Point Blank Introduction

Zepetto

Game Developers
Global Online Game Company

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Platform	PC On-line
Genre	First Person Shooter
Service Territory	Korea('08), Thailand('09), Indonesia('09), Russia('10), China('10)
Period (Korea)	Development Started: January, 2006 Closed beta: November, 2007 Launching: March, 2008 Commercialization: October, 2008

http://www.youtube.com/watch?v=ePj1boCcJY0

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- Immersive physical effects
- Running well on the lower power PCs
- Realistic shooting and speedy gameplay
- Localized game contents and constant updates
- Filled with assorted light effects and highly optimized technologies
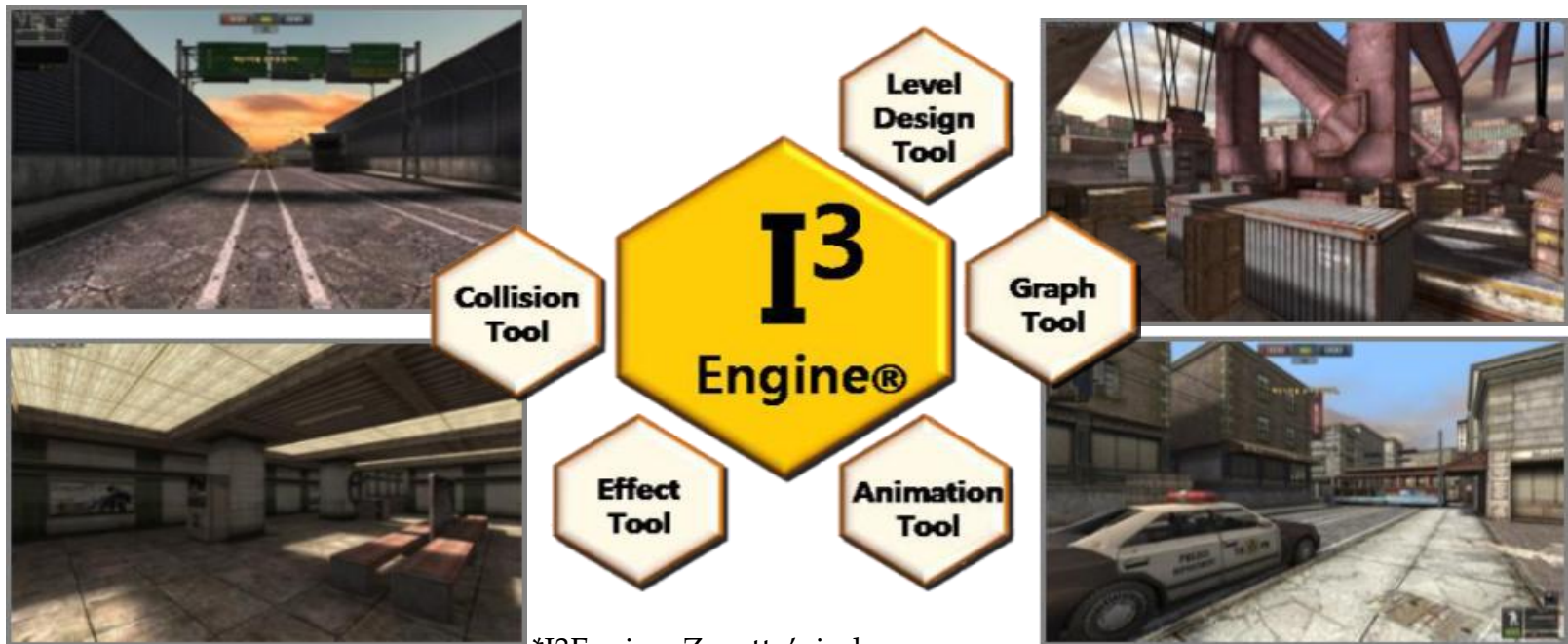
*I3Engine: Zepetto's in-house, proprietary, high performance game engine

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- Speedy and pleasant gameplay experience

  - No need to wait and can jump right into any game at any moment

- User community & Clans

  - Effectively manageable community

- Community supporting functions

  - Supports various community activities such as note, gift, invitation, chatting, etc.

- Clan activation

  - Support for clan activities and promotion for competitions among users/clans

- Intuitive and systematic

  - Easy to manage the personal battle records on the web

  - # of matches/% of win/loss and kill/death/ mission list

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Main Features (cont'd)

- Various items

    - Wide range of items, from weapons to clan management items

    - 74 weapons help players come up with creative strategies

    - Battle commodity items such as a bulletproof helmet, a target chase headgear, a bullet proof vest, and a rule bender

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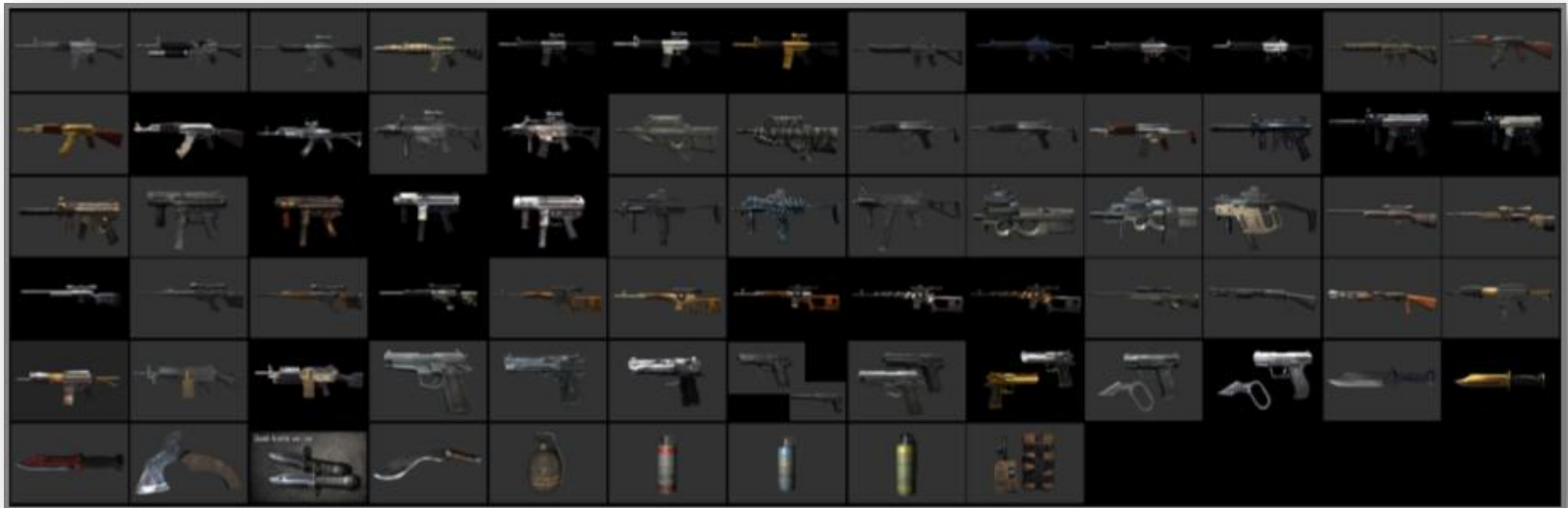
Global # 1 online FPS game

Communicate with worldwide gamers through Point Blank

VISION

STRATEGY

Knowhow's from developments & services in several countries	Entry to the potential markets	New IP development that will guarantee a long term profit
• Global service experiences from Thailand, Indonesia, Russia and China •Ability to handle massive users •Ability to counteract against exploitations. i.e. database, hacking, cheating, etc • Different revenue models for different territory and user count	•Growing online FPS market •Market expansion in southeast Asia •Aggressive marketing in new territories •Continuous success in overseas markets reinforce the value of Point Blank	•Making connections between Point Blank and Zepetto's next project •By achieving THE online FPS company status will help reinforcing the royal among Point Blank users

Russia, Ukraine, Kazakhstan, Belarus,
and other eight countries (2010)

China (2010)

Turkey (2010)

Korea
(2008)

Thailand
(2009)

Indonesia
(2009)

- For new market, targeting 4 areas; United States, South America (esp. Brazil and Mexico), South Asia, and Europe (esp. western countries and Turkey)

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	Publisher	Service Open	CCU* (Apr. 2010)	Accumulated Users	Clans	Website
Thailand	NCTrue	Feb. 2009	30,000 +	5,800,000	38,000	http://pointblank.hitsplay.com/
Indonesia	PT.Kreon	July 2009	119,000 +	2,500,000	45,000	http://pb.gemscool.com/
Russia	INNOVA	Jan. 2010	8,500 +	500,000	15,000	http://pointblank.ru/
China	Shanda	In preparation	-	-	-	-
Turkey	Infinity Games	In preparation	-	-	-	-

•CCU = concurrent connect user

Achievement

- In Indonesia: ranked # 1 online game in Indonesia (the highest CCU)

    - won the best online Indonesian game award at VGI 2009

- In Thailand, currently running a neck and neck race against Special Force, which was released earlier and has been leading the market

- In Russia, fast growing as a top-tier FPS

    - chosen as an official game for WCG(world cyber game) 2010 Russia

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Point Blank Overseas (cont'd)

Zoom in Indonesia

1) Prior occupation of the market
2) Close work with a publisher for well designed localization
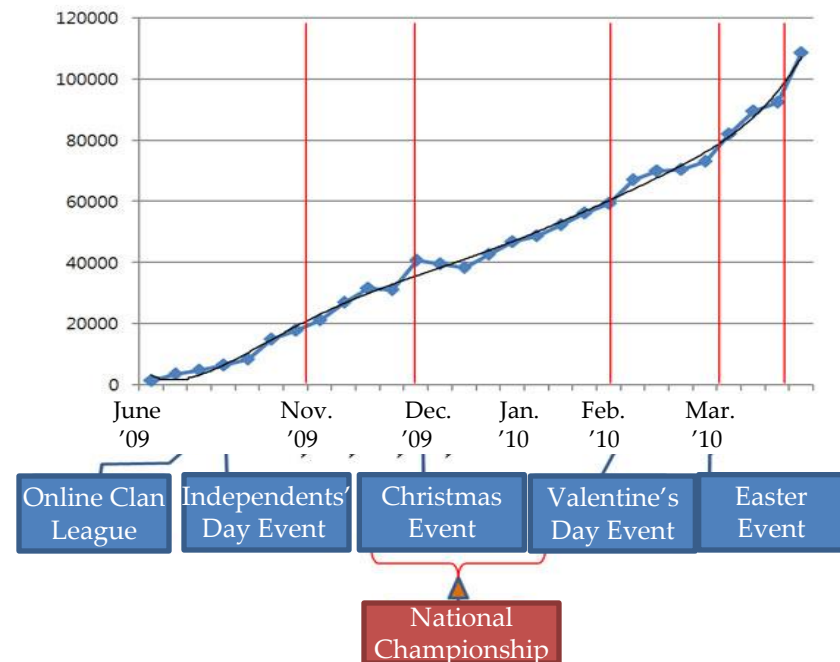3) Constant events and updates

PT.KREON, a publisher of Point Blank

- Business : Online game publishing
- Employees : 50 +
- Products
  - ✓ Point Blank
  - ✓ Atlantica
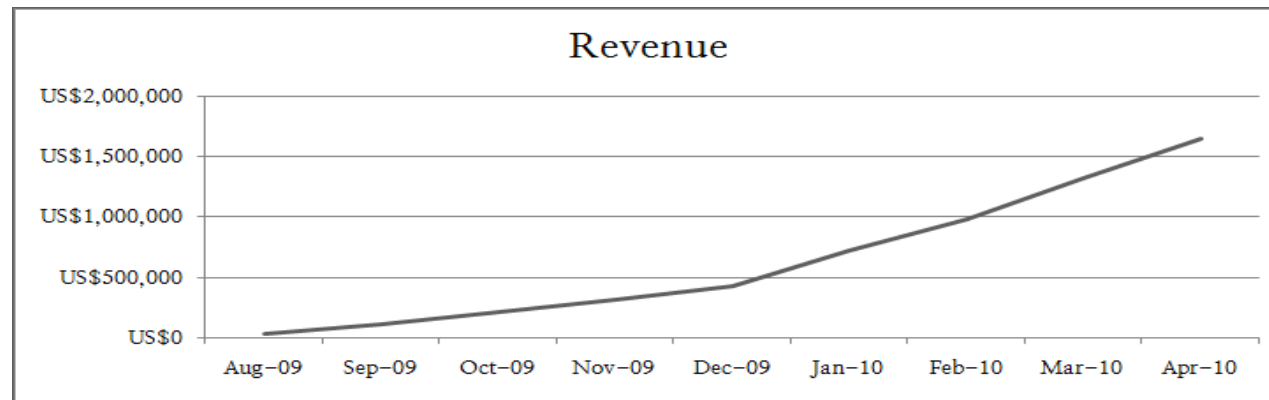 - ✓ Yulgang Online
  - ✓ Ghost Online
  - ✓ On air Online


<Number of CCU>
(2009. 6 ~ 2010. 3)

| June '09 | Nov. '09 | Dec. '09 | Jan. '10 | Feb. '10 | Mar. '10 |

| Online Clan League | Independents' Day Event | Christmas Event | Valentine's Day Event | Easter Event |

National Championship

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Monthly Revenue in Indonesian

- 1.6 million USD per month

Revenue

	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10

US$2,000,000 / US$1,500,000 / US$1,000,000 / US$500,000 / US$0

Indonesian Top3 Online Game Ranking

No	Title	Genre	MCU
1	PointBlank	Online FPS	130,000
2	Audition	Casual Dance	15,000
3	Lineage2	MMORPG	13,000
4	Rohan	MMORPG	13,000

PointBlank 130,000
Audition 15,000
Lineage2 13,000
Rohan 13,000

■ MCU

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Publishing Key Terms
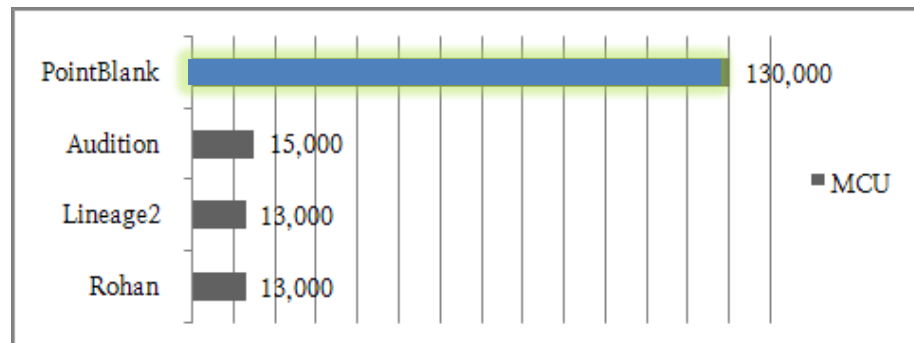
Here is a list of indicative key terms that were included in the recently contracted MOU and we consider it as a standard

- Non-refundable Initial License Fee : $200,000 USD

- Game Royalty Fee : 50% of net revenue

- Merchandising Royalty Fee (including in-game advertisement) : 25% of net revenue

- Publisher with Peer-to-Peer online game service operation experience favored.

- Publisher shall provide and manage Security/Anti-Hacking software (INCA's Nprotect recommended)

- Publisher shall own its own IDC or equivalent contract with other IDCs for operation

- Publisher is solely responsible for server game updates and maintenance

- Zepetto is granted with the full access authorization to the server for remote control and troubleshooting

- Publisher shall pay for cost accompanying with on-site technical support by Zepetto

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- Game Background:

  The increasing conflict of interest caused to divide people between "CT-Force" and "Free Rables." CT-Force camp's mission is to protect its privilege and has declared an all-out war against Free Rebels who have been trying to shake the establishments.
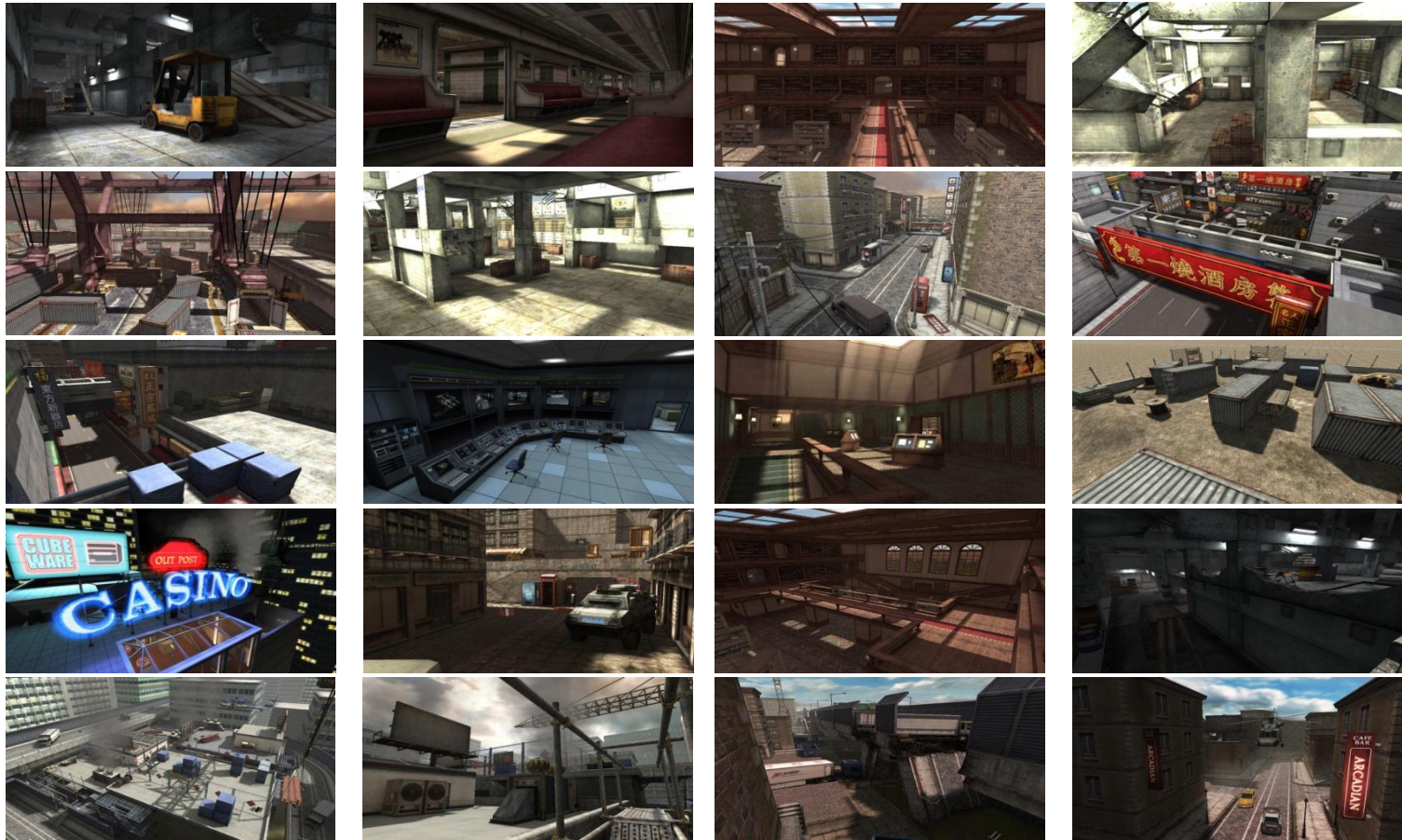
- Characters:

  Each camp has 4 characters (two females & two males)

Modes & Stages

- 5 Modes & 19 Stages

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- Death Match Mode: Kill enemy characters "the number of designated times"

[screen shot] Death Match Mode

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Modes & Stages (cont'd)

- Explosion Mission : Set up a bomb in designated areas to explode vs. Stop the bomb from going off

[screen shot] Explosion Mission

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Modes & Stages (cont'd)

- Destroy Mission : Destroy the target object in the enemy's area

[screen shot] Destroy Mission

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Modes & Stages (cont'd)

- Annihilation Mode : "Completely wipe out" the opponent team

[screen shot] Annihilation Mode

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Modes & Stages (cont'd)

- Challenge Mode : Fend off incoming "Artificial Intelligent" characters

[screen shot] Challenge Mode

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8 User's Comment

Korean Users

"It gives an extremely realistic shooting feel which is unquestionably the Point Blank's strength. Superior graphic and sound effects and game characters by physical engine make it better than any other FPS games."

http://blog.daum.net/ejsvklove/3344359

"More than a few people are leaving Sudden Attack for the reasons that I do not know and it's causing FPS genre stagnation. I dare to say Point Blank would be a breakthrough. Helmet protection function to reduce headshot that causes unpleasant experiences and the astonishing realistic description of items and maps are my favorites"

http://blog.daum.net/thehdgus/9704389

As a big fan of FPS games, I put Point Blank at the top of my FPS list beating out Sudden Attack, AVA, Special Force, and Black Shot. Its feeling of shooting is great! Especially I love the effect of breaking the glass. There is nothing like playing for yourself.

http://cafe.naver.com/fpsgame.cafe?iframe_url=/ArticleRead.nhn%3Farticleid=319815

User's Comment (cont'd)

Indonesian Users

"Playing PB is one of great experience playing for me, since here in Indonesia almost all FPS game are offline nor to have a very poor quality of graphics, PB came with a fresh FPS game with great and amazing graphics for FPS lovers; and yet it didn't need a high-end PC's to play this game. totally awesome."

" Indonesian Internet structure especially outside of Java Island is actually very poor, and when there's new online game showed up we hardly can play it because of it's delay and the requirement for the PC is too high. But PB came and gave us an amazing surprise, yet the connection needed to play is relatively small, and we can have a great display graphic with even standard or normal PC specification. No wonder PB is number one game online currently in Indonesia, long live PB."

" PB is a game that can make us addictive, surely do why? because of it's gameplay with amazing graphics, and the feeling of competitive play amongs millions of user here in Indonesia give an excitement with adrenaline rush that no other game can provide it."

"When PB showed up honestly I just saw it as an ordinary FPS game and nothing can beat CS up till then, but then PB showed up it gave a new sensation of FPS playing game, more adrenalin rush in the Tournament, and a bigger and larger community developed in Indonesia, millions people play this game and I can even meet people from all around Indonesia. I can say that PB right now is the best FPS online game in Indonesia. I can't wait for the new updates."

- Abstracted by PT.Kreon

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User's Comment (cont'd)

Russian Users

"Point Blank will be a great alternative FPS game to CS(Counter Strike) with various items and unique game style"

"Clan system is really awesome!"

"Strikingly vivid account of the battle, realistic weapons, process of characters' growth are my preferences"

"I have great expectation of Point Blank as the first Korean FPS game launched in Russia"

- Abstracted by INNOVA

Thailand Users

"Graphic is marvelous and the most realistic (blood effects!) "

"This is the only one using PhisX, while other online games don't offer physical effects"

"Constant content updates and various events are good enough"

- Abstracted by NCTrue

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1. Server

   • DB Server

     • Basic requirements are 2 to 4 servers (one server per 200,000 users)

     • UserDB, OptionDB, ShopDB, LogDB

     > Specifications
     > - CPU : Intel[R] Xeon[R] CPU E5530 @ 2.40GHz
     > - RAM : 12 GB
     > - OS : Windows Server 2003
     > - DB : MS-SQL 2005

   • Game Server

     • Basic requirements are 7 to 9 servers

     • 1.6 game server should be added for additional 4,000 users

     • ContolServer, UpdateServer, SIAServer, TransServer, ClanServer, MessengerServer

     • GatewayServer : one per 200,000 users

     • Gameserver User : one per 4,000 users

     • RelayServer : 0.6 per 1 game server (3(Game) : 2(Relay))

     > Specifications
     > - CPU : Intel[R] Xeon[R] CPU E5530 @ 2.40GHz
     > - RAM : 4GB
     > -OS : Windows Server 2003

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System Specifications (cont'd)

1. Networking requirements (unit: Byte/sec.)
   - TCP packet
     - Log-in : Up 106, Down 456 ~ 3056
     - Lobby, Channel : Up 4 ~ 12, Down 28 ~ 1020
     - Battle : Up 30 ~ 150, Down 170 ~ 300

   - UDP packet (client – relay – client 1, client 2, client 3)
     - Client to Host :
       - 28 per 1 packet on basic, 48 bytes when to shoot
       - No limitation on the frequency of transition (depends on the speed of shooting)
     - Host to Client
       - Max. 500 bytes per one transition
       - 15 times per 1 sec.
       - 300 ~ 400 packet rate on average
       - 6KB transition per sec. (relay server used for overseas transition)

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