

G-bits Boltray Games

Publishing and Investment Overview

Table of Contents



Company
Overview

01

Games
Published

02

Cooperation Model
& Publishing Services

03

Company Overview

Overview



G-bits Group

Founded: 2004

Employees: 1700

Brands: [G-bits Games](#) (game development), [Leiting Games](#) (greater China region mobile publishing), [Lightning Games](#) (PC publishing), [Boltray Games](#) (global mobile & PC publishing).



Stock Code

603444

Our Publishing History

Publishing brand
Leiting Founded

2011



Dou Xian

2013



Dungeon Survivor

2014



*Ask Tao Mobile, Gumballs and
Dungeons, Dungeon Survivor 2*

2016



G-bits IPO

SHA 603444

2017



The Greedy Cave

2018



2019

Lost Castle Mobile



2020

Abyss Blade



2021

*Overmortal, Mole's World,
Tale of Immortal, Dungeon
Survivor III, World Flipper*



2022

Aobi Island: Dreamland



2023

*Boltray Brand Founded
Dragon POW!*



2024

Monster Never Cry



Games Published

Ask Tao (PC)

Developer: G-bits

Launched: 2006 Total Revenue: 10 Billion RMB

PC

Ask Tao is a turn-based online game that is rooted in Taoist culture, drawing on characters from Tao Te Ching and Zhangzi, to reproduce Taoist spirit.



Results

- Running for 18 years.



Ask Tao (Mobile)



Developer: G-bits

iOS / Android

Launched: April 2016 Total Revenue: 20 Billion RMB

Ask Tao (Mobile) uses the background and lore from Ask Tao (PC), taking advantage of the strong user base and IP value accumulated by the PC version over more than ten years. Following in-depth user research, the game was optimized for mobile while retaining the original core gameplay.



Results

- 50 million players.
- The highest daily revenue reached 80 million RMB.
- Reached #1 on the Top Free Games list on the AppStore in China.
- Reached #2 Top Paid Games list on the AppStore in China.
- Running for 8 years.



Overmortal (China)



Developer: G-bits

iOS / Android

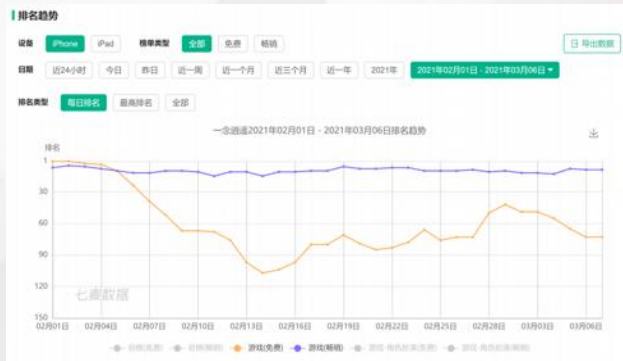
Launched: March 2021

Registered Players: 30 million

Overmortal is an oriental fantasy idle mobile game developed by G-Bits. The game uses ink painting art style to portray the fantasy world of humans, immortals, demons, and monsters. *Overmortal* gives players the opportunity to experience a rich oriental fantasy world.



- ▶ Reached #1 on the App Store's Top Free Games list
- ▶ Within its first month, it peaked as one of the top 5 grossing games on the App Store and stayed in the Top 10.



Overmortal (Overseas)



- Launched in overseas regions such as Hong Kong, Macau, Taiwan, Europe, America, South Korea, and Southeast Asia

Aobi Island: Dreamland



Developer: Guangzhou Tian Ti

Launched: July 2022

iOS / Android

The mobile game *Aobi Island: Dreamland* is adapted from the web game *Aobi Island*. Players can chat with friends, send greeting cards, enjoy various games, and participate in various themed activities.



▼ Reached #1 on the App Store Top Free Games list for 3 days, regularly listed in the Best Selling chart top 20, with over 10 million players.



Mole's World



Developer: Taomee

iOS / Android

Launched: June 2021

Registered Players: 40 million

Mole's World is a community game that combines puzzles and social interaction with its interesting narrative. The web version of the game holds deep nostalgia for many players. The mobile version restores the original *Mole's World* and upgrades it to 3D. Each Mole has their own manor which can be customized by the player, as well as a variety of different classes to play as. At their manor they can farm, raise animals, fish, and much more.



▼ 4.7 Billion views on Weibo during its first week of open beta.



▼ Top 2 grossing games on the App Store, reached #1 on the App Store Top Free Games list.



World Flipper



Developer: Cygames Japan

Launched: September 2022

This anime pixel-style strategy pinball game is produced by the Japanese game company Cygames. It maintains Cygame's high quality for both graphics and music. The game boasts exquisite character illustrations using the beautifully designed pixel art style. The classic plot and high-quality soundtrack combine to create a traditional JRPG with pinball gameplay. Players can explore the depth of strategy with character building, providing a unique gameplay experience through the combination of pinball and character skills.

Results

- Featured 116 times on the App Store selection.



Tale of Immortal (PC)

STEAM / PC

Developer: Gui Gu Studio

Launched: January 2021 Units Sold: 4 million

Tale of Immortal is an open-world oriental fantasy game, combined with the Classic of Mountains and Seas, allowing players to explore the vast game world freely. Players can fight monsters and beasts through the main campaign or triggered events, while also interacting with cutscenes and NPCs. This allows them to build their own social relationships in this immersive oriental fantasy world.



◀ #1 on Steam's Top Sellers list

▼ Reached #4 ranking of peak concurrent users

Worldwide PC
依据当前玩家人数排列的最热门游戏

当前玩家人数	今日峰值	游戏
1,001,936	1,123,305	Counter-Strike: Global Offensive
588,722	670,150	Dota 2
424,927	437,920	PLAYERUNKNOWN'S BATTLEGROUNDS
136,731	136,731	鬼谷八荒
127,377	146,021	Grand Theft Auto V
121,814	127,810	Apex Legends
109,528	109,677	Team Fortress 2
106,702	118,302	Tom Clancy's Rainbow Six Siege
106,133	180,519	Rust
100,187	146,336	Source SDK Base 2013 Multiplayer

» 查看全部前 100 款最热门游戏



Gumballs & Dungeons



Developer: Qingci Games Inc.

iOS / Android

Launched: August 2017

Registered Players: 20 million

Gumballs & Dungeons is a roguelike mobile game, with an emphasis on collection and exploration. Boasting more than 20 mazes to explore, players traverse the maze by turning over floor tiles which trigger various random events and monsters. The game has a high level of randomness in its gameplay, allowing players to experience the fun of exploration through the same map, but with a unique experience every time.



Results

- Featured 31 times on the App Store
- Featured on the front page of the App Store
- Best user-reviewed mobile game on TapTap 2017, with a rating of 9.4/10
- Earned a 4.8/5 user rating on the Google Play store.
- Selected for the Google Play Store Featured page 162 times
- #1 on the App Store Top Paid Games list for 53 days

Lost Castle



Developer: Hunter Studio

iOS / Android

Launched: October 2019

Registered Players: 15 million

Lost Castle is the mobile version of the indie game previously released on Steam. It is a roguelike action-adventure game which also supports multiplayer online play. It was a best-seller overseas in 2017 and topped Steam's best selling Chinese games chart.



Results

- Featured 19 times on the App Store
- #1 on the App Store Top Free Games list for a week
- Featured 12 times on TapTap
- #1 on the TapTap Popular Games list for 12 consecutive days



Dragon POW!



Developer: Hangzhou Flow Entertainment

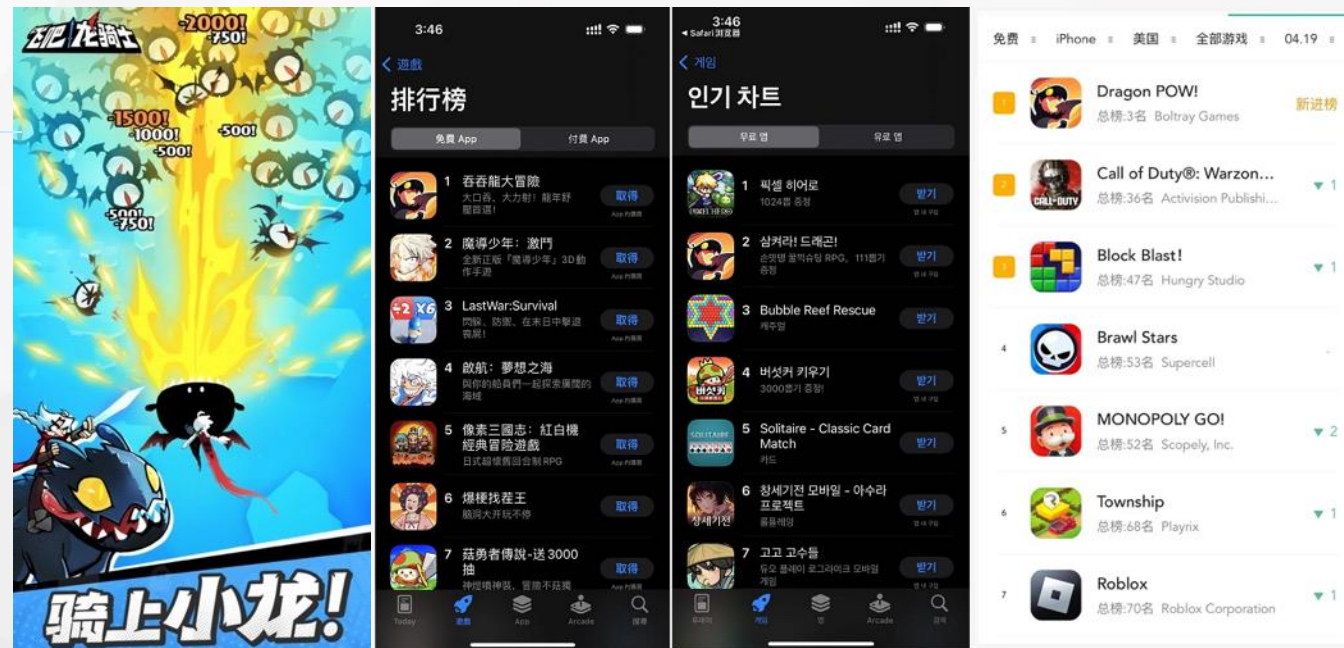
Launched: August 2023

Dragon POW! is a mobile game where players must fly and shoot their way through enemies. In the game, players take on the role of the last dragon knight Siegfried, who travels through time and space with the little black dragon Eyre. Together, they search for lost treasures and set out on an epic adventure to save the dragon clan.



Results

- Topped the Free Charts in the Apple App Stores of Mainland China, Taiwan, and South Korea



Monster Never Cry



Developer: G-bits

Launched: March 2024

A brand-new anti-hero idle RPG mobile game, in which the player joins the devil's army to defeat the hero.



Results

- #1 on the App Store USA lists, and #1 on the App Store USA Top Free Games
- #1 on the Google Play USA Top Free Games

The image displays three screenshots of app store charts. The left screenshot shows the App Store '排行榜' (Rankings) for '免费游戏' (Free Games) in the USA, with 'Monster Never Cry' at rank 1. The middle screenshot shows the App Store '榜单排名' (Rankings) for '游戏榜' (Games) in the USA, with 'Monster Never Cry' at rank 1. The right screenshot shows the Google Play '榜单排名' (Rankings) for '游戏榜' (Games) in the USA, with 'Monster Never Cry' at rank 1. In all three screenshots, the game's icon and name are highlighted with a red box.

Kairosoft Game Series



Kairosoft Games is a Japanese developer dedicated to pixel-style simulation games, cooperating on products and IP through a strategic partnership with Leiting games.



住宅梦物语 (TapTap测试版) 测试 Tap 推荐

★ 8.6 模拟 · 开罗 · 模拟经营

“有好多房间可以布置 不烦的打造快乐盈满”



都市大亨物语 (TapTap测试版) 测试

★ 9.0 模拟 · 像素 · 经营

“打造个人城市 永留印记 不容错过这机会”



创意蛋糕店 测试

★ 8.2 开罗 · 像素 · 美食

“真实的烘焙体验 让你爱上制作美味甜品”



海鲜寿司物语

★ 9.1 开罗 · 美食 · 模拟经营

“多种设备和食材 让你的寿司店更加吸引人”



冠军足球物语1 (TapTap测试版) 测试

★ 8.3 开罗 · 模拟 · 足球

“让你的足球梦想燃烧起来 玩起来绝对过瘾”



晴空农场物语

★ 9.1 模拟 · 种田 · 单机

“赚钱不累 只需好好种地养殖什么的~”



发现动物园

★ 9.3 模拟 · 开罗 · 模拟经营

高分游戏



晴空农场物语

期待值 9.1 模拟 · 种田 · 单机



海鲜寿司物语

期待值 9.1 开罗 · 美食 · 模拟经营



开罗拉面店 (TapTap测...) 测试

★ 8.7 开罗 · 模拟经营 · 经营



南国度假岛物语 (TapTa...) 测试

★ 9.1 休闲 · 模拟经营 · 单机

高分游戏



大航海探险物语 (TapTa...) 测试

★ 8.2 开罗 · 像素 · 经营

Cooperation Model & Publishing Services

Global Publishing Services



Game Publishing



Strategic Investments



Business Incubator



Legal Expertise



IP Cooperation

We are committed to global mobile, PC, and console game publishing business.

We have more than 150 million officially registered players, with an increase of 40 million compared with last year.

Game Publishing

Mole's World Takes Social Media by Storm

- More than 6 million downloads within 8 hours of launch
- Concurrent users exceeded 1 million
- Topped the App Store free charts for 3 days
- Ranked 5th on the App Store's best-selling list
- Ranked 1st across multiple app store rankings



Cross Promotion

- Leiting *Underground Band* promotion.
- *The Greedy Cave* x *Gumballs and Dungeons*
- *The Greedy Cave 2* x Hupu T-shirt
- *Gumballs and Dungeons* x Rayark
- *Gumballs and Dungeons* x Kairossoft



Game Publishing



Featured **363** times on the App Store

▶ 2020 Dedicated Leiting Games Promotion Day



▶ Homepage Today Featuring



Featured **62** times on the TapTap

▶ Lost Castle Full-screen Featuring



Featured **30** times on the Haoyou

▶ Homepage Today Featuring



Game Publishing

HUAWEI



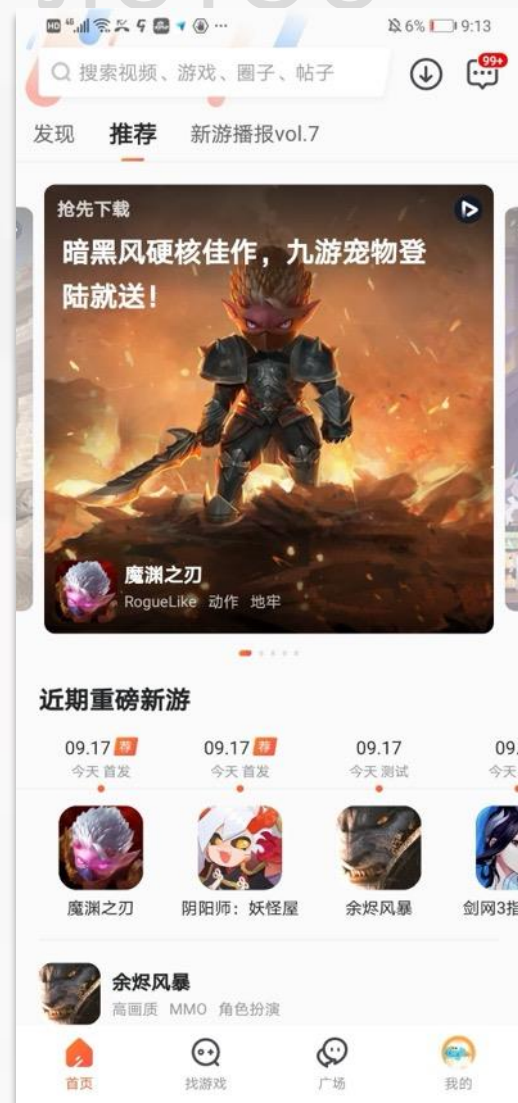
VIVO



XIAOMI



JIUYOU



Game Publishing



01

All-in-one SDK

Unified access to over 50 SDKs, including all major mobile platforms (Android & iOS)



02

Platform Management

Supports 85 million registered users and concurrent logins of millions of accounts



03

Payment Infrastructure

Stable support for a monthly settlement of more than 200 million RMB



04

Log Management

Dedicated data monitoring team with stable operational experience for games with 2 million DAU



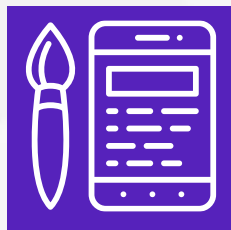
05

Servers

Optimizing server set up
7×24 server monitoring and security

Strategic Investments

With **strategic cooperation** as the main purpose, we provide the following support to our partners.



Pre-production & Testing



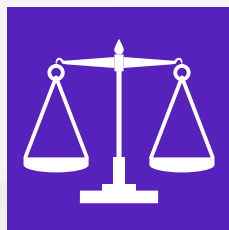
Publishing



Game License
(ISBN)



Financial Services



Legal Services



Recruiting

Portfolio Companies



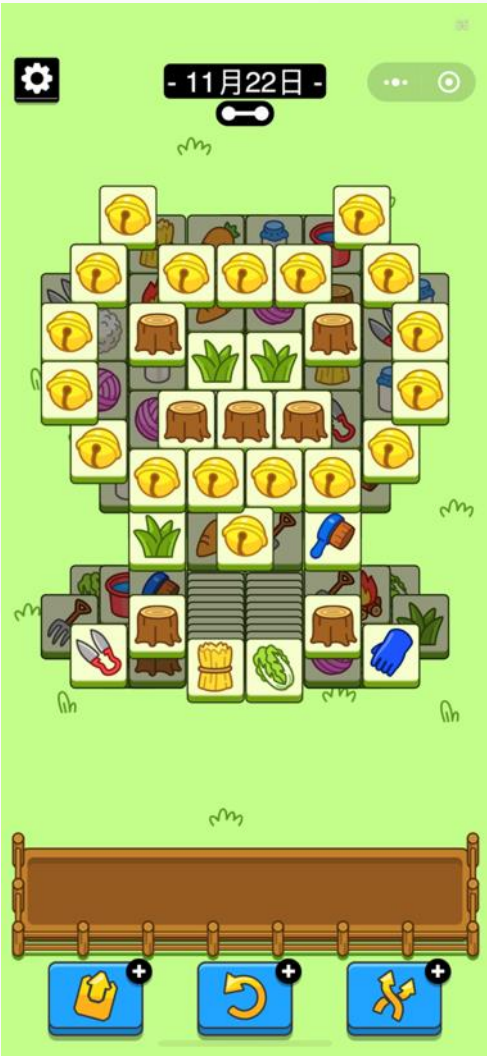
Beijing Jianyou Technology Co., Ltd.

Stake: 20%

Sheep a Sheep

Sheep a Sheep is a tile-matching game with the selling point of "only a 0.1% chance to pass the level". It gives players an exaggerated difficulty, with the first level being relatively easy, and then the second level gets extremely difficult.

Peak DAU 100 million+



Portfolio Companies



Chongqing Nemojoy Technology Co., Ltd.

Stake: 15%

Immortal: Reborn

A hardcore dark fantasy game, with over 40 professions each with four class changes and secondary classes. This creates tens of thousands of building options for the player, allowing them to enjoy both battling and character building at the same time.

Top 23 on the App Store's Top-Paid list

2021 13th CGDA Game Producer Contest P06 Profession Group
Best Balanced Game Award



Business Incubator



Eyes on the Global Market

Dedicated teams that focus on the global market, and also have previous experience in mid-core casual games.



MVP Approach

Supported through the Leiting Incubator, small and medium-sized teams can conduct frequent tests and create multiple iterations of their product.

We also offer the following supports

Work Place

We can offer a workplace for the development team.

Development Support

We gives suggestions, not interference. The game producer has the final say on all aspects regarding design and development.

Publishing Support

We provide publishing support once the test data meets the mutually agreed upon target.

Anti-Piracy

全国首例！浙江武义警方成功破获利用Steam平台侵权案件

中国经济周刊 2021-04-26

中国经济周刊-经济网讯（记者 陈一良）近日，浙江武义警方成功破获全国首例利用国外游戏发行平台Steam实施侵权行为的新型知识产权案件，将犯罪团伙一举抓获，有力地打击了网络违法犯罪行为，维护了市场竞争秩序和企业知识产权合法权益。

网络技术发展，新型侵权模式层出

2021年3月4日，浙江省金华市武义县公安局网安大队接到辖区内企业吉比特&雷霆游戏的子公司报案，称其发现某平台上存在店铺以极低价格销售其在国外游戏平台运营的《鬼谷八荒》游戏，严重破坏了市场秩序，企业因此遭受重大经济损失。

▲ Joint crackdown with the National Cyber Security Department on "Tale of Immortal" pirate teams in China.

Game License (ISBN)

序号	游戏名称	出版单位	运营单位	文号	出版物号	时间
1	蜡烛人	厦门雷霆互动网络有限公司	北京交典创艺数字科技有限公司	国新出审[2021]770号	ISBN 978-7-498-09000-3	2021年04月 27日
2	刃心2	厦门雷霆互动网络有限公司	厦门青瓷文化传播有限公司	国新出审[2021]602号	ISBN 978-7-498-08956-4	2021年03月 19日
3	军团	厦门雷霆互动网络有限公司	深圳雷霆信息技术有限公司	国新出审[2021]468号	ISBN 978-7-498-08906-9	2021年03月 04日
4	召唤师纷争	厦门雷霆互动网络有限公司	厦门市畅想家网络科技有限公司	国新出审[2021]435号	ISBN 978-7-498-08856-7	2021年03月 04日
5	初音未来	厦门雷霆互动网络有限公司	深圳雷霆信息技术有限公司	国新出审[2021]310号	ISBN	2021年02月

▲ Leading ISBN agency in China with more than 113 successful ISBN applications to date



Contact: investment@boltray.com