

2004.11.10 / Gamania October 2004 Net Sales Report

Gamania Reports 2004 October Sales Revenue

Gamania Digital Entertainment Co., LTD. today announced September 2004 Sales Revenue ending October 31, 2004.

Sales Report

Unit: NT\$ thousand

	2004	2003	Growth Amount (YoY)	Growth Rate (YoY)
Net Sales for October	142,514	178,506	-35,992	-20.16%
Net Sales from January through October	1,699,656	1,603,935	95,721	5.97%

October 2004 Results: Comparison Highlights

1. Net sales in October 2004 were NT\$142.5 million, a decrease of 20.16% from NT\$178.5 million in October 2003. Net sales in October 2003 were driven up by strong demand for "Lineage I's" Game Update and Guidebook Packages, prior to the launch of "The Light and Shadow" episode in November 2003, and there were no new game updates for "Lineage I" in October 2004.
2. Net sales in October 2004 decreased NT\$ 0.68 million compared with September 2004, representing a -0.47% MoM decrease. The sales contribution from all product categories remained stable in October 2004 on a month-to-month basis.
3. Accumulated net sales from January through September 2004 were NT\$1,699.7 million, representing a 5.97% YoY increase, compared with the accumulated Net Sales of NT\$1,603.9 million over the same period in 2003.
4. "Lineage II" and "Seal Online" are operated by Gamania's subsidiaries, NC Taiwan and Taiwan Index, respectively. Sales revenue in October of NC Taiwan increased 9.37% MoM to NT\$53.3 million, which was the second highest historically. On the other hand, sales revenue in October of Taiwan Index remained at NT\$22.2 million.