Notice of Conclusion of Development Agreement
for HTML5 version of Korean Casual Game "AniPang 3"

Gala Lab Corp. (CEO: Hyunsu Kim, Seongnam, Korea), a consolidated subsidiary of our company, has concluded a development agreement with Wemade Play Co., Ltd. (Korea) for the development of an HTML5 version of the mobile game "AniPang" developed by Wemade Play Co., Ltd.

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1. Outline of Contract

Wemade Play Co., Ltd. is a leading game developer in Korea listed on KOSDAQ with 430 employees including subsidiaries, and has achieved sales of 134 billion KRW in 2022. With more than 120 million downloads in the mobile game market in Korea and abroad, the company offers more than 20 mobile games, mainly the "AniPang" series, including the IP of "AniPang," a casual game released in 2012 that became a big hit in Korea, and Gala Lab. "AniPang3" will be developed as a casual game that can be enjoyed on a variety of devices, including PCs and smartphones, without the need for downloading.

2. "AniPang" Overview

"AniPang", a mobile puzzle game released in 2012 when smartphone users began to spread in the Korean market, recorded sales of 24 billion KRW, an unprecedented amount in the mobile game sector, in its first year of release, with 15 million downloads, 7 million daily users, and 2 million concurrent connections. It is a casual game that has achieved a record of 15 million downloads, 7 million daily users, and 2 million concurrent connections. It showed the potential of the smartphone content market in Korea and became the starting point for the growth of the mobile game market, winning the Excellence Award in the mobile category of the "Korea Game Contest" for the most beloved game of the year at the time.

"Anipang 2", released in 2014, recorded annual sales of 112 billion KRW, a record in the Korean mobile game market at the time. "Anipang 3," released in 2016, won the "Kakao Game Award," which is given to the game that is most popular among users on Kakao, Korea's national SNS platform. (The "Kakao Game Awards" are given to games that can be played on the Kakao SNS platform and are selected based on a variety of indicators, including cumulative sales, number of subscribers, and MAUs (monthly active users). Furthermore, the "AniPang" series, now in its 12th year since the release of "Anipang 4," has recorded a cumulative total of nearly 70 million downloads in the Korean market alone. The "AniPang" series, which has released four original series to date, has been recognized as the game that led the growth of mobile puzzle games and casual games in Korea and abroad.

3. HTML5 Game Overview

HTML5 games are games developed using HTML5 (*1). Unlike conventional application games, no download is required, and the game can be played immediately by tapping the game start URL. Unlike conventional app games, there is no need to download the game, and the game can be played immediately by tapping the game start URL, making it a next-generation game platform that is attracting attention.

Gala Lab Corp. launched a global service in June 2022 for "Flyff Universe," an HTML5 game utilizing the IP of Flyff, an MMORPG (*2) developed by the company, and achieved sales of 746 thousand dollars (about 100 million yen in Japan) in 5 days, with a total of The game has achieved 3 million users and annual sales of 2.4 billion yen.

   (*1) HTML5 (HyperText Markup Language 5) is a markup language for describing hypertext and for creating web pages.
   (*2) MMORPG (Massively Multiplayer Online Role Playing Game) is a massively multiplayer role playing game in which thousands of users can simultaneously participate and play using the Internet.

4. Contractor Summary

Contractor Company Name	Wemade Play Co., Ltd.
Representative Director	Ho dae Lee
website	https://corp.wemadeplay.com/