

# Pearl Abyss IR Letter

## Special Issue

- Company News    **Completion of stock split(1:5), expecting positive effects on liquidity**

  - ✓ CSR : Donation increased by 232% year on year in 2020
  - ✓ Data Security : Acquired 'PIMS'(ISO/IEC 27001)
  
- Black Desert    **Showed outstanding graphics and action in Samsung TV advertisement**

  - ✓ BD, 7 years old game still fits into Samsung's up-to-date display spec.
  - ✓ Launched underwear in collaboration with a fashion brand

**[Online] Entertained users with simultaneous updates globally**

  - All region : Awakening of 'Sage' class
  - JP : The final round of 'Arena of Arsha'

**[Mobile] The first-ever championship in Korea, 'Ramoness'**

  - All region : 'Kunoichi', a new class update
  - KR : Class balance updates

**[Console] A global promotion with 'Amazon Prime gaming'**

  - Introduced character changing system
  - Awakening of 'Sage' class

**[Shadow Arena] Continuous new contests**

  - 'Durgeff Durkhan', a new class update
  - Efforts on Improving user retention
  
- EVE    **Stable live service and IP expansion efforts**

**[EVE Online] An announcement of EVE-based shooter game**

  - 'Project Discovery', an in-game content in EVE nominated for 25<sup>th</sup> Annual Webby Awards
  - 'New Eden', a landmark update

**[EVE Echoes] Thorough preparation for China launch**

  - Added new contents and improved systems

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## News Link

- 04. 01 ['Doctor Strange' in game becomes hot topic](#)
- 04. 02 [Pearl Abyss stock continues the rally for 4 days in a row before stock split](#)  
[Black Desert surprisingly appears on the Samsung TV advertisement](#)
- 04. 06 [Black Desert Billboard Top 10, best songs selected buy 'Shai'](#)
- 04. 07 [Rating 'Buy' on Pearl Abyss stock with high expectation on Crimson Desert](#)
- 04. 08 [Pearl Abyss donated over 1 billion won last year---232% increase from the previous year](#)  
[Pearl Abyss introduces new Hero, 'Durgeff Durkhan' in Shadow Arena](#)
- 04. 09 [Pearl Abyss partners up with 'Amazon' for global promotion](#)
- 04. 11 [Why is global game market paying attention to Crimson Desert?](#)
- 04. 13 [Black Desert Mobile updates new 'Kunoichi' class](#)
- 04. 14 [Pearl Abyss, 4<sup>th</sup> place in market cap gets attention---expectation for Crimson Desert rises](#)  
[How will it be like after massive updates of BDM?](#)  
[Martina Finto's Cooking Festival begins in Black Desert](#)
- 04. 15 [Expectations for sales grow with Crimson Desert and Doke V](#)  
[Pearl Abyss venture into the global market with Crimson Desert](#)  
[Pearl Abyss aims for 'GOTY' with Crimson Desert](#)  
[Pearl Abyss adds 'Character changing' system in BDC](#)
- 04. 16 [Make sure to catch Pearl Abyss' new title DokeV---What kind of game is this?](#)
- 04. 17 [Pearl Abyss, Ncsoft, Krafton---Game companies that lead the way in 4K era](#)
- 04. 19 [Collaborating for 3 years---Here's why Samsung insists on Black Desert for their marketing](#)
- 04. 26 [Pearl Abyss acquires certification of 'ISO/IEC 27001'](#)
- 04. 28 [Pearl Abyss takes the first step into E-sports in BDM](#)  
[Pearl Abyss 'Sage Awakening' update in BDC](#)  
[Black Desert runs 'War Hero' events](#)
- 04. 29 [Shadow Area updates the new item 'Support Chest'](#)
- 04. 30 [No boundaries in Pearl Abyss' unique marketing](#)
  
- 04. 01 [It is getting easy playing EVE Online in 2021](#)
- 04. 06 [CCP London's game is a genre-defining, hugely ambitious EVE-based shooter, says Dev](#)
- 04. 14 [Eve Online receives new updated landmarks](#)
- 04. 23 [EVE Online's Project Discovery Is Up For A Webby Award](#)

## Events

Q1'21 Earnings Release (12 May. 2021)

Korea NDR with eBEST Investment & Securities (26~27 May. 2021)

## IR Contact Point

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