



## Smartphone Apps “Flyff All Stars” Global Strategy

Tokyo, Japan – January 22, 2015 – Gala Inc. today announced on global expansion strategy for “Flyff All Stars,” smartphone apps.

### 1. Global Expansion Strategy in Major Languages

Regarding “Flyff All Stars” global strategy, the Company has decided to expand the service globally other than English to all countries (regions). The Company has been providing smartphone game apps of the language in its domestic country but it will provide “Flyff All Stars” globally in each language.

### 2. Languages under Preparation

The Company is preparing Flyff All Stars in 8 languages.

1. Traditional Chinese (PR issued on December 12, 2014 all countries (regions) except China)
2. Japanese (All countries and regions including Japan)
3. Korean (All countries and regions including Korea)
4. German (All countries and regions including Germany)
5. French (All countries and regions including France)
6. Spanish (All countries and regions including Spain)
7. Portuguese (All countries and regions including Portugal)
8. Italian (All countries and regions including Italy)

Other languages other than the above 8 languages are pending.

The Company is planning on service channel and official release of the games. Regarding #2-#8, the Company will issue PR once the service channel has been determined.

We have been providing Flyff All Stars in Android in 130 countries on December 17, 2014 and iOS English version in 149 countries. The Company will provide the Japanese version globally.

### 3. Outline of Flyff All Stars

“Flyff All Stars:” mobile RPG. A game user gathers in-game hero, empowers, improves equipment, and goes on an adventure. This smartphone game apps are based on PC online game “Flyff Online” developed by Gala Lab Corp. The game’s maximum global sales per month was 4 billion KRW (about 400 million JPY based on conversion on current foreign exchange rate) as of August 31, 2014 with 50,000,000 registered users.

4. (Reference) PC online game “Flyff Online” as of 2014/8/31

- 1) China 22,850,000
- 2) Thailand 7,130,000
- 3) U.S. 3,290,000
- 4) The Philippines 3,030,000
- 5) Germany 1,180,000
- 6) France 1,170,000
- 7) Taiwan 850,000
- 8) Japan 740,000
- 9) Korea 590,000
- 10) Others 9,640,000

5. Gala Group’s Commitment

Our Group prioritizes monetizing smartphone games apps business as the Group’s major business domain. The Group commits to develop apps and acquire license, utilizes Group’s global network and aims for the business’ global expansion.

Contact:

email: ir@gala.jp

*Disclaimer: This summarized translation is provided for convenience only. In the event of any discrepancy with the Japanese original, the original shall prevail.*