



Title: Harry Potter: Magic Awakened

Developer: NetEase Games

Publisher: NetEase Games & Warner Bros. Games.

Platform: Cross-platform game for PC / iOS / Android

Genre: immersive Collectible Card Role-Playing game (CCG/RPG)

Social Platform: <https://www.facebook.com/harrypotterMA.en>

Website: www.harrypottermagicawakened.com/global

Release Date: TBD

I - BASIC INTRODUCTION

* The game was initially launched in Greater China markets and has achieved unprecedented success.

- Topped the App Store grossing ranking list (Chinese mainland, Hong Kong, Macau and Taiwan regions).
- Topped the Google Play Store grossing ranking list (Chinese mainland, Hong Kong, Macau and Taiwan regions).
- NetEase Games' first Wizarding World game, reaching 50 million downloads in the greater China areas.
- Google Play Best Game 2021 (Taiwan)
- Google Play Users' Choice Game 2021 (Taiwan)
- Google Play Best for Tablets 2021 (Taiwan and Hong Kong)
- Google Play Best Game Changers 2021 (Taiwan and Hong Kong)

II – GAME INTRODUCTION

The wizarding world awaits you in your own illustrious wizarding journey.

Harry Potter: Magic Awakened is an immersive collectible card (CCG) and role-playing (RPG) wizarding dueling game, available on iOS / Android and PC that invites players to a magical world experience.

In *Harry Potter: Magic Awakened*, players will begin as young witches and wizards who have just received their acceptance letters to Hogwarts School of Witchcraft and Wizardry. Fans can customize their own character and go on to experience all the hallmarks of a magical education including purchasing school supplies at Diagon Alley, wearing the Sorting Hat to be sorted into a House and competing in the Dueling Club.

Witches and wizards will also embark on a riveting new story, featuring familiar faces from the original Harry Potter series and new characters alike. As players progress, they will learn spells and charms. Players need to accumulate magical knowledge to master these spells and devise unique strategies as they venture through increasingly challenging trials, duel other players and master the magic in their own illustrious wizarding journey.



III – KEY FEATURES

- Immerse into the Wizarding World
- Adventure through cinematic stories
- Start your school life at Hogwarts
- Master powerful spells and join breathtaking Wizard Duels
- Have fun in various classes
- Top-notch voiceovers to revive the Hogwarts experience
- Cross-platform gameplay (available on PC, iOS and Android)

TRUST |

Convey to the audience that this is an officially licensed Portkey Game capable of delivering the premium Wizarding World experience fans expect.

LIVE YOUR HOGWARTS EXPERIENCE |

Attend Hogwarts, learn to master magic, explore the wizarding world, make friends, and challenge each other in wizard duels.

EXPLORE THE WIZARDING WORLD |

Bring favorite characters, beasts, and locations of the wizarding world to life like never seen before with an impressive and unique art style.

DELIVER A MAGIC EXPERIENCE |

Create unprecedented and premium magical experiences and storytelling that brings new

audiences into the franchise through Portkey Games.

INNOVATIVE GAMEPLAY |

Offer a thrillingly fresh card gameplay with cutting-edge graphics, real-time PvP combat, innovative dueling modes, interactive cutscenes, and RPG strategy gameplay elements.

COMMUNITY ENGAGEMENT |

Establish friendships in-game, on social media & offline. Keep the audience engaged for the long-term by allowing them to experience the magic together.

* The game will be launched globally, providing worldwide audience with a wizarding world with infinite possibilities empowered by magic.