
To Make The World Happy

Presentation / Happy Elements

Going Global

[To Make The World Happy]



AGENDA

- Part 1** | **Who is Happy Elements?**
- Part 2** | **How to quickly go global?**
- Part 3** | **Move to mobile!**

Who is Happy Elements?

Fast Growing Company

Founded in March, 2009

Headquarter Based in Beijing with 259 staffs, and a branch office in Japan with 25 staffs

No.1 Social Game Developer and Publisher in Taiwan, HongKong, and Malaysia

No.2 Social Game Developer in Japan

No.1 Chinese Developer on Facebook



No.1 Non-English Developer on Facebook

Ranking	Company Name	Number of Apps	Monthly Active Users	Daily Active Users
1	Zynga	62	195,310,470	44,580,757
2	Electronic Arts	45	71,279,049	15,343,703
3	Wooga	7	31,750,000	6,688,000
4	Playdom	44	21,080,305	4,296,760
5	Peak Games	9	6,553,001	2,361,300
6	Happy Elements	13	6,812,481	2,026,312
7	6waves Lolapps	410	12,774,893	1,985,104
8	GSN	10	6,507,170	1,844,407
9	Digital Chocolate	20	8,618,811	1,515,477
10	Playtika	3	5,480,000	1,490,000

No. 6 among global game developers on Facebook

From Appdata.com Oct 17th, 2011

Experienced & Talented



Core Employees are from
Renren.com, Myspace.cn, Google, Playfish and Baidu

Backed by DCM and Legend Capital

乐元素筹资3000万美元 推动社交游戏市场增长

2011年10月17日，著名的社交游戏开发商乐元素 Happy Elements 宣布，公司已筹集到3000万美元A轮融资，为快速增长提供强有力的支持。此次A轮融资来自全球知名风险投资机构 DCM 公司。

乐元素公司首席执行官王海宁介绍：“社交游戏在过去的三年为社交网站和移动互联网带来了新的社交方式和全新的游戏体验。乐元素公司拥有社交游戏制作上的丰富经验和一流的制作团队，目前正利用最新一代的图形引擎和专业的游戏设计、技术开发和运营团队，为用户提供更好的游戏体验。”

王海宁进一步表示，乐元素公司一直秉承“社交游戏改变生活”的理念，致力于为用户提供最优质的游戏体验。乐元素公司目前拥有超过1000名员工，总部位于中国深圳，并在全球多个国家和地区设有分支机构。乐元素公司目前正积极寻求全球范围内的合作伙伴，共同推动社交游戏市场的发展。

乐元素公司表示，此次A轮融资将主要用于扩大研发团队、提升游戏品质、拓展海外市场等方面。乐元素公司表示，此次A轮融资的成功，标志着乐元素公司在全球范围内的知名度和影响力得到了进一步提升。乐元素公司表示，此次A轮融资的成功，也反映了全球投资者对社交游戏市场的看好。

乐元素公司表示，此次A轮融资的成功，将为公司未来的发展提供强有力的支持。乐元素公司表示，此次A轮融资的成功，也反映了全球投资者对社交游戏市场的看好。乐元素公司表示，此次A轮融资的成功，将为公司未来的发展提供强有力的支持。

Nothing but Originals

Social game

Mobilegame

Feature Phone Games



IOS games [Singapore, Canada, Taiwan]



Long Lifecycle



No.1 Chinese Social Game and 1st Fish Game on Facebook. [Now with 1600000 DAU]

No.9 on the "top 25 Facebook Games by DAU"

Top 25 Facebook Games by DAU June 2011

Rank	Game	Developer	DAU	Change	(Last Month)
1	CityVille	Zynga	18,667,756	-1,363,223	20,030,979
2	FarmVille	Zynga	10,489,937	-1,519,000	12,008,937
3	Texas HoldEm Poker	Zynga	6,768,149	-274,552	7,042,701
4	FrontierVille	Zynga	4,114,360	-267,043	4,381,403
5	Bejeweled Blitz	PopCap Games	2,932,638	-450,144	3,382,782
6	Café World	Zynga	2,804,415	-188,266	2,992,681
7	Gardens of Time	Playdom	2,527,033	1,326,038	1,200,995

9. 開心水族箱 Happy Elements 1,607,342 180,959 1,426,383

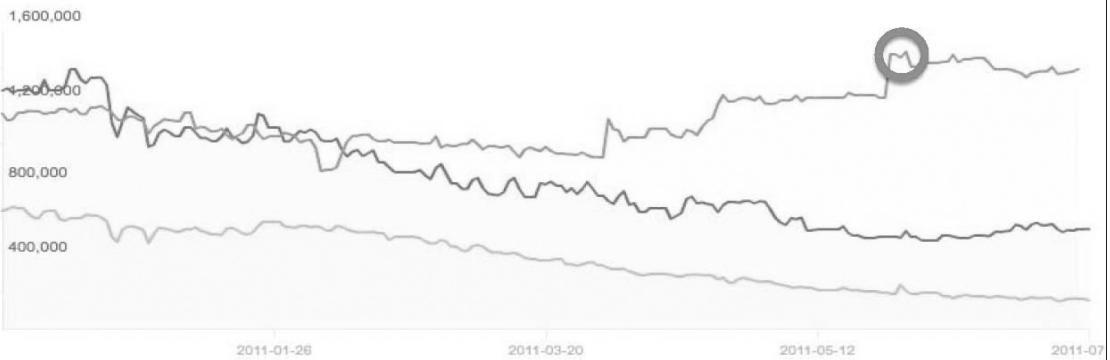
11	Bubble Island	Wooga	1,465,462	20,185	1,445,277
12	Treasure Isle	Zynga	1,464,907	-336,205	1,801,112
13	Millionaire City	Digital Chocolate	1,462,683	-245,059	1,707,742
14	Pet Society	EA Playfish	1,435,269	-26,657	1,461,926
15	Diamond Dash	Wooga	1,386,031	281,199	1,104,832
16	Monster World	Wooga	1,296,875	18,588	1,278,287
17	Restaurant City	EA Playfish	1,288,705	-128,409	1,417,114
18	開心農場	ELEX	1,209,732	21,506	1,188,226
19	Zombie Lane	Digital Chocolate	1,197,463	193,282	1,004,181
20	Car Town	Cie Games	1,088,854	-84,748	1,173,602
21	Backyard Monsters	Kixeye	1,011,961	87,885	924,076
22	Bubble Saga	King.com	1,004,130	397,324	606,806
23	MindJolt Games	MindJolt	960,853	-140,983	1,101,836
24	Komşu Çiftlik	TheBroth	938,285	73,981	864,304
25	Ravenwood Fair	LOLapps	914,595	-128,931	1,043,526

* AppData

Inside Social Games 2011 Data from AppData.com

High Retention Operation

Daily Active Users



開心水族箱
By Happy Elements
Facebook About Page

Play Now --> <http://bit.ly/fz7PvI> In this mystical fishbowl, fishes are able to produce all kind of ...



Happy Aquarium
By CrowdStar
Facebook About Page

Rated A+ fun for everyone!



FishVille

By Zynga
Facebook About Page

A fish aquarium & tank sim game where you cute baby fish, feed them as they grow, decoo you...

Frequent Updates

《My Kingdom》 Updates in only a Month

19 New Contents

Elf Building Series (6)
Royal Castle (6)
Octopus Mission Building (7)



3 Operation Activities

Mid-Autumn Festival
Rewards for Invite
Discount & Expense Rewards

Frequent Updates

4 New Functions

1. Octopus Mission
2. New Main Story
3. New Item UI
4. Compose Buildings



iOS games [Singapore, Canada, Taiwan]

Top Free iPhone Games Apps

Sort By: **Bestsellers**

- | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  Flick Home Run 1 Games
Released 15 October 2...
Game Center
FREE | 2.  河心水族箱 Games
Released 25 October 2...
Game Center
FREE | 3.  高智商™ Games
Updated 18 October 2011
FREE | 4.  Brothers in Arms® 2: GI... Games
Released 24 October 2011
FREE |
| 5.  Stand O'Food® Games
Updated 19 October 2011
Game Center
FREE | 6.  Jewel Craft Games
Updated 03 May 2011
Game Center
FREE | 7.  Fish Fury Games
Updated 18 October 2011
Game Center
FREE | 8.  Chicken Balls Games
Updated 04 October 2011
Game Center
FREE |
| 9.  Dark Nebula - Episod... Games
Updated 22 December ...
FREE | 10.  Doodle Truck Games
Updated 21 October 2011
Game Center
FREE | 11.  Lightning Fighter Free Games
Updated 12 August 2011
FREE | 12.  Turning Melo Games
Updated 20 October 2011
Game Center
FREE |
| 13.  Crazy Cow. Games
Updated 16 August 2011
Game Center
FREE | 14.  Escape Game™ Stran... Games
Updated 21 October 2011
FREE | 15.  Sparkle the Game Games
Updated 04 October 2011
Game Center
FREE | 16.  Reckless Getaway Games
Updated 21 September 2011
Game Center
FREE |
| 17.  Bakery Story: Hallow... Games
Released 07 October 2...
Game Center
FREE | 18.  Pirates of the Carib... Games
Updated 20 October 2011
FREE | 19.  God of Block 天神方塊 Games
Updated 13 October 2011
FREE | 20.  Solitaire 3D Deluxe Games
Updated 20 June 2011
FREE |

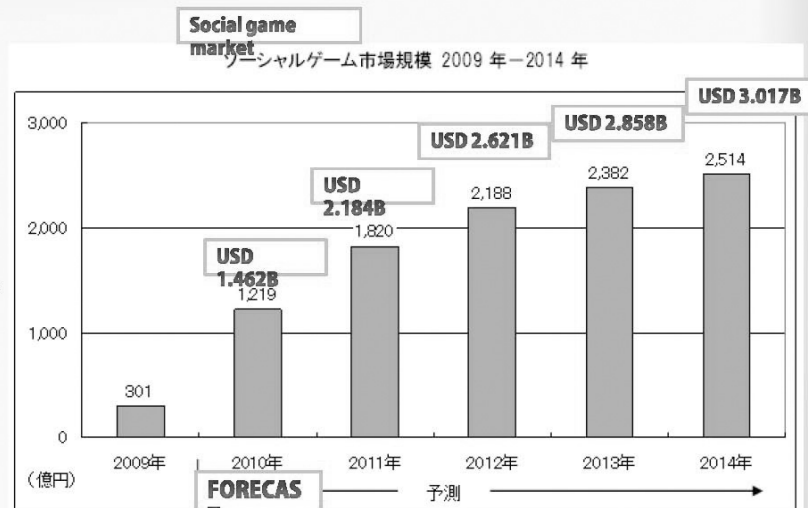
How To Quickly Go Global?

How large the market is



Japan's Social Gaming Market To Double By 2014

- DeNA, MIXI, GREE open to Third Party
- the expansion of Japan SNS to Smartphone

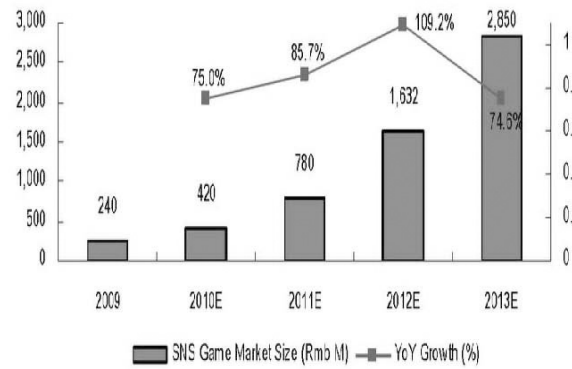


Source:
TechWave.JP Dec, 2010

Tencent is open!

- Tencent open platform after “QQ vs. 360 war.”
- Kaixin001.com, Taobao, Sina Weibo, 360safe... will open their platforms

China SNS Game Market Forecast



Integrate Across Multiple Platforms Is A NIGHTMARE!



Ordinary Social Game Developer Needs...

Challenges



Integration

14 Days: for SNS integration

7 Days: for payment integration

Operation

Over 2 weeks deployed to 4 platforms

Nightmare for platform policy/API change

Cost a lot of time/money for optimization on each platform

Distribution Technology

Social Game

Web Game

Mobile Game ...

Developer Service



Portal

Developers

Players

Total Package

Localize

Customer Support

Data Analysis

Deploy

System Monitor

Mixi

Daum

MeinVZ

GREE

OpenSocial ...

FaceBook ...

FBOpen

PayPal

Offerpal

GoogleAdSense

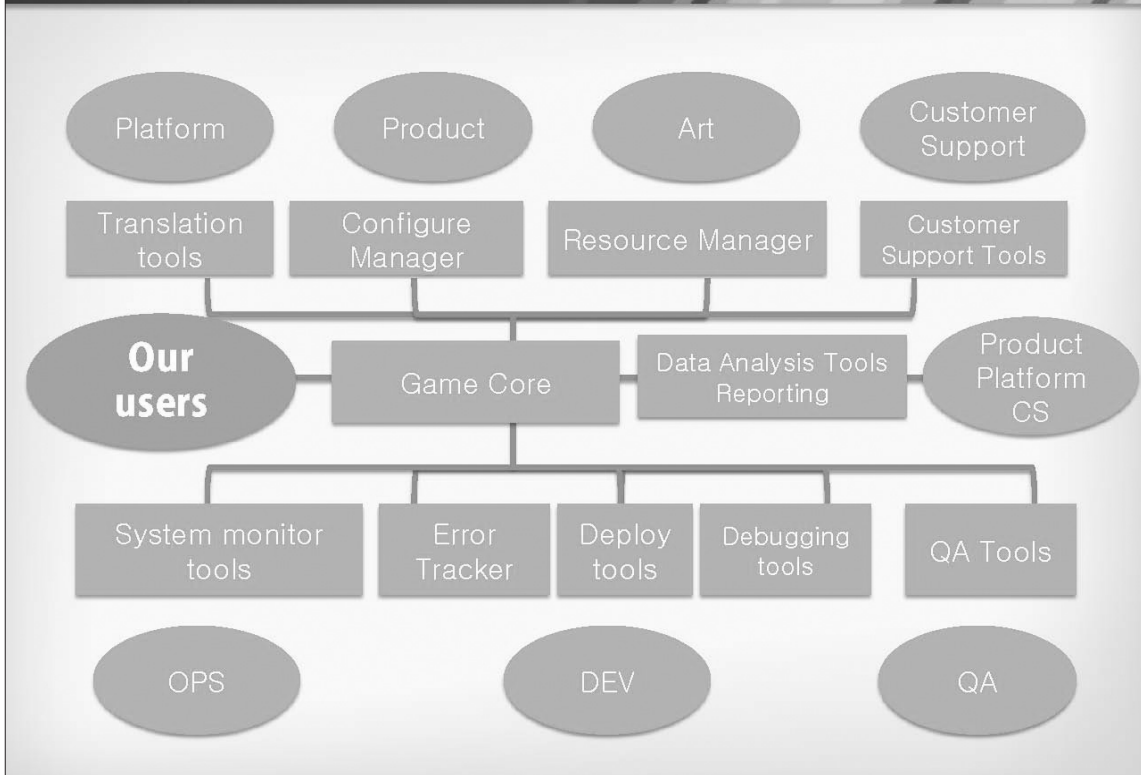
MyCard

SuperReward ...

Distribution

Monetization

Development Process



Now Happy Elements Need...

Now



Integration

7 days integration with SNS and payment

facebook



mixi

Etc...

Operation

Deploy Once, Runs Globally

GIP connects game to more platforms, generating more revenue in shortest time



Multiple Languages For...



Key Results

12 Languages

17 Platforms

Update at least **3/week**

1 Version

Deploy **1** time

Auto Payment Integration & **3** Data Center

**We are running a service,
Not a product**

