

Giant Interactive Group Inc.
Form 6-K
November 14, 2008
Table of Contents

Form 6-K

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington D.C. 20549

REPORT OF FOREIGN ISSUER

**PURSUANT TO RULE 13a-16 OR 15d-16 OF THE
SECURITIES EXCHANGE ACT OF 1934**

For the month of November 2008

Commission File Number: 001-33759

GIANT INTERACTIVE GROUP INC.

2/F No. 29 Building, 396 Guilin Road

Shanghai 200233

People's Republic of China

(Address of principal executive office)

Edgar Filing: Giant Interactive Group Inc. - Form 6-K

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934. Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- N/A

Table of Contents

Giant Interactive Group Inc.

Form 6-K

TABLE OF CONTENTS

	Page
<u>Signature</u>	3
<u>Exhibit 99.1 Press Release dated November 12, 2008</u>	4
<u>Exhibit 99.2 2008 Third Quarter Results Presentation dated November 13, 2008</u>	14

Table of Contents

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Giant Interactive Group Inc.

By: /s/ Eric He

Name: Eric He

Title: Chief Financial Officer

Date: November 14, 2008

Table of Contents

Exhibit 99.1

FOR IMMEDIATE RELEASE

GIANT INTERACTIVE ANNOUNCES

THIRD QUARTER 2008 RESULTS

SHANGHAI, PRC November 12, 2008 Giant Interactive Group Inc. (NYSE: GA) (Giant or the Company), one of China's leading online game developers and operators, announced today its unaudited financial results for the third quarter ended September 30, 2008.

Third Quarter 2008 Highlights:

Net revenue was RMB265.2 million (US\$39.1 million), a decrease of 34.6% from the third quarter 2007 and a decrease of 47.5% from the second quarter 2008.

Gross profit was RMB212.5 million (US\$31.3 million), a decrease of 40.9% from the third quarter 2007 and a decrease of 52.5% from the second quarter 2008. Gross profit margin for the third quarter 2008 was 80.1%.

Net income was RMB134.1 million (US\$19.7 million), a decrease of 53.8% from the third quarter 2007 and a decrease of 61.8% from the second quarter 2008. Net income margin for the third quarter 2008 was 50.6%.

Basic and diluted net income per American Depositary Share (ADS) were RMB0.56 (US\$0.08) and RMB0.54 (US\$0.08), respectively, compared to basic and diluted net income per ADS of RMB1.44 and RMB1.38, respectively, for the third quarter 2007, and basic and diluted net income per ADS of RMB1.45 and RMB1.40 respectively for the second quarter 2008. Each ADS represents one ordinary share.

Non-GAAP net income excluding non-cash share-based compensation for the third quarter 2008 was RMB148.2 million (US\$21.8 million), a decrease of 49.7% from the third quarter 2007 and a decrease of 59.1% from the second quarter 2008. Non-GAAP net income margin excluding non-cash share-based compensation was 55.9%.

Basic and diluted non-GAAP net income excluding non-cash share-based compensation per ADS were RMB0.61 (US\$0.09) and RMB0.59 (US\$0.09), respectively, compared to basic and diluted non-GAAP net income per ADS of RMB1.46 and RMB1.40, respectively, for the third quarter 2007, and basic and diluted non-GAAP net income per ADS of RMB1.50 and RMB1.45, respectively, for the second quarter 2008.

Active Paying Accounts (APA) for online games in the third quarter 2008 reached 937,000, a decrease of 31.6% from the third quarter 2007 and a decrease of 46.8% from the second quarter 2008.

Average Revenue Per User (ARPU) for online games was RMB282.1, a decrease of 4.4% from the third quarter 2007 and a decrease of 1.3% from the second quarter 2008.

Edgar Filing: Giant Interactive Group Inc. - Form 6-K

Average Concurrent Users (ACU) for online games¹ was 543,000, an increase of 9.0% over the third quarter 2007 and a decrease of 12.4% from the second quarter 2008.

Peak Concurrent Users (PCU) for online games was 1,578,000, an increase of 70.4% from the third quarter 2007 and a decrease of 32.5% from the second quarter 2008.

¹ Online games include ZT Online, ZT Online PTP, ZT Online Classic Edition, and Giant Online.

Table of Contents

FOR IMMEDIATE RELEASE

Commenting on the third quarter 2008 results, Mr. Yuzhu Shi, Giant's Chairman and Chief Executive Officer, said, "During July of the third quarter, we implemented an adjusted gaming structure for *ZT Online* and reduced the scope of monetized features in order to emphasize daily consumption rather than in-game promotional items. Though these adjustments resulted in a reduction in our revenue in the third quarter, we remain confident that this strategic decision is an important initiative towards expanding our user base, extending the life-cycle of *ZT Online* and driving long-term, sustainable growth. Monthly revenue and our APA for *ZT Online* have both increased steadily following the initial drop in revenues since the introduction of these features, signifying that our players are increasingly accepting these changes and becoming acclimated to the new structure. We expect this upward trend to continue in the fourth quarter, although the remainder of 2008 will continue to be a transition period for Giant. We believe that going forward, *ZT Online* is generating positive momentum and building a solid base of loyal, paying players that will propel its future growth.

As part of our market segmentation strategy, we recently launched *ZT Online Classic Edition* to recapture users that preferred the gaming experiences and monetization structure of *ZT Online* in 2006. Thus far, *ZT Online Classic Edition* has resonated well with our target audience and surpassed our expectations, recently exceeding 200,000 PCU and continuing to ramp up users.

Overall, though our monetization adjustments have created some short-term disruption to our financial and operational performance, our long-term outlook remains unchanged. We remain fundamentally sound and our strong balance sheet provides us with sufficient financial resources to execute on our growth initiatives. Additionally, our focused approach to game development, strong R&D capabilities, and extensive sales and marketing network provide a solid foundation for us to capitalize on robust growth opportunities and ultimately drive meaningful, long-term shareholder value.

Third Quarter 2008 Unaudited Financial Results

Net revenue. Net revenue for the third quarter 2008 was RMB265.2 million (US\$39.1 million), representing a 47.5% decrease from RMB504.8 million in the second quarter 2008 and a 34.6% decrease compared to RMB405.2 million in the third quarter 2007.

Revenue from online games totaled RMB264.3 million (US\$38.9 million), representing a decrease of 47.5% from RMB503.3 million in the second quarter 2008 and a 34.6% decrease from RMB404.0 million in the third quarter 2007. Online game net revenue was adversely impacted by adjustments made to the monetization features within *ZT Online*. The modified structure has strategically reduced the amount of promotional items within *ZT Online* and reemphasized the daily consumption of virtual items and services. Though the Company is currently in a transition period, as gamers adapt to these changes, the adjustments will foster a more sustainable revenue model.

ACU for online games¹ in the third quarter 2008 was 543,000, representing a 12.4% sequential decrease and a 9.0% increase over the third quarter 2007. PCU for online games¹ in the third quarter 2008 was 1,578,000, representing a 32.5% sequential decrease and a 70.4% increase over the third quarter 2007. The sequential ACU and PCU decreases are due to the reduction of in-game promotional items in *ZT Online*, while the year-over-year increases are primarily attributable to the sustained popularity of *ZT Online*, along with

Table of Contents

FOR IMMEDIATE RELEASE

the launch of new products such as *Giant Online* and *ZT Online Classic Edition*. ARPU for online games¹ in the third quarter 2008 decreased 1.3% sequentially and 4.4% year-over-year to RMB282.1. The slight declines are attributable to the monetization adjustments made within *ZT Online*. APA for online games¹ in the third quarter 2008 declined 46.8% sequentially and 31.6% from the third quarter 2007 to 937,000. APA declined due to the reduction of in-game promotional items in *ZT Online*, as gamers could no longer frequently purchase bundled and discounted items. However, throughout the third quarter, players became more accustomed to the new monetization structure and steadily resumed in-game spending.

Cost of Services. Cost of services was RMB52.7 million (US\$7.8 million), representing a 15.9% increase over the same period last year and a decrease of 8.8% from the second quarter 2008. The sequential decline in cost of services in the third quarter was mainly due to a RMB9.3 million decline in business tax resulting from the revenue decrease. Fixed costs, such as Internet data center rental fees, depreciation of game servers and compensation for customer service representatives, increased by approximately RMB4.0 million sequentially. Cost of services increased year-over-year as Giant purchased additional game servers and hired more staff to foster high quality service levels and superior gaming experiences for its users.

Gross Profit and Gross Margin. Gross profit decreased 52.5% sequentially and 40.9% year-over-year to RMB212.5 million (US\$31.3 million). Gross margin for the third quarter 2008 was 80.1%, down from 88.8% in the third quarter 2007 and 88.6% in the second quarter 2008. The decline in gross margin was mainly due to the decrease in revenue coupled with increases in the fixed component of the Company's cost of services.

Operating Expenses. Total operating expenses of RMB107.3 million (US\$15.8 million) represent a 9.7% decline from RMB118.8 million in the second quarter 2008 and a 52.9% increase from RMB70.2 million in the third quarter 2007. While a decrease in sales and marketing expenses during the third quarter led to a sequential decline in overall operating expenses, continued investments in R&D and general and administrative infrastructure were the primary drivers of the year-over-year increase.

Research and product development expenses for the third quarter 2008 were RMB31.6 million (US\$4.7 million), an increase of 59.2% from RMB19.9 million in the previous quarter and 338.3% from RMB7.2 million in the third quarter 2007. The sequential rise in R&D expenses was mainly attributable to an increase in R&D headcount and salary expenses, along with a one-time purchase of game-related R&D services. The year-over-year increase resulted from the rise in the number of game architects and engineers dedicated to enhancing both existing and future games.

Sales and marketing expenses were RMB47.7 million (US\$7.0 million), a decrease of 42.9% from RMB83.6 million in the previous quarter and down 20.0% from RMB59.6 million in the third quarter 2007. Sales and marketing expenses declined during the quarter due to a reduction in advertising campaigns associated with *ZT Online* promotions and the return of *Giant Online* advertising expenditure to a normal level following the initial open beta launch in the second quarter. The number of sales and marketing liaison personnel decreased from over 3,000 in the second quarter 2008 to approximately 2,600 in the third quarter 2008.

Table of Contents

FOR IMMEDIATE RELEASE

General and administrative expenses for the quarter were RMB41.5 million (US\$6.1 million), up 36.8% sequentially from RMB30.3 million, and 106.6% year-over-year from RMB20.1 million. The sequential rise was mainly due to an approximate RMB5.4 million increase in consulting and professional fees in connection with attorney services and Sarbanes-Oxley compliance, a RMB3.0 million increase in human resources-related expenses and costs to attend industry conventions, and a RMB0.8 million increase in rent and utility expenses needed to accommodate the continual expansion of the Company. The year-over-year increase in general and administrative expenses was mainly attributable to the increased size and scope of Giant's business operations.

Financial Incentive. The financial incentive received in the third quarter, which represents a sales tax refund from the municipal government, was RMB13.6 million (US\$2.0 million). This refund relates to the sales tax accounted for in the Company's cost of services and is treated as a deduction in operating expenses.

Interest Income. Interest income rose sequentially to RMB46.6 million (US\$6.9 million) from RMB43.4 million due to short-term investments in higher yield time deposits.

Income Tax Expense. Income tax expense for the third quarter 2008 decreased to RMB17.0 million (US\$2.5 million) due to the decline in revenues.

Net Income. Net income for the third quarter 2008 was RMB134.1 million (US\$19.7 million), a sequential decrease of 61.8% from RMB350.6 million and a year-over-year decrease of 53.8% from RMB290.2 million. The decline in net income was mainly attributed to the decreased revenue. Net income margin was 50.6% for the third quarter 2008, compared to 69.5% in the second quarter 2008 and 71.6% in the third quarter 2007.

Cash, Cash Equivalents and Short-Term Investments. As of September 30, 2008, Giant's cash, cash equivalents and short-term investments totaled RMB5,236.3 million (US\$771.2 million), compared to RMB5,729.6 million as of June 30, 2008. During the third quarter, the Company used its cash to fund its investment in Five One Network Development Co., Ltd. (51.com), a leading Chinese online social networking service provider, and for its share repurchase program.

Share Repurchase Program. In August 2008, Giant adopted a share repurchase plan, enabling the Company to repurchase up to US\$150.0 million of its ADSs. As of September 30, 2008, Giant had repurchased an aggregate of 4,206,700 ADSs on the open market, for total consideration of US\$31.5 million. The Company will continue actively purchasing shares during the authorized time frame, as under board resolution and as defined by SEC regulations.

Business Highlights and Outlook

ZT Online At the beginning of the third quarter 2008, the Company adjusted the monetization structure within its flagship game, *ZT Online*, to re-emphasize daily consumption rather than in-game promotional items. To counter the impact of these adjustments and increase user stickiness, the Company continued to enhance *ZT Online*'s content features. The introduction of a PK tournament, an online beauty contest, and other innovative features has generated positive momentum and kept both new and existing users engaged. Towards the end of 2008, Giant plans to roll out the next expansion pack for *ZT Online*, which will incorporate real-time strategy

Table of Contents

FOR IMMEDIATE RELEASE

elements. *ZT Online Classic Edition*, which is geared toward recapturing former *ZT Online* gamers who prefer gameplay without any in-game promotional items, commenced closed beta testing in late July and entered open beta testing at the end of the third quarter. To date, the Company is pleased with the performance of *ZT Online Classic Edition*, as PCU has exceeded 200,000. In addition, in late September, VinaGame Software Service Joint Stock Company began open beta testing of *ZT Online* in Vietnam and has since reached better than expected concurrent user levels. The ramp up period for *ZT Online* in Vietnam is still in the early stages and revenue contribution from this market is expected to increase starting 2009.

Giant Online During the third quarter 2008 the Company continued to introduce new features, such as country vs. country battles and upgraded vehicles, into *Giant Online*, the Company's second internally developed game. In addition, the Company is currently engineering testing a new version of *Giant Online* that includes substantial upgrades, most of which are derived from feedback from beta testers in recent months. In addition to new gameplay features, which will include dual map boss battles and super weapons systems, Giant plans to rebalance the game to better engage both paying and non-paying players. This new version is scheduled to roll out by the end of 2008.

Empire of Sports *Empire of Sports* is a 3D massively multiplayer online (MMO) game, featuring a wide range of sporting events. In preparation for the official launch of *Empire of Sports* in Europe in the fourth quarter 2008, the developers, Switzerland-based Empire of Sports Ltd., have added and enhanced many feature sets for several sports, including football and basketball, in order to deliver an optimal gaming experience to each player. Giant's developers have implemented additional online security measures and tailored the game to Chinese players preferences in order to better prepare the game for closed beta testing in China in the first quarter 2009.

King of Kings III *King of Kings III* is a 3D free-to-play medieval magical MMO game. Giant's in-house development team and experienced managers in Shanghai continue to work with developers at Taiwan Lager Network Technology Co., Ltd. (Lager Network) to further tailor the game for mainland China, including upgrading the game's battle system to support greater numbers of concurrent users and enhancing graphic effects. Lager Network initiated a small scale beta test in Taiwan at the end of September 2008 and has received positive feedback from gamers. In anticipation of the planned limited closed beta testing launch in China in the first quarter 2009, Giant recently launched a game website for *King of Kings III* at <http://kok3.ztgame.com/> to keep players up-to-date on the game's new developments.

51.com Strategic Investment On July 14, 2008, Giant completed a transaction to purchase approximately US\$51 million in redeemable convertible preferred shares of Five One Network Development Co., Ltd (51.com), a leading Chinese online social networking service provider, representing an approximately 25% interest in 51.com. Giant expects to leverage 51.com's large community base in order to broaden its player base, expand the community-building opportunities, reinforce user stickiness, and extend the lifecycles of Giant's games.

Fourth Quarter 2008 Guidance Based on the current estimates, and taking into consideration the continued impact of *ZT Online*'s monetization adjustments, Giant expects to generate total net revenue for the fourth quarter 2008 in the range of RMB320 million to RMB345 million.

Table of Contents

FOR IMMEDIATE RELEASE

Conference Call

Giant's senior management will host a conference call on Thursday, November 13, 2008 at 8:00 am (US Eastern Standard Time) / 5:00 am (US Pacific Standard Time) / 9:00 pm (Beijing Time) to discuss its 2008 third quarter financial results and recent business activity. The conference call may be accessed by calling +1 (866) 713 8395 (for callers in the US), +86 10 800 130 0399 (for callers in China) or +1 (617) 597 5309 (for callers outside of the US and China) and entering pass code 71418887.

A live webcast of the conference call and replay will be available on the investor relations page of Giant Interactive Group's website at <http://www.ga-me.com/earningsannouncements.php>.

Currency Convenience Translation

This release contains translations of certain Renminbi (RMB) amounts into US dollars (US\$) at the rate of US\$1.00 to RMB6.790, which was the noon buying rate as of September 30, 2008 in the City of New York for cable transfers in Renminbi per US dollar as certified for customs purposes by the Federal Reserve Bank of New York. The Company makes no representation that the Renminbi or US dollar amounts referred to in this release could have been, or could be, converted into US dollars at such rate or at all.

Use of Non-GAAP Financial Measures

Giant has reported for the third quarter 2008 net income on a non-GAAP basis excluding non-cash share-based compensation. Giant believes that both management and investors benefit from referring to these non-GAAP financial measures in assessing the performance of Giant and when planning and forecasting future periods. Giant computes its non-GAAP financial measures using the same consistent method from quarter to quarter.

Readers are cautioned not to view non-GAAP results on a stand-alone basis or as a substitute for results under GAAP, or as being comparable to results reported or forecasted by other companies, and should refer to the reconciliation of GAAP results with non-GAAP results in the attached financial information.

Table of Contents**FOR IMMEDIATE RELEASE**

The table below sets forth the reconciliation of GAAP measures to non-GAAP measures for the indicated periods:

Giant Interactive Group, Inc.**Reconciliation of GAAP to Non-GAAP (Unaudited)**

	Three months ended			
	September 30, 2007 (RMB)	June 30, 2008 (RMB)	September 30, 2008 (RMB)	September 30, 2008 (US\$)
GAAP net income:	290,210,885	350,581,570	134,093,985	19,748,744
Share-based compensation	4,412,607	11,880,964	14,077,547	2,073,276
Non-GAAP net income:	294,623,492	362,462,534	148,171,532	21,822,020
Non-GAAP earnings per share:				
Basic	1.46	1.50	0.61	0.09
Diluted	1.40	1.45	0.59	0.09
Weighted average ordinary shares:				
Basic	201,572,283	241,522,046	241,243,828	241,243,828
Diluted	210,476,214	250,669,716	249,620,125	249,620,125

Statement Regarding Unaudited Financial Information

The unaudited financial information set forth above is preliminary and subject to adjustments. Adjustments to the financial statements may be identified when audit work is performed for the year-end audit, which could result in significant differences from this preliminary unaudited financial information.

About Giant Interactive Group Inc.

Giant Interactive Group Inc. (NYSE: GA) is one of China's leading online game developers and operators in terms of revenues, focusing on massively multiplayer online role playing games. Giant's first game, *ZT Online*, was voted the most popular online game in China in 2006 according to the International Data Corporation. The Company's second game, *Giant Online*, entered into open beta testing on March 28, 2008. Giant has two additional online games that it intends to launch, including *King of Kings III* and *Empire of Sports*. Giant has built a nationwide distribution network to sell the prepaid game cards and game points required to play its games, which as of September 30, 2008 consisted of over 270 distributors, and reached over 116,500 retail outlets, including internet cafes, software stores, supermarkets, bookstores, newspaper stands, and convenience stores located throughout China. For more information, please visit Giant Interactive Group on the web at www.ga-me.com.

Safe Harbor Statement

Statements in this release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as will, expects, anticipates, future, intends, plans, believes, estimates, and similar statements and among others, include our anticipated revenue and

Table of Contents

FOR IMMEDIATE RELEASE

growth of our monthly revenue and Active Paying Accounts for the fourth quarter 2008, our continued efforts to successfully operate and adjust features of our existing games, anticipated benefits of our adjusted monetization structure for *ZT Online*, investment in 51.com and launch of *ZT Online* in Vietnam, our ability to successfully commercially launch and operate *King of Kings III* and *Empire of Sports* and our ability to continue to grow our business and build long-term shareholder value. These forward-looking statements are not historical facts but instead represent only our belief regarding future events, many of which, by their nature, are inherently uncertain and outside of our control. Our actual results and financial condition and other circumstances may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. Among the factors that could cause our actual results to differ from what we currently anticipate may include our ability to develop, purchase or license additional online games that are attractive to our players, our ability to develop and successfully launch expansion packs for our online games, our dependence on one online game, which currently accounts for the majority of our historical net revenues, our ability to respond to competition, our need to implement and maintain effective internal control over financial reporting, our limited operating history and unproven long-term potential of our online game business model, our uncertainties with respect to the PRC legal and regulatory environments and volatility in the economic markets we operate in. The financial information contained in this release should be read in conjunction with the consolidated financial statements and notes thereto included in our annual report on Form 20F for the fiscal year 2007, as filed with the Securities and Exchange Commission on June 18, 2008, and is available on the Securities and Exchange Commission's website at www.sec.gov. For additional information on these and other important factors that could adversely affect our business, financial condition, results of operations and prospects, see Risk Factors beginning on page 7 of our annual report for fiscal year 2007. Our actual results of operations for the third quarter 2008 are not necessarily indicative of our operating results for any future periods. Any projections in this release are based on limited information currently available to us, which is subject to change. Although such projections and the factors influencing them will likely change, we undertake no obligation to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise, after the date of this press release. Such information speaks only as of the date of this release.

Contacts:

Investor Contact:

Rich Chiang, IR Manager

Giant Interactive Group Inc.

+86 21 6451 1258

Investor Relations (HK):

Ruby Yim, Managing Director

Taylor Rafferty

+852 3196 3712

Investor Relations (US):

Mahmoud Siddig, Director

Taylor Rafferty

+1 (212)889-4350

Media Contact:

John Dudzinsky, Director

Taylor Rafferty

+1 (212)889-4350

Table of Contents

FOR IMMEDIATE RELEASE

GIANT INTERACTIVE GROUP, INC.

CONSOLIDATED CONDENSED BALANCE SHEETS

	Audited December 31 2007 (RMB)	Unaudited June 30 2008 (RMB)	Unaudited September 30 2008 (RMB)	Unaudited September 30 2008 (US\$)
ASSETS				
Current assets:				
Cash and cash equivalents	7,295,469,843	1,834,175,667	2,554,422,442	376,203,600
Prepayments and other current assets	40,721,896	91,577,935	79,442,687	11,699,954
Due from related parties	6,005,661	6,744,530	6,756,255	995,030
Inventories	385,876	1,163,390	1,305,179	192,221
Deferred tax assets	30,911,888	68,707,325	74,352,444	10,950,286
Short-term investments		3,895,399,859	2,681,856,000	394,971,429
Secured promissory note		34,295,500		
Available-for-sale investments			428,445,076	63,099,422
Total current assets	7,373,495,164	5,932,064,206	5,826,580,083	858,111,942
Non-current assets:				
Property and equipment, net	127,631,269	180,565,890	208,080,601	30,645,155
Intangible assets, net	86,589,305	87,576,747	95,355,090	14,043,459
Long-term deposits	7,600			
Total non-current assets	214,228,174	268,142,637	303,435,691	44,688,614
Total assets	7,587,723,338	6,200,206,843	6,130,015,774	902,800,556
LIABILITIES AND SHAREHOLDERS' EQUITY				
Current liabilities:				
Payables and accrued expenses	191,301,964	159,717,408	84,855,079	12,497,066
Due to a related party	13,710,697			
Tax payable		65,988,462	56,532,798	8,325,891
Advance from distributors	127,805,262	58,990,575	96,523,864	14,215,591
Deferred revenue	324,970,643	419,776,021	401,861,172	59,184,267
Dividends payable	593,498,287			
Unrecognized tax benefits	30,911,888	30,911,888	30,911,888	4,552,561
Total current liabilities	1,282,198,741	735,384,354	670,684,801	98,775,376
Total liabilities	1,282,198,741	735,384,354	670,684,801	98,775,376
Commitments and contingencies				

Edgar Filing: Giant Interactive Group Inc. - Form 6-K

Shareholders equity

Ordinary shares (par value US\$0.0000002 per share; 258,670,626 shares issued and 257,241,526 shares outstanding at December 31, 2007; 261,110,626 shares issued and 241,899,526 shares outstanding at June 30, 2008; and 261,110,626 shares issued and 237,709,426 shares outstanding at September 30, 2008)	411	415	415	61
Additional paid-in capital	5,928,533,055	5,962,424,776	5,976,729,068	880,225,194
Statutory reserves	43,890,273	43,890,273	43,890,273	6,463,958
Accumulated other comprehensive income	(51,781,427)	(295,535,499)	(234,520,162)	(34,539,052)
Retained earnings	511,416,766	1,200,650,544	1,334,744,529	196,575,041
Treasury stock	(126,534,481)	(1,446,608,020)	(1,661,513,150)	(244,700,022)
Total shareholders equity	6,305,524,597	5,464,822,489	5,459,330,973	804,025,180
Total liabilities and shareholders equity	7,587,723,338	6,200,206,843	6,130,015,774	902,800,556

- 12 -

Table of Contents

FOR IMMEDIATE RELEASE

GIANT INTERACTIVE GROUP, INC.

CONSOLIDATED CONDENSED STATEMENTS OF OPERATIONS AND COMPREHENSIVE INCOME (UNAUDITED)

	Three months ended			September
	September 30 2007 (RMB)	June 30 2008 (RMB)	September 30 2008 (RMB)	30 2008 (US\$)
Net revenue:				
Online game	404,032,797	503,270,285	264,331,426	38,929,518
Overseas licensing revenue	1,213,862	963,175	839,104	123,579
Other revenue, net		534,849	24,941	3,673
Total net revenue	405,246,659	504,768,309	265,195,471	39,056,770
Cost of services	(45,449,384)	(57,760,390)	(52,678,008)	(7,758,175)
Gross profit	359,797,275	447,007,919	212,517,463	31,298,595
Operating (expenses) income:				
Research and product development expenses	(7,219,369)	(19,879,930)	(31,645,207)	(4,660,561)
Sales and marketing expenses	(59,626,591)	(83,589,894)	(47,708,548)	(7,026,296)
General and administrative expenses	(20,093,497)	(30,340,315)	(41,505,678)	(6,112,766)
Government financial incentives	16,779,300	15,000,000	13,568,300	1,998,277
Total operating expenses	(70,160,157)	(118,810,139)	(107,291,133)	(15,801,346)
Income from operations	289,637,118	328,197,780	105,226,330	15,497,249
Interest income	837,133	43,382,988	46,559,439	6,857,060
Other (expenses) income	(263,366)	(3,537,388)	(699,649)	(103,041)
Income before income tax expenses	290,210,885	368,043,380	151,086,120	22,251,268
Income tax expenses		(17,461,810)	(16,992,135)	(2,502,524)
Net income	290,210,885	350,581,570	134,093,985	19,748,744
Other comprehensive income (loss)				
Unrealized holding gains			82,093,492	12,090,352
Foreign currency translation	1,851,099	(82,588,161)	(21,078,155)	(3,104,294)
Total other comprehensive income (loss)	1,851,099	(82,588,161)	61,015,337	8,986,058
Comprehensive income	292,061,984	267,993,409	195,109,322	28,734,802
Earnings per share:				
Basic	1.44	1.45	0.56	0.08

Edgar Filing: Giant Interactive Group Inc. - Form 6-K

Diluted	1.38	1.40	0.54	0.08
Weighted average ordinary shares:				
Basic	201,572,283	241,522,046	241,243,828	241,243,828
Diluted	210,476,214	250,669,716	249,620,125	249,620,125

- 13 -

Table of Contents

HK000NN7
2008 Third Quarter Results
Presentation
November 13, 2008
2008 Third Quarter Results

Presentation
November 13, 2008
Exhibit 99.2

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
2
Safe Harbor Statement and Currency
Convenience Translation

Safe Harbor Statement and Currency

Convenience Translation

Safe Harbor Statement

Statements in this slide presentation contain "forward-looking" statements within the meaning of Section 27A of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. The by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements regarding our continued efforts to successfully operate and adjust features of our existing games, anticipated benefits of our ad for

ZT
Online,
investment
in
51.com
and
launch
of
ZT
Online
in
Vietnam,
our
ability
to
successfully
commercially
launch
and
operate
King
of
Kings
III
and
Empire
of
Sports
and our ability to continue to grow our business and build long-term shareholder value. These forward-looking statements are only our belief regarding future events, many of which, by their nature, are

inherently
uncertain
and
outside
of
our
control.

Our
actual
results
and
financial
condition
and

other circumstances may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. Our actual results could cause our actual results to differ from what we currently anticipate may include our ability to develop, purchase or license new titles, our ability to attract and retain our players, our ability to develop and successfully launch expansion packs for our online games, our dependence on one online game, our ability to attract and retain a majority of our historical net revenues, our ability to respond to competition, our need to implement and maintain effective internal controls, our operating history and unproven long-term potential of our online game business model, our uncertainties with respect to the PR

volatility in
the
economic
markets
we
operate
in.

The
financial
information
contained
in
this
slide
presentation
should

be
read
in
conjunction with the consolidated

financial
statements
and
notes
thereto
included

in
our
annual
report
on

Form
20F
for
the
fiscal
year
2007,
as
filed
with
the
Securities
and

Exchange Commission on June 18,
2008, and is available on the Securities and Exchange Commission's website at www.sec.gov. For additional information on the
adversely affect our business, financial condition, results of operations and prospects, see "Risk Factors" beginning on page 7 of this prospectus.
actual results of operations for the third quarter of 2008 are not necessarily indicative of our operating results for any future period. Our projections
are based on limited information currently available to us, which is subject to change. Although such projections and the factors mentioned above
undertake no obligation to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise.
slide
presentation.

Such
information
speaks
only
as
of
the
date
of
this
slide
presentation.

Currency Convenience Translation

This
slide
presentation
contains
translations
of
certain
Renminbi
(RMB)
amounts
into
US
dollars
(US\$)
at
the

rate
of
US\$1.00
to
RMB6.790,
which
was
the
noon
buying rate
as
of
September
30,
2008
in
the
City
of
New
York
for
cable
transfers
in
Renminbi
per
US
dollar
as
certified
for
customs
purposes
by
the
Federal
Reserve
Bank
of
New
York.
We
make
no
representation
that
the
Renminbi
or

US
dollar
amounts
referred
to
in
this
slide
presentation
could
have
been,
or
could
be,
converted
into
US
dollars
at
such rate or at all.

Table of Contents

Giant Interactive Group
A Leading Online Game Developer & Operator
Giant Interactive Group
A Leading Online Game Developer & Operator
©

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved

4
Giant: NYSE Listed
Giant: NYSE Listed
Shanghai, China
Headquarters:
Over 4,000 including
2,500+ liaison personnel
Employees:
www.ga-me.com
Investor Information:

About Giant:

Approximately 240 Million

Outstanding Shares:

US\$1.4 Billion

November 12, 2008

Market Cap:

GA

Ticker:

November 1, 2007

NYSE IPO:

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
Key Operational and
Financial Highlights
Key Operational and

Financial Highlights

©

2008 Giant Interactive Group, Inc. All Rights Reserved

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
6
Key Quarterly Operating Metrics
Key Quarterly Operating Metrics

Active Paying Accounts (APA)

1,405

1,447

937

1,760

986

1,248

1,318

0

200

400

600

800

1,000

1,200

1,400

1,600

1,800

1Q07

2Q07

3Q07

4Q07

1Q08

2Q08

3Q08

282

286

325

309

305

295

320

0

50

100

150

200

250

300

350

400

1Q07

2Q07

3Q07

4Q07

1Q08

2Q08

3Q08

Average Revenue per User (ARPU)

3Q08 figures include *ZT Online*, *ZT Online PTP*, *ZT Online Classic Edition*, and *Giant Online*

4Q07
to
2Q08
figures
include
ZT
ZT
Online
PTP
and
Giant
Online
Before
4Q07,
all
figures
are
ZT
Online
only
Average Concurrent Users (ACU)
512
543
450
620
546
481
515
0
100
200
300
400
500
600
700
1Q07
2Q07
3Q07
4Q07
1Q08
2Q08
3Q08
Peak Concurrent Users (PCU)
1,073
888
983
2,339
1,578
1,646

874
0
500
1,000
1,500
2,000
2,500
1Q07
2Q07
3Q07
4Q07
1Q08
2Q08
3Q08
Online,

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
7
Strong Profitability and High Margins
Strong Profitability and High Margins

Net Income

45.8

19.7

32.6

51.1

48.3

38.7

34.7

0

10

20

30

40

50

60

1Q07

2Q07

3Q07

4Q07

1Q08

2Q08

3Q08

59.6

39.1

48.6

54.1

67.3

73.6

41.7

0

10

20

30

40

50

60

70

80

1Q07

2Q07

3Q07

4Q07

1Q08

2Q08

3Q08

Net Revenue

Gross Profit Margin

85.7%

91.2%

88.6%

89.2%
88.8%
89.6%
80.1%
60%
65%
70%
75%
80%
85%
90%
95%
1Q07
2Q07
3Q07
4Q07
1Q08
2Q08
3Q08
Net Income Margin
76.8%
50.6%
71.4%
71.6%
71.8%
69.5%
78.2%
30%
35%
40%
45%
50%
55%
60%
65%
70%
75%
80%
1Q07
2Q07
3Q07
4Q07
1Q08
2Q08
3Q08

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
8
Q3 2008 Key Financial Highlights
Q3 2008 Key Financial Highlights

-56%
0.18
-60%
0.20
0.08
Diluted EPS (US\$)
-58%
0.19
-62%
0.21
0.08
Basic EPS (US\$)
Y-o-Y
%
Q3 2007
US\$
Q-o-Q
%
Q2 2008
US\$
Q3 2008
RMB
Q3 2008
US\$
-61%
1.44
-61%
1.45
0.56
Basic EPS (RMB)
1.40
351
328
119
447
58
505
Q2 2008
RMB
19.7
15.5
15.8
31.3
7.8
39.1
Q3 2008
US\$
0.54
134
105

107
213
53
265
Q3 2008
RMB
1.38
290
290
70
360
45
405
Q3 2007
RMB
-61%
-61%
Diluted EPS (RMB)
-54%
-62%
Net Income
-64%
-68%
Income from Operations
53%
-10%
Operating Expenses
-41%
-53%
Gross Profit
16%
9%
Cost of Services
-35%
-48%
Total Net Revenue
Y-o-Y
%
Q-o-Q
%
(In millions, except EPS data)

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
9
Solid Balance Sheet
Solid Balance Sheet

6,200
5,465
735
735
6,200
5,932
1,834
June 30,
2008
RMB
903
804
99
99
903
858
376
September
30, 2008
US\$
6,130
5,459
671
671
6,130
5,827
2,554
September
30, 2008
RMB
6,306
Shareholders
Equity
7,588
Total Liability and Shareholders
Equity
1,282
Total Liabilities
1,282
Current Liabilities
7,588
Total Assets
7,374
Current Assets
7,296
Cash
December
31, 2007
RMB
(In millions)

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
Business Operation Updates
Business Operation Updates
©

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
11
Recent Business Highlights
Recent Business Highlights

Continued optimizing *Giant Online*
features; new
version expected toward the end
of 2008

ZT
Online
players
adapting
to
monetization
adjustment;

ZT
Online
launched
in
Vietnam in September 2008
Empire of Sports
being localized with additional security features for the Chinese
market; closed beta testing in China expected to begin in first quarter 2009
51.com transaction closed on July 14, 2008

1
1
3
3
4
4
2
2
5
5

ZT Online Classic
launched into open beta testing on September 28, 2008; PCU has
exceeded 200,000 and continues to improve

6
6
As
of
September
30,
2008,
Giant
has
repurchased
4,206,700
ADSs
for total
consideration

of US\$31.5 million, out of the \$150 million share repurchase program

7
7

King
of
Kings III
initiated a small scale beta test in Taiwan at the end of September
2008;
closed
beta
testing
launch
in
China
on
track
for
the
first
quarter 2009

Table of Contents

12

Stabilizing Marketing Efforts in Q3 '08

Over 520 liaison offices

Over 2,500 dedicated liaison personnel

Over 270 distributors

116,500 retail outlets

Penetration of all large cities and almost all provinces in

China

Focus on penetrating medium / small cities with

continued Internet and on-site promotional events

Reduced advertising costs associated with the revised

monetization features of *ZT Online*

Q3 2008 Marketing and Distribution

Network

Q3 2008 Marketing and Distribution

Network

Maximize

Player

Awareness

and

Game

Recognition

to

Improve

Penetration

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
Appendices
Appendices
©

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
14
Leading Chinese online game
developer and operator

PCU of 2.3 million and ACU of 620 thousand

RMB285.9 ARPU with 1.8 million

APA

Proven revenue model with high profitability

Broaden Player Base

Broaden Player Base

Expand Community Size

Expand Community Size

Reinforce User Stickiness

Reinforce User Stickiness

Extend Game Lifecycles

Extend Game Lifecycles

Strategic Investment

51.com

Strategic Investment

51.com

Giant Interactive Group

51.com

Leading Chinese online social networking service provider with large community

120 million registered users

31.5 million monthly unique visitors

350 million average daily page views

US\$51 million

25% stake

Long-term

Strategic

Goals

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
15
Rationale:
Optimize pricing structure and extend game

lifecycle

Action:

Rebalance in-game promotional items and daily consumption

Enabled various players of different spending behavior to better achieve their respective game experiences and goals

Expected Long-Term Outcome:

Reduced ARPU

Increased APA

Enhanced Monetization Structure

Enhanced Monetization Structure

Revised Monetization Structure in ZT Online

May

Have

Short-Term

Variability

within

Online

Game

Revenue,

but

the

Long-Term

Benefits

Include

Expanded

Player

Base

and

Enhanced

Player

Loyalties

Table of Contents

©
2008 Giant Interactive Group, Inc. All Rights Reserved
16

Eliminate in-game promotional items

Restores in-game monetization features from 2006

Operates concurrently and independently of ZT Online

Further segment ZT Online's user base

Launched ZT Online Classic Edition

Targeting former players who preferred monetization characteristics of ZT Online in 2006

Market Segmentation Strategy

Market Segmentation Strategy

Table of Contents

HK000NN7
NYSE: GA
Thank you
www.ga-me.com
NYSE: GA

Thank you
www.ga-me.com