



Auction gameplay has achieved commercial success on Steam

BidKing: peak reach and later commercial results

Metric and period	Publicly reported figures
All-time peak concurrent players	57,450 players
Peak concurrent players, Aug 2026	13,946 players
First-month unit sales (estimate)	Over 1.1M copies



Gross revenue reported in August: approx. US\$10.4 million

Similar auction mini-games rank among China's top sellers

No. 21

Jule Da Wanjia
Best-ever WeChat mini-game grossing rank

Product metric	Jule Da Wanjia: public results
Douyin mini-game popularity chart	Peak No. 12 (as of 3 Sep)
WeChat mini-game grossing chart	Entered on 5 Aug 2026



Win ultra-rare items and big in-game profits



HIGHEST BID

You

800,000

1	You	800,000
2	Lina	350,000
3	Vale	310,000
4	Oz	260,000

Winning bid

800K

Net in-game gain

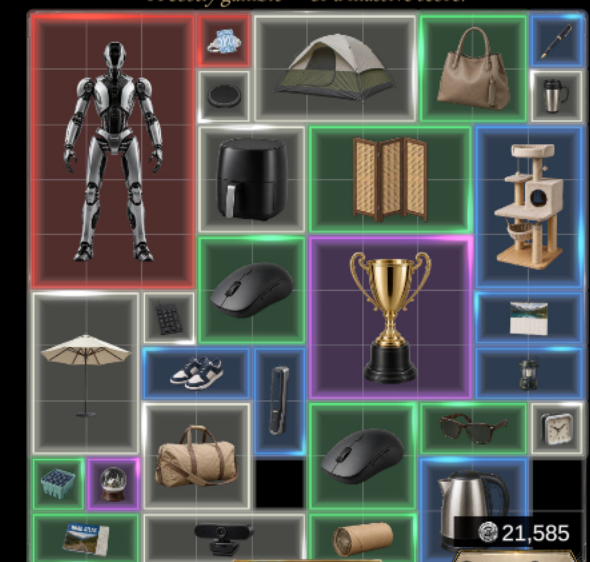
27.207M

In-game silver

Player c4bec564 0 35,000,000 3000

AUCTION RESULTS

A costly gamble — or a massive score?



SUMMARY **QUICK SELL**

You **RUBY**

1 Rounds

FINAL BID 800,000

LOOT 28,006,773

NET PROFIT 27,206,773

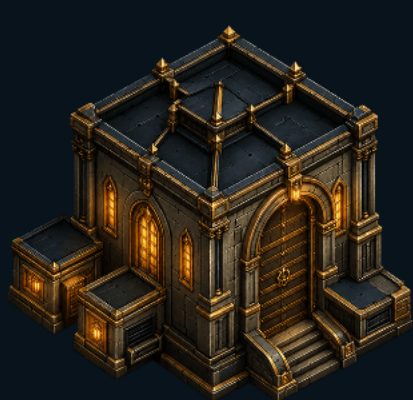
TOP FINDS

23,000,000	4,985,188	5,447	5,269	1,198
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CONTINUE



Property ownership adds a distinctive long-term loop



Starter property



Manor



Grand palace

A rich cast with plenty of ways to customize

Different characters, multiple skins each

Cosmetics: frames, titles and emotes

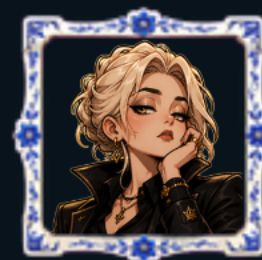


Ruby · Default

Ruby · Skin 2

Damian

Naomi



Titles



Emotes



Our purchase journey connects top-ups to benefits

Top Up · Buy gold



\$0.99-\$99.99

BP · Battle Pass



Upgrade: 300 in-game gold

Monthly membership



USD 9.99

30 days · \$9.99

Rewarded ads and paid perks diversify revenue

Rewarded ads



Watch an ad, earn 5 gold

Optional viewing
Claim once per day

Ad-free benefit



\$9.99 · Permanent

Skip rewarded ads on the account
and claim rewards directly

Special Deals



Bundles purchased with in-game gold

We see international potential in this proven gameplay model

The prototype and peers have reached scale

57,450

BidKing peak concurrent players
Steam worldwide · 25 Apr 2026

No. 21

Jule Da Wanjia
Best-ever WeChat mini-game
grossing rank

Reviews remain concentrated in Chinese

98.0%

BidKing reviews in Simplified Chinese
22,877 / 23,340 · 10 Sep 2026

Already supports 14 interface languages

Our thesis: strategy, bargain hunting and collecting travel across cultures

Test target markets to validate profit potential

Designed for international players from day one

Western collectibles



Knight's armor



Classical violin



Vintage American neon sign

Distinctive characters



Ruby



Damian



Adrian



Naomi

European manors and palaces



Whitestone Manor



Grand palace

The product is ready for small-scale commercial tests

Distribution	Current status
Google Play	Live and playable
App Store	Planned next
TapTap International	Integrated; preparing release
Localization	10 selectable languages and localized content

Ongoing team support

Product and content development

Gameplay assets and build support

Localization and analytics integration

Use of initial funding

Validate analytics and payments → Create acquisition assets → Run capped-budget tests → Scale based on returns

Any one of these partnerships is a starting point

We welcome support in any one of these areas

Full publishing support

Positioning, live operations, acquisition and monetization

Initial market testing

Test retention, spending and acquisition performance

Local publishing in selected markets

Localize and launch through regional channels

Strategic collaboration

Explore product direction, resources and partnership models

Gillian

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Email only

[Play on Google Play](#)

[Partnership details](#)

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