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NEXON Co., Ltd.

<https://company.nexon.co.jp/en/>

(Stock Code: 3659, TSE Prime Market)

Nexon Celebrates 20th Anniversary of *MapleStory* in Korea

Groundbreaking Free-to-Play MMORPG

Cultural Icon With More Than 180 Million Registered Players Worldwide

TOKYO – May 2, 2023– NEXON Co., Ltd. (Nexon) (3659.TO), a global leader in Virtual Worlds, celebrated the 20th anniversary of its blockbuster franchise, *MapleStory*. Nexon is recognizing the anniversary with massive in-game events and a 20th Anniversary Fan Fest held in Seoul, South Korea which hosted more than 6,000 players from April 28 to April 30.



The launch of *MapleStory* on April 29, 2003 in Korea established the game as an early leader in 2D Massively-Multiplayer Online Role-Playing Games (MMORPG). *MapleStory* is also a pioneer of the free-to-play genre – a radical departure from the game industry’s business model of establishing an up-front payment before exploring the game. Following the lead of *MapleStory* and other Nexon franchises such as *The Kingdom of the Winds* and *Dungeon&Fighter*, free-to-play has since become a common practice in the game industry.

Easy-to-play, hard to master, *MapleStory*’s casual 2D graphics and side-scrolling character movement has captured the hearts of gamers of all ages and across multiple continents and cultures.

Supported by Nexon’s best-in-class Live Game Operations, *MapleStory* has established many milestones.

- *MapleStory* has registered more than 180 million players worldwide.
- Life-to-date, the *MapleStory* franchise has generated revenue of over US\$4 billion.
- Registered players in South Korea – *MapleStory*’s biggest fan base – equal approximately 45% of the population of the country.



For two decades, *MapleStory* has defied the gravity that defines the lifespan of many popular game franchises. While most games measure success in months or years, *MapleStory* has grown at a steady, if non-linear, rate for 20 years.

In 2020, 17-years after the launch, *MapleStory* broke a record for annual revenue.

About NEXON Co., Ltd. <https://company.nexon.co.jp/en/>

Founded in 1994, NEXON Co., Ltd. (Nexon) (3659.TO) is a company engaged in the production, development and operation of online games and Virtual Worlds. First listed on the Tokyo Stock Exchange in December 2011, Nexon was placed on JPX400 in 2015 and added to the Nikkei Stock Index 300 in 2017. In 2020, Nexon was added to the Nikkei 225. Nexon currently has more than 50 live games on multiple platforms including mobile and available in more than 190 countries. Major game franchises include *MapleStory*, *KartRider* and *Dungeon&Fighter*. In 2021, Nexon completed the acquisition of Embark Studios AB, a company based in Stockholm, Sweden, developing multiple projects for global release.

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