

Pearl Abyss IR Letter

Special Issue

- Company News** **Received the '\$100mil. Export Award' on the 57th Korea Trade Day Event**
 - ✓ Received 'Best Marketing Company Award' at the 12th Korea KOSDAQ Awards
 - ✓ Launched 'BD Shampoo' in collaboration with a shampoo maker to create a buzz

- New Games** **Successful 'Crimson Desert' disclosure at 'The Game Awards'**
 - ✓ Exceeded 2 million views in 3 days after its release, receiving critical acclaim
 - ✓ Proved the world-class developing capability with 4K in-game videos

- Black Desert** **User Meeting : "Calphe : ON" Ball (for Black Desert PC X Mobile X Console)**
 - ✓ Communicated with global users via live streaming in 8 languages
 - ✓ Updates of a 'Nova' class to all platforms/region at the same time

[Online] Self-publishing announcement in NA/EU (Feb. '21)

 - All region : Winter season event and 'Nova' pre-registration promotion
 - KR : An increase in users after 'Nova' updates (New and returned users up by 125%, 116%)

[Mobile] The various anniversary events in each region

 - Global : The 1st anniversary service event and 'The Ocean' updates
 - KR : An increase in users after 'Nova' updates (New and returned users up by 188%, 167%)

[Console] Won Sony's 'PlayStation Partner Award'

 - Korea MMORPG took the award for the first time in history
 - Various winter events including a collaboration with 'Nakashima Mika', a singer

- EVE** **Mac OS version slated for release (Q1'21)**

[EVE Online] Mac OS version release + Holiday events

 - Continued user-friendly operation (updates : 'Winter Nexus')

[EVE Echoes] Enhancement of game quality by reflecting user feedback

 - User interactive contents updates (i.e. the addition of EVE Online contents)

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News Link

- 12. 02 ○ [Amid stable service of Black Desert IP...‘Crimson Desert’ will be the new momentum](#)
[Celebrating the 6th anniversary of Black Desert](#)
 - 12. 03 ○ [The trailer of Crimson Desert will be unveiled on TGA](#)
 - 12. 04 ○ [Shadow Arena, the new hero ‘Hexe Marie’ updates](#)
[Pearl Abyss’ Black Desert for PS4 recorded the high sales since its release](#)
 - 12. 06 ○ [Black Desert Console wins ‘PS Partner Awards’](#)
 - 12. 07 ○ [‘Crimson Desert’ disclosure through ‘The Game Awards’](#)
[Pearl Abyss took a prize by recording USD 100 million of sales outside Korea \(Korea Trade Association\)](#)
 - 12. 09 ○ [All eyes on the upcoming event, ‘Calphe : ON’](#)
 - 12. 11 ○ [Crimson Desert drew global attention with its stunning graphics at the TGA](#)
[‘Crimson Desert’ touched audience’s heart](#)
 - 12. 12 ○ [Black Desert users from all around the world live streamed ‘CALPE : ON Ball’\(User meeting\)](#)
 - 12. 14 ○ [Pearl Abyss has proven its technology prowess...TP ↑ by KTB securities](#)
 - 12. 15 ○ [Announcement of self-publishing in North America/Europe](#)
[‘Crimson Desert’ targeting the ‘Game of the Year’ award](#)
 - 12. 16 ○ [Pearl Abyss launched, ‘Black Desert shampoo’ as a part of unique collaboration with various partners](#)
 - 12. 17 ○ [‘Crimson Desert’ shows off the power of Korean games](#)
 - 12. 19 ○ [Will ‘Crimson Desert’ be global AAA game, representing Korea](#)
 - 12. 21 ○ [The stock prices soared after the release of CD Trailer](#)
[Pearl Abyss was awarded the Best Marketing Company Award \(Korea KOSDAQ Association\)](#)
 - 12. 22 ○ [New class ‘Nova’ simultaneous updates on all platforms/region](#)
[Fans from all over the world praised Pearl Abyss’ technological prowess](#)
 - 12. 23 ○ [New class ‘Nova’ update advertisement making a buzz](#)
 - 12. 28 ○ [Pearl Abyss’ stock price has risen for three consecutive days](#)
 - 12. 29 ○ [A Hype on Crimson desert for its well-made story](#)
[The effects of new class ‘Nova’ updates](#)
 - 12. 30 ○ [New hero ‘Nova’ effect: New users increased by 125%](#)
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- 12. 07 ○ [CCP Games, Mac OS version release announcement \(‘21.Q1\)](#)
 - 12. 10 ○ [‘Updating the Year-end Event, ‘Winter Nexus’](#)

IR Contact Point

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