

2005.1.10 / Gamania December 2004 Net Sales Report

Gamania Reports 2004 December Sales Revenue

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

Sales Report

Unit: NT\$ thousand

	2004	2003	Growth Amount (YoY)	Growth Rate (YoY)
Net Sales for December	140,983	161,824	-20,841	-12.88%
Net Sales from January through December	1,998,055	1,921,036	77,019	4.01%

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December 2004 Results: Comparison Highlights

1. Net sales in December 2004 were NT\$140.98million, a decrease of 12.88% from NT\$161.8 million in December 2003. Net sales in December 2003 were driven up by strong demand on new game packages, which stimulated online game sales revenue in December 2003, while there is no new game package release in December 2004.
2. Net sales in December 2004 decreased NT\$ 16.4 million compared with November 2004, representing a -10.44% MoM decline, primarily due to lower online game sales. The decrease in December 2004 sales revenue was due to the fact that there were no major online events for the month, while there were two major online events in November 2004. In addition, with the school examination period approaching, students are spending less time playing online games, which led to lowered online game sales revenue in December 2004.
3. Accumulated net sales from January through December 2004 were NT\$1,998.1 million, representing a 4.01% YoY increase, compared with the accumulated Net Sales of NT\$1,921.0 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 December of NC Taiwan was NT\$50.4million while Sales revenue in December of Taiwan Index was NT\$21.9 million.