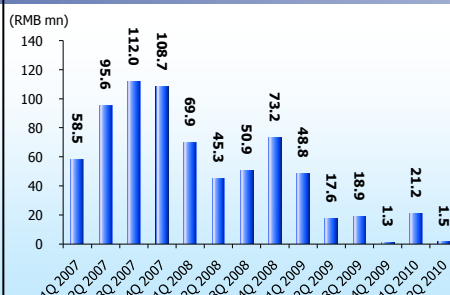
Growth Strategies

- ✦ Portfolio Development
 - Leverage existing game assets to streamline game development
 - Develop game content via IP licensing and acquisition, co-development projects and other forms of cooperation
 - Target mass market and niches with various game styles and genre
 - Recruit experienced game developers; Streamline integrated operations
- ✦ Market Expansion
 - Continue to directly pursue game development and operations in existing markets
 - Cooperate with internationally renowned partners with global or regional presence
- ✦ Broaden R&D efforts into promising IT fields and new media opportunities including in-house development of mobile software applications, such as "Panda Reader" and "91 PC Suite", targeting China's emerging smart-phone users

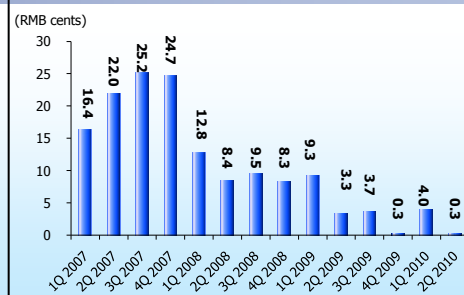
Revenue



Net Profit



Basic Earnings per Share



Game Portfolio

Monster & Me

- A 2D turn-based MMORPG, featuring in magical pets
- Launched in 2002



Conquer Online

- A 2.5D MMORPG, set in the ancient warring states era
- Launched in 2003



Eudemons Online

- A 2.5D MMORPG with background set in a western fantasy world
- Launched in 2006



Zero Online

- A 2.5D Sci-Fi MMORPG
- Featured in outer space and robots
- Launched in 2007



Tou Ming Zhuang Online

- A 2.5D MMORPG based on the movie "The Warlords"
- Launched in 2007



Heroes of Might & Magic Online

- A 2.5D MMORPG based on the PC offline game Heroes of Might & Magic
- Launched in 2008



Way of the Five

- A 2.5D cartoon turn-based MMORPG, targeting a mass-market audience
- Launched in 2009



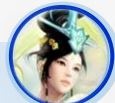
Disney Fantasy Online

- A 2.5D turn-based MMORPG based on Disney characters & themes
- Entered open beta in 2009



Tian Yuan

- A 2.5D MMORPG incorporating traditional Asian philosophy and mysticism
- Entered open beta in 2009



Game Pipeline

Dungeon Keeper Online

- A 3D MMORPG based on EA's "Dungeon Keeper™" line of games
- Expected to enter open beta 2H 2010



Legend of the Dark*

- A 2.5D MMORPG featuring rival Vampire + human factions
- Expected to enter open beta 1H 2011



Doomsday*

- A 2.5D MMORPG, set in a zombie infested post-apocalyptic world
- Expected to enter open beta 1H 2011



Cross Gate*

- A 2D arcade-style "beat-em-up" side-scroller
- Expected to enter open beta 1H 2011



TRANSFORMERS Online*

- An action-oriented 3D MMORPG based on Hasbro's iconic TRANSFORMERS brand
- Expected to be launched in Mid 2011



New Ultima Online*

- A new 3D version of EA's "Ultima Online™", in collaboration with EA's Mythic Entertainment
- Expected to be launched in 2H 2011



Notes: * working titles. Several pipeline projects are not displayed.

Aggregate PCU, ACU and ARPU

(^000)	1Q 2008	2Q 2008	3Q 2008	4Q 2008	1Q 2009	2Q 2009	3Q 2009	4Q 2009	1Q 2010	2Q 2010
PCU	669	697	544	591	695	632	519	492	451	449
ACU	313	355	311	317	333	310	273	253	230	217
ARPU (RMB)	187	138	146	143	200	174	182	179	200	182

Note: ARPU = Revenue / no. of ACU

Online games include Conquer Online, Eudemons Online, Zero Online, Heroes of Might & Magic Online, Way of the Five, Disney Fantasy Online, Tian Yuan and others.



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