



## Company Overview

Giant Interactive Group is a leading developer and operator of massively multiplayer online (MMO) games for the growing online gaming community in China. The company's high quality MMO game under a free-to-play model are played through networked game servers in which tens of thousands of players are able to simultaneously connect and interact.

The company's flagship game, **ZT Online**, was commercially launched in January 2006 and was voted the most popular online game in China in 2006, according to IDC.

### Key Growth Strategies

- Introduce Different Genres of Games and Expand Geographical Coverage to Grow Our Player Base
- Player Segmentation Based on Game Features and Spending Preferences Strengthen our technology and operational platforms
- Pursue Opportunities for Acquisitions, Strategic Joint Ventures and Opportunistic Investments

### Extensive Marketing Network

- Over 330 proprietary liaison offices
- Over 130 distributors and 116,500 retail outlets
- Approximately 1,400 dedicated liaison personnel
- Penetration in nationwide markets with focus on medium to smaller cities
- Continued cost management on sales and marketing

GA  
NYSE

NYSE Ticker: GA  
Price (June 28, 2010): \$7.09  
Market Cap: 1.7B  
Shares Outstanding: ~234M



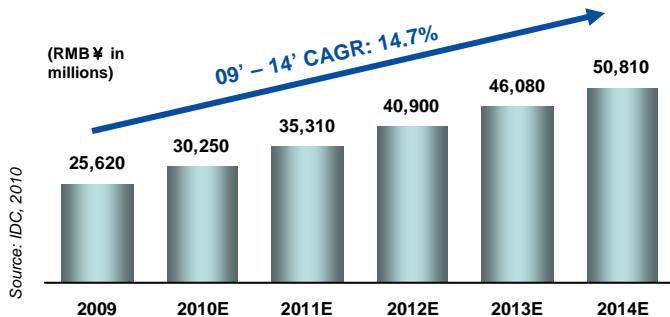
Yuzhu Shi  
Chairman & CEO

"We are pleased to report recovery in revenue and in our key performance metrics; the sequential growth was supported by growing momentum of our game segmentation strategy."

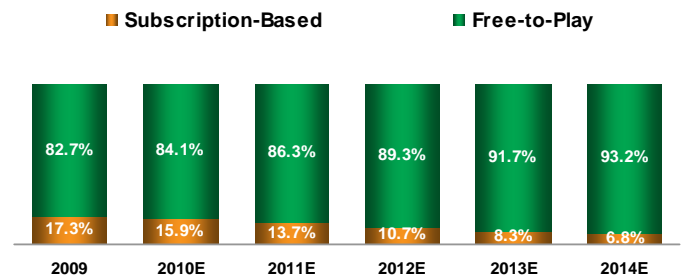
We have successfully broadened our base of paying players, which is an instrumental component in creating a healthy, sustainable revenue model and expanding our games' longevities".



## China's Exploding Online Game Market

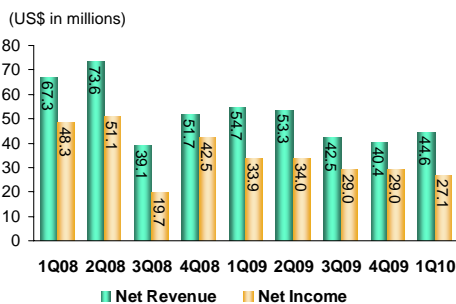


## Dominance of Free-to-Play Games

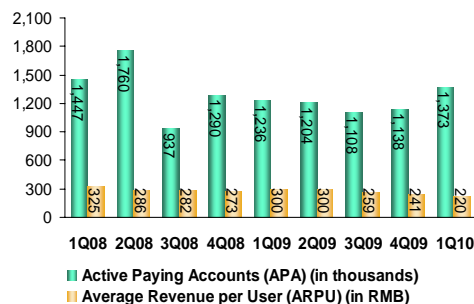


## Financial and Operational Highlights

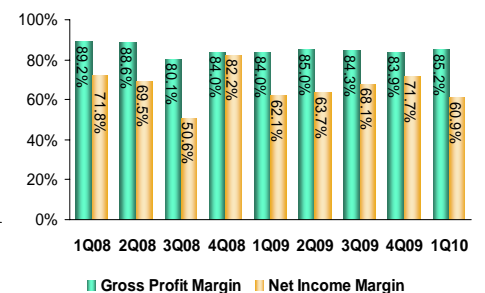
### Solid Top & Bottom Line



### Robust Active Paying Accounts



### High Margins



## Flagship Game Segmentation Strategy to Enhance Player Loyalty



### ZT Online



Our flagship, self-developed, Free-to-Play 2D MMORPG, was launched in **January 2006** and is now also available in Vietnam and Russia.

### ZT Online Classic



Designed to target former *ZT Online* players without any promotional items, was launched in **3Q08**.

### ZT Online Green



With a revised revenue model benefiting lower spending and non-paying players, was launched in **4Q09**, surpassed 400,000 PCU in **2Q10**.

### ZT Online II



The sequel to *ZT Online*, is a brand new Free-to-Play 2D MMORPG with a revised economic system. The basic game design is completed and engineering testing is planned in **3Q10**.

## Deep Development Pipeline with Near Term Value Drivers

Games	Game History and Milestones	Initiatives
<b>Giant Online</b> 	<ul style="list-style-type: none"> <li>Open beta testing launched at end of <b>1Q08</b></li> <li>Introduced holiday activities, new clothing and accessories in <b>1Q10</b></li> </ul>	<b>Developing next expansion pack</b>
<b>My Sweetie</b> 	<ul style="list-style-type: none"> <li>Part of our Win@Giant program from <b>1Q09</b></li> <li>2.5D free-to-play casual MMORPG involving virtual pets</li> </ul>	<b>Continuous updating and developing a combat version for engineering testing in 3Q10</b>
<b>King of Kings III</b> 	<ul style="list-style-type: none"> <li>GA acquired rights to operate in China in <b>2007</b></li> <li>Gamers welcomed the enhanced content and features in <b>1Q10</b></li> </ul>	<b>Open beta testing started in April 2010</b>
<b>XT Online</b> 	<ul style="list-style-type: none"> <li>Part of our Win@Giant program from <b>2Q09</b></li> <li>2.5D ancient Chinese martial arts MMORPG</li> <li>Continuous refinement under the ultimate limited closed beta testing in <b>1Q10</b></li> </ul>	<b>Closed beta testing started in May 2010</b>
<b>The Golden Land</b> 	<ul style="list-style-type: none"> <li>Our first self-developed webpage, with a medieval strategy theme</li> <li>Under limited closed beta testing with further improvements in <b>1Q10</b></li> </ul>	<b>Improved version testing in 2Q10</b>
<b>Dragon Soul</b> 	<ul style="list-style-type: none"> <li>3D ancient Chinese PK MMORPG</li> <li>Developed by our R&amp;D office in Chengdu, Sichuan</li> <li>Self-developed 3D engine</li> </ul>	<b>Closed beta testing planned in 3Q10</b>
<b>Allods Online</b> 	<ul style="list-style-type: none"> <li>GA acquired exclusive rights to operate in China at the beginning of <b>2010</b></li> <li>Award-winning Russian 3D free-to-play fantasy MMORPG game with a science fiction twist</li> </ul>	<b>Localize and tailor the game to Chinese gamers starting 2Q10</b>
<b>Elsword</b> 	<ul style="list-style-type: none"> <li>GA acquired exclusive rights to operate in China at the beginning of <b>2010</b></li> <li>3D side-scrolling, advanced casual MMO game developed by KOG of South Korea</li> </ul>	<b>Expect to begin engineering testing in 3Q10</b>



### Contact Information

**China**  
 Rich Chiang, IR Manager  
 Giant Interactive Group Inc.  
 +86-21-6451-1258  
 IR@ztgame.com

**Hong Kong**  
 Ruby Yim  
 Taylor Rafferty  
 +852-3196-3712  
 giantinteractive@taylor-rafferty.com

**United States**  
 Mahmoud Siddig  
 Taylor Rafferty  
 +1-212-889-4350  
 giantinteractive@taylor-rafferty.com