



Company Profile

Zeta Inc.

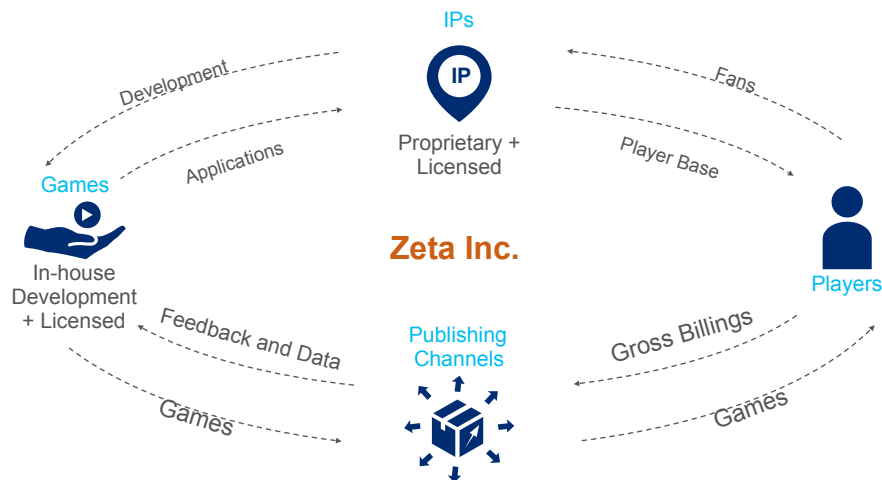
Company Profile

Zeta Inc. is a leading IP-based game operator and publisher, providing quality IP games for global players through game licensing and in-house development.

Company Overview

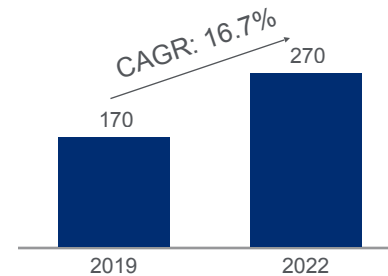
- Zeta Inc. is a leading IP-based game operator and publisher
 - It ranked **first in terms of revenue generated from publishing IP-based games in 2019**
 - It had the **largest IP reserve** that can be used to develop into IP-based games as of Dec 2019
- Zeta Inc. has a diversified, commercially successful and extensive mobile game portfolio. From 2017 to 2019, it **launched 100 mobile games**. As of end 2019, 20 of its published games had lifecycles of over three years
- The Company has one of the largest mobile game publishing networks in China. As of end 2019, it cooperated with **over 500 third-party publishing channels**
- As of end 2019, Zeta Inc. had **over 200mm registered users**, **over 15mm monthly active users** and **over 1mm monthly paying users**

Business Model

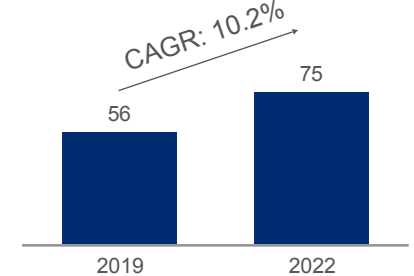


Industry Overview

Market size of mobile games in China (RMB in billion)



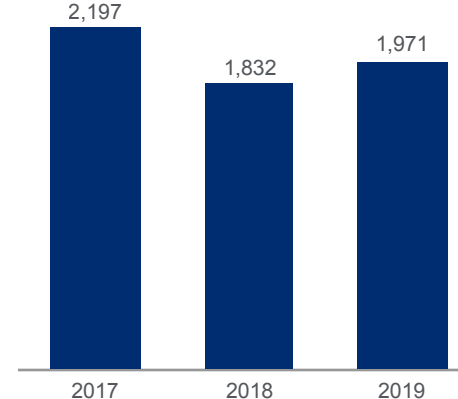
Market size of mobile game publishing market in China (RMB in billion)



- The **top 5 players** in China's mobile game publishing market are Eta Hill, Sixth Avenue, Zeta Inc., Above Clouds and Delta Team, with market share of 45%, 20%, 15%, 5% and 3%, respectively

Summary Financials

Revenue (USD in million)



Net Income and Margin (USD in million)

