



# ChangYou.com

## Market Information

**NASDAQ Ticker:** CYOU  
**Stock Price:** \$32.96  
**52 Wk Range:** \$19.00-\$48.37  
**Market Cap.:** \$1.7B  
**ADSs Outstanding:** 51.6mm\*  
*(As of March 1, 2010)*

\* Assumes all of our issued and outstanding ordinary shares are represented by ADS

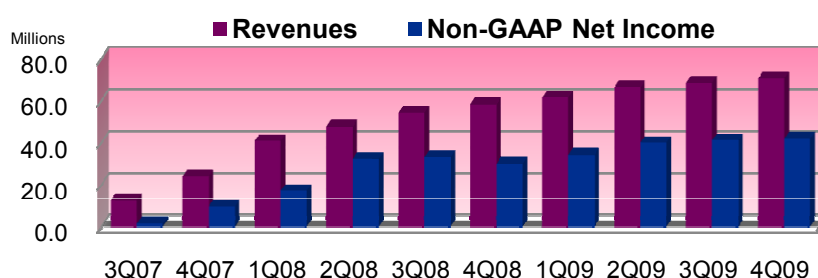
## Company Overview

Changyou is a leading developer and operator of online games in China, including *Tian Long Ba Bu* ("TLBB"), one of the most popular massively multi-player online role-playing games (MMORPG) in China. Changyou is focused on developing high-quality games based on a well-thought design process and a leading in-house technology platform that includes advanced 2.5D and 3D graphics engines, uniform game development platform, effective anti-cheating and anti-hacking technologies, proprietary cross-networking technology and advanced data protection technology.

## Investment Highlights

- Leading position in China's online game market
- Strong capability to gather and implement player feedback
- Advanced technology platforms
- Strong marketing and game development support from Sohu
- Experienced management team with local game development and operational expertise

## Financial Snapshot



### Rich Cash Flows and Strong Balance Sheet

- Net operating cash inflows of US\$46.2 million in the fourth quarter of 2009
- Debt-free, net cash balance of US\$226.9 million as of December 31, 2009

## Growth Initiatives and Recent Developments

### I. Build human capital

- The number of game engineers has more than doubled since April 2009, reaching over 520 as of December 31, 2009
- In early 2009, we launched a nationwide university recruitment plan to hire fresh graduates from leading universities across China

### II. Diversify game offerings

- Licensed several MMORPGs of various game types in 2D, 2.5D and 3D market segments
- Acquired world-class 3D game engines, Big World and Crytek, in 2H09 to begin in-house development of 3D games
- "Qibao" campaign launched in early 2009 to attract game licensing opportunities

### III. Gain global exposure

- In addition to Vietnam, Taiwan and Hong Kong, we also licensed TLBB to game operators in Malaysia and Singapore during 2009
- In December 2009, we began open beta testing of *Dragon Oath*, the English version of TLBB in the United States

## Our mission is to establish Changyou as the No.1 online game brand in China

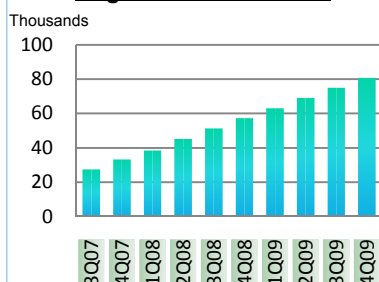
This document contains statements regarding the Company's plans, expectations, market opportunity and business prospects that are individually and collectively forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Therefore, the Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this document. The Company assumes no obligation to update any forward-looking information contained in this document.



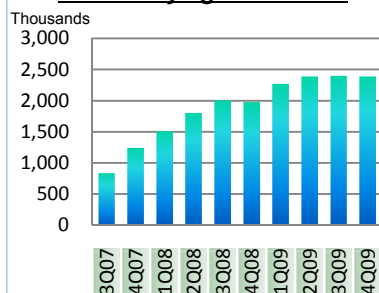
# ChangYou.com

## Key Metrics

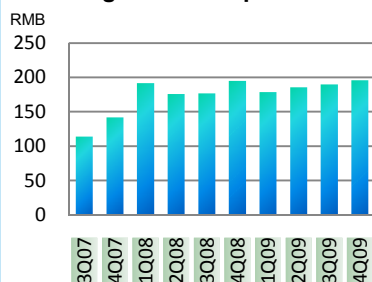
### Registered Accounts \*



### Active Paying Accounts \*



### Average Revenue per User \*



\* Comprised of data from TLBB, BO and BH2

### Changyou.com

Ms. Angie Chang  
Investor Relations Manager  
Tel: +86 (10) 5956-3358  
E-mail: ir@cyou-inc.com

### Ogilvy Financial, Beijing

Ms. Cathy Li  
Senior IR Consultant  
Tel: +86 (10) 8520-6104  
E-mail: cathy.li@ogilvy.com

## Solid Base of Existing Games

### Tian Long Ba Bu



### Our award-winning in-house developed 2.5D MMORPG

Adapted from a popular Chinese martial arts novel by Louis Cha, this game combines martial arts-style-fighting and community-building features. The game was awarded the *Most-liked Online Game by Game Players by ChinaJoy* in 2009.

### Blade Online



### First 2.5D online fighting game in China

Set against the backdrop of a mythical Chinese universe, this licensed game allows players to choose from 99 different combat postures and set their own rules for in-game fighting.

### Blade Hero 2



### Our award-winning 2.5D game sequel

The game features dynamic graphic technology, which includes detailed fighting moves and other special effects to enhance the virtual fighting experience. It was awarded the *Best Online Game for its Originality by ChinaJoy* in 2009.

## Robust and Diverse Game Pipeline

### Duke of Mount Deer



### Our in-house developed MMORPG with selectable 2D, 2.5D and 3D graphic modes

Adapted from another popular Chinese novel by Louis Cha, this game features cartoon-style graphics and customizable virtual items. It was awarded the *Second-most Anticipated Online Game by Game Players* at the Annual China Game Industry Conference in 2009.

### Zhong Hua Ying Xiong



### Our first 3D martial arts MMORPG

Adapted from a popular story from a Hong Kong comic book about the challenge of life for a Chinese expatriate outside his homeland, this licensed game features impressive 3D graphics and sophisticated cinematic storylines.

### Da Hua Shui Hu



### Our first 2D turn-based cartoon-style MMORPG

Adapted from one of the four classical Chinese novels, "Outlaws of the Marsh", this licensed game features a series of community-based game play that takes a humorous twist on characters and scenes from the book.

### Immortal Faith



### Our first 2D mystical adventure MMORPG

Set against the backdrop of a number of ancient Chinese myths and folk tales, this licensed game features game-play that emphasizes player vs. player competition.

### Legend of Ancient World



### Our first 2.5D fantasy MMORPG

This licensed game combines martial arts and fantasy game-play, enabling players to travel back in time to the ancient worlds.

This document contains statements regarding the Company's plans, expectations, market opportunity and business prospects that are individually and collectively forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Therefore, the Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this document. The Company assumes no obligation to update any forward-looking information contained in this document.