

Game Revenue Details

Day

--	1	2
3	4	5
6	7	8
9	10	11
12	13	14
15	16	17
18	19	20
21	22	23
24	25	26
27	28	29
30	31	

Month

January

December

\$9.91bn

Total Gross Revenue

14M

Total Active PLayers

534K

Total Pay Users

\$9.91bn

COGS

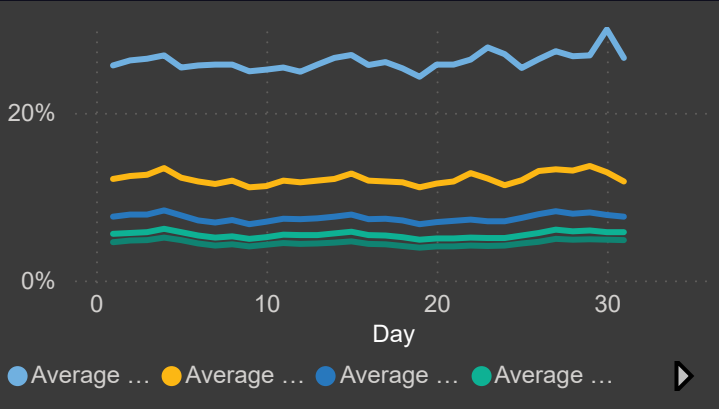
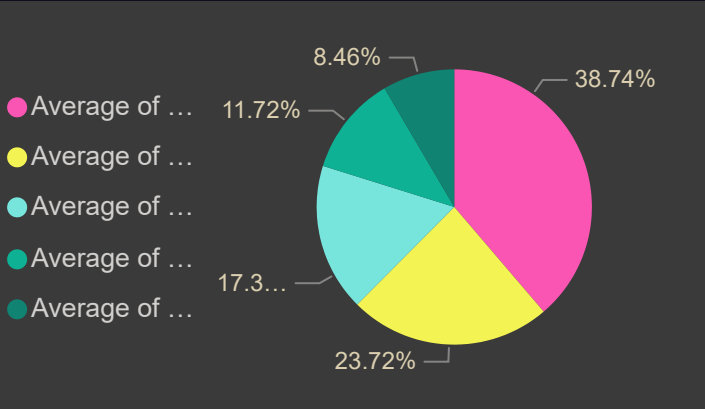
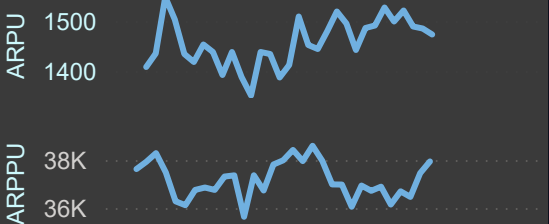
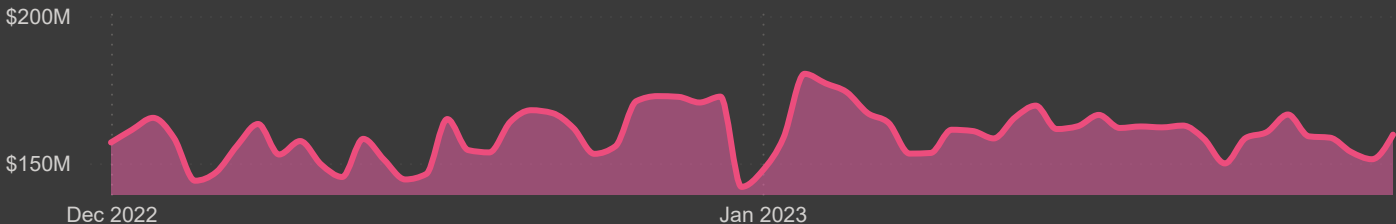
4.45%

AVG Churn Rate

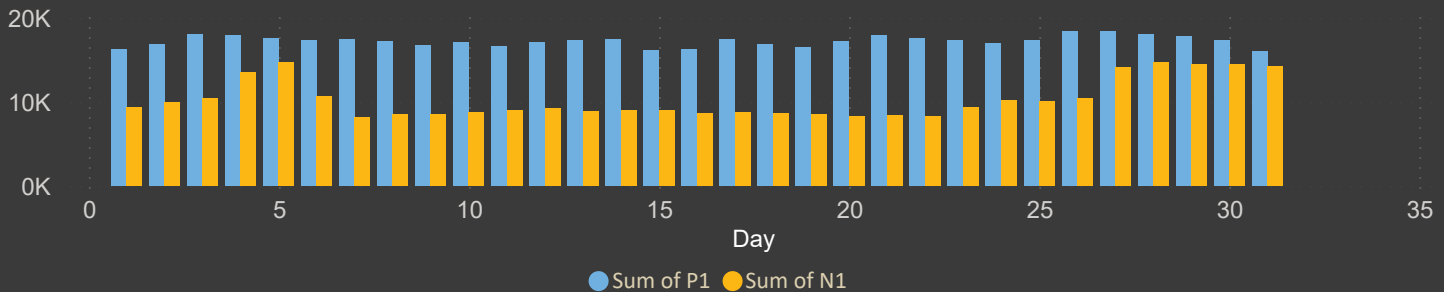
8.54%

AVG Retention Rate

Totale RevGross by Dates



Pay vs New Users Trend



Sum of P1	Sum of N1	Sum of A1	Day
16223	9389	433824	1
16891	9912	446768	2
18055	10368	447493	3
17899	13514	447567	4
17516	14667	445441	5
17374	10684	443981	6
17397	8188	440552	7
17177	8489	440285	8
16679	8570	440406	9
17094	8768	443491	10
16618	9015	447189	11
17060	9192	449729	12
17328	8896	450379	13
17455	9009	447296	14
16184	9004	441340	15
16294	8586	437165	16
17385	8749	439730	17
16812	8648	436093	18
16504	8516	438050	19
534283	319006	13622763	