

GLOSSARY

This glossary contains explanations of certain terms used in [REDACTION] in connection with our Company and our business. The terms and their meanings may not correspond to standard industry meaning or usage of these terms.

“ARQPA”	average revenue per QPA, which is revenue from our virtual worlds in a particular quarter divided by the number of quarterly paying accounts in that quarter.
“average quarterly ARQPA”	average quarterly average revenue per QPA, which is revenue from our virtual worlds in a particular period divided by the total number of QPAs in that period.
“commercial launch”	a virtual world is considered commercially launched once we have (i) obtained governmental and regulatory approval to collect payment for sales of virtual products and services and (ii) concluded the open beta testing stage.
“paying accounts”	registered accounts that pay for subscription fees or purchase virtual items at least once during a certain period.
“PC”	desktop and laptop personal computers.
“QAAs”	quarterly active accounts, which is the number of active accounts for our virtual worlds in the relevant quarter. A quarterly active account is defined as a registered account that was accessed at least once during a quarter. An account that logged into two virtual worlds in the same quarter is counted as two QAAs. Average QAAs for a particular period is the average of the QAAs in each quarter during that period.
“QPAs”	quarterly paying accounts, which is the number of paying accounts in the relevant quarter. An account that paid subscription fees or for virtual items in two virtual worlds in the same quarter is counted as two QPAs. Average QPAs for a particular period is the average of the QPAs in each quarter during that period.
“registered accounts”	user-registered accounts to access an online platform that are registered by users, who are required by the platform operator to provide certain user information, typically including user names and passwords.
“users”	with respect to our virtual worlds, players who participate in these worlds; with respect to our e-learning or other online product offerings, users who utilize or access these products.
“virtual items”	in-game items that enhance users’ in-game experience in our virtual worlds, by, for example, enhancing the powers, abilities, attractiveness and social interaction of their characters.