

August 7, 2013
NEXON Co., Ltd.

**Nexon Korea's *Mabinogi* Achieves New Record of 100,000 Concurrent Users
*Title Continues to Set New Player Records Nine Years After Launch***

TOKYO—August 7, 2013 – NEXON Co., Ltd. (“Nexon”) (3659.TO), a worldwide leader in free-to-play online games, today announced that its title *Mabinogi* achieved a new all-time record of 100,000 maximum concurrent users (“MCCU”) in Korea on August 3, 2013 – nine years after the game’s initial launch.

Mabinogi, launched in Korea by Nexon’s subsidiary NEXON Korean Corporation in June 2004, is a massively multiplayer online role-playing game (MMORPG) based in a fantasy world. One of Nexon’s longest-running titles, *Mabinogi* received the Presidential Award at the Korea Game Awards in its first year of operation and has gone on to become a favorite game of players.

MCCU is generally used to measure the popularity of a game. *Mabinogi*’s content updates and promotional events timed for summer vacation were well-received by users, resulting in a 200% increase in new subscribers during the week of the update and contributing to the new MCCU record.

Nexon has over 15 years of history as a leader in free-to-play gaming, and will continue to bring innovative, quality games to PCs, mobile phones, and tablets worldwide.





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

NEXON Co., Ltd. (“Nexon”) (3659.TO) is a worldwide leader in free-to-play online games. Founded in Korea in 1994, Nexon developed one of the world's first graphics-based massively multiplayer online games. Nexon also pioneered the concept of microtransactions and the free-to-play business model, setting a new standard in which play is free, and users have the option to purchase in-game items to enhance their experience. Nexon currently services nearly 60 online games in more than 100 countries and since its founding, Nexon has generated more than 1.4 billion player registrations. The Company is headquartered in Tokyo, Japan and its shares are listed on the Tokyo Stock Exchange.

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Images are available for download

at <http://public-ftp.nexon.co.jp/corporatepr/130807nexon2.zip>

*The user name and the password necessary for the download are as follows:

User: nxpr2013_1

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