

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

GRAVITY Co., Ltd.  
Form SC 13G  
October 11, 2005

SECURITIES & EXCHANGE COMMISSION  
Washington, D.C. 20549  
-----

SCHEDULE 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b), (c) AND (d) AND AMENDMENTS THERETO FILED  
PURSUANT TO 13d-2(b)

(Amendment No. \_\_\_)\*

GRAVITY CO., LTD.  
(Name of Issuer)

Common Stock, Par Value Won 500 Per Share  
(Title of Class of Securities)

38911N107  
(CUSIP Number)

September 30, 2005  
(Date of event which requires filing of this statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule 13G is filed:

- Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

(Page 1 of 11 Pages)

-----  
\*The remainder of this cover page shall be filled out for a reporting  
person's initial filing on this form with respect to the subject class of  
securities, and for any subsequent amendment containing information which would  
alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be  
deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act  
of 1934 ("Act") or otherwise subject to the liabilities of that section of the  
Act but shall be subject to all other provisions of the Act (however, see the  
Notes).

CUSIP No. 38911N107

13G

Page 2 of 11 Pages

-----  
(1) NAMES OF REPORTING PERSONS

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY)  
Moon Capital Master Fund Ltd.

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a)   
(b)

-----

(3) SEC USE ONLY

-----

(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware

-----

NUMBER OF (5) SOLE VOTING POWER -0-  
SHARES -----

BENEFICIALLY (6) SHARED VOTING POWER 1,518,200  
OWNED BY -----

EACH (7) SOLE DISPOSITIVE POWER -0-  
REPORTING -----

PERSON WITH (8) SHARED DISPOSITIVE POWER 1,518,200  
-----

(9) AGGREGATE AMOUNT BENEFICIALLY OWNED  
BY EACH REPORTING PERSON -0-  
-----

(10) CHECK BOX IF THE AGGREGATE AMOUNT  
IN ROW (9) EXCLUDES CERTAIN SHARES \*\*

-----

(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9) 5.5%  
-----

(12) TYPE OF REPORTING PERSON \*\*  
CO  
-----

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 38911N107

13G

Page 3 of 11 Pages

-----

(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY)  
Moon Capital Management LP

-----

(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\* (a)   
(b)

-----

(3) SEC USE ONLY

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

-----  
(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware  
-----  
NUMBER OF (5) SOLE VOTING POWER  
SHARES ----- -0-  
-----  
BENEFICIALLY (6) SHARED VOTING POWER  
OWNED BY ----- 1,518,200  
-----  
EACH (7) SOLE DISPOSITIVE POWER  
REPORTING ----- -0-  
-----  
PERSON WITH (8) SHARED DISPOSITIVE POWER  
----- 1,518,200  
-----  
(9) AGGREGATE AMOUNT BENEFICIALLY OWNED  
BY EACH REPORTING PERSON  
----- -0-  
-----  
(10) CHECK BOX IF THE AGGREGATE AMOUNT  
IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]  
-----  
(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9)  
----- 5.5%  
-----  
(12) TYPE OF REPORTING PERSON \*\*  
----- PN  
-----

-----  
\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!  
-----

CUSIP No. 38911N107

13G

Page 4 of 11 Pages

-----  
(1) NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO.  
OF ABOVE PERSONS (ENTITIES ONLY)  
JWM Capital LLC  
-----  
(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP \*\*  
(a) [X]  
(b) [ ]  
-----  
(3) SEC USE ONLY  
-----  
(4) CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware  
-----  
NUMBER OF (5) SOLE VOTING POWER  
SHARES ----- -0-  
-----  
BENEFICIALLY (6) SHARED VOTING POWER

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

|             |  |                          |           |
|-------------|--|--------------------------|-----------|
| OWNED BY    |  | 1,518,200                |           |
| -----       |  |                          |           |
| EACH        | (7)  | SOLE DISPOSITIVE POWER   | -0-       |
| REPORTING   |  |                          | -----     |
| PERSON WITH | (8)  | SHARED DISPOSITIVE POWER | 1,518,200 |
| -----       |  |                          |           |
| (9)         | AGGREGATE AMOUNT BENEFICIALLY OWNED<br>BY EACH REPORTING PERSON            |                          | -0-       |
| -----       |  |                          |           |
| (10)        | CHECK BOX IF THE AGGREGATE AMOUNT<br>IN ROW (9) EXCLUDES CERTAIN SHARES ** |                          | [ ]       |
| -----       |  |                          |           |
| (11)        | PERCENT OF CLASS REPRESENTED<br>BY AMOUNT IN ROW (9)                       |                          | 5.5%      |
| -----       |  |                          |           |
| (12)        | TYPE OF REPORTING PERSON **  |                          | 00        |
| -----       |  |                          |           |

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 38911N107

13G

Page 5 of 11 Pages

|              |   |                          |                    |
|--------------|---|--------------------------|--------------------|
| (1)          | NAMES OF REPORTING PERSONS<br>I.R.S. IDENTIFICATION NO.<br>OF ABOVE PERSONS (ENTITIES ONLY)<br>John W. Moon |                          |                    |
| -----        |   |                          |                    |
| (2)          | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP **   |                          | (a) [X]<br>(b) [ ] |
| -----        |   |                          |                    |
| (3)          | SEC USE ONLY  |                          |                    |
| -----        |   |                          |                    |
| (4)          | CITIZENSHIP OR PLACE OF ORGANIZATION<br>United States of America  |                          |                    |
| -----        |   |                          |                    |
| NUMBER OF    | (5)   | SOLE VOTING POWER        | -0-                |
| SHARES       |   |                          | -----              |
| BENEFICIALLY | (6)   | SHARED VOTING POWER      | 1,518,200          |
| OWNED BY     |   |                          | -----              |
| EACH         | (7)   | SOLE DISPOSITIVE POWER   | -0-                |
| REPORTING    |   |                          | -----              |
| PERSON WITH  | (8)   | SHARED DISPOSITIVE POWER | 1,518,200          |
| -----        |   |                          |                    |

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

-----  
(9) AGGREGATE AMOUNT BENEFICIALLY OWNED  
BY EACH REPORTING PERSON  
-0-  
-----  
(10) CHECK BOX IF THE AGGREGATE AMOUNT  
IN ROW (9) EXCLUDES CERTAIN SHARES \*\* [ ]  
-----  
(11) PERCENT OF CLASS REPRESENTED  
BY AMOUNT IN ROW (9)  
5.5%  
-----  
(12) TYPE OF REPORTING PERSON \*\*  
IN  
-----

\*\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 38911N107

13G

Page 6 of 11 Pages

Item 1(a). Name of Issuer:

The name of the issuer is GRAVITY Co., Ltd. (the "Company").

Item 1(b). Address of Issuer's Principal Executive Offices:

The Company's principal executive office is located at Shingu Building,  
620-2 Shinsa-dong, Gangnam-gu, Seoul 135-894 Korea

Item 2(a). Name of Person Filing:

This statement is filed by:

- (i) Moon Capital Master Fund Ltd., a Cayman Islands exempted company (the "Master Fund"), with respect to shares of Common Stock (as defined in Item 2(d) below) directly owned by it;
- (ii) Moon Capital Management LP, a Delaware limited partnership (the "Investment Manager"), which serves as the investment manager of the Master Fund, with respect to shares of Common Stock directly owned by the Master Fund;
- (iii) JWM Capital LLC, a Delaware limited liability company (the "IM GP"), which serves as the general partner to the Investment Manager, with respect to shares of Common Stock directly owned by the Master Fund;
- (iv) Mr. John W. Moon ("Mr. Moon"), who serves as the managing member of the IMGP with respect to shares of Common Stock directly owned by the Master Fund.

The Master Fund, the Investment Manager, the IMGP and Mr. Moon are hereinafter sometimes collectively referred to as the "Reporting Persons." Any disclosures herein with respect to persons other than the Reporting Persons are made on information and belief after making inquiry to the appropriate party.

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

CUSIP No. 38911N107

13G

Page 7 of 11 Pages

Item 2(b). Address of Principal Business Office or, if None, Residence:

The address of the business office of each of the Reporting Persons is 499 Park Avenue, 9th Floor, New York, NY 10022.

Item 2(c). Citizenship:

Each of the Investment Manager and the IMGP is organized under the laws of the State of Delaware. The Master Fund is organized under the laws of the Cayman Islands. Mr. Moon is a citizen of the United States of America.

Item 2(d). Title of Class of Securities:

Common Stock, par value Won 500 per share (the "Common Stock")

Item 2(e). CUSIP Number:

38911N107

Item 3. If this statement is filed pursuant to Rules 13d-1(b) or 13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act,
- (b)  Bank as defined in Section 3(a)(6) of the Act,
- (c)  Insurance Company as defined in Section 3(a)(19) of the Act,
- (d)  Investment Company registered under Section 8 of the Investment Company Act of 1940,
- (e)  Investment Adviser in accordance with Rule 13d-1(b)(1)(ii)(E),
- (f)  Employee Benefit Plan or Endowment Fund in accordance with Rule 13d-1(b)(1)(ii)(F),
- (g)  Parent Holding Company or control person in accordance with Rule 13d-1(b)(1)(ii)(G),
- (h)  Savings Association as defined in Section 3(b) of the Federal Deposit Insurance Act,
- (i)  Church Plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940,
- (j)  Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

If this statement is filed pursuant to 13d-1(c), check this box:

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

CUSIP No. 38911N107

13G

Page 8 of 11 Pages

Item 4. Ownership.

A. Moon Capital Master Fund Ltd.

(a) Amount beneficially owned: 1,518,200

The percentages used herein and in the rest of this Schedule 13G are calculated based upon the 27,796,000 shares of Common Stock issued and outstanding as of the date hereof as published by Bloomberg Financial Markets, including through American depository shares.

(b) Percent of class: 5.5%

(c) Number of shares as to which such person has:

(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,518,200

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,518,200

B. Moon Capital Management LP

(a) Amount beneficially owned: 1,518,200

(b) Percent of class: 5.5%

(c) Number of shares as to which such person has:

(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,518,200

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,518,200

C. JWM Capital LLC

(a) Amount beneficially owned: 1,518,200

(b) Percent of class: 5.5%

(c) Number of shares as to which such person has:

(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,518,200

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,518,200

D. Mr. John W. Moon

(a) Amount beneficially owned: 1,518,200

(b) Percent of class: 5.5%

(c) Number of shares as to which such person has:

(i) Sole power to vote or direct the vote: -0-

(ii) Shared power to vote or direct the vote: 1,518,200

(iii) Sole power to dispose or direct the disposition: -0-

(iv) Shared power to dispose or direct the disposition: 1,518,200

CUSIP No. 38911N107

13G

Page 9 of 11 Pages

Item 5. Ownership of Five Percent or Less of a Class.

Not applicable.

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

Not applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

See Item 2.

Item 9. Notice of Dissolution of Group.

Not applicable.

CUSIP No. 38911N107

13G

Page 10 of 11 Pages

Item 10. Certification.

Each of the Reporting Persons hereby makes the following certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

DATED: October 11, 2005

/S/ JOHN W. MOON

-----  
John W. Moon,  
individually and as managing member of JWM  
Capital LLC, for itself and as the general  
partner of Moon Capital Management LP, for  
itself and as the investment manager of Moon  
Capital Master Fund Ltd.

CUSIP No. 38911N107

13G

Page 11 of 11 Pages

EXHIBIT 1

JOINT ACQUISITION STATEMENT



Edgar Filing: GRAVITY Co., Ltd. - Form SC 13G

PURSUANT TO RULE 13d-1(k)

The undersigned acknowledge and agree that the foregoing statement on Schedule 13G, is filed on behalf of each of the undersigned and that all subsequent amendments to this statement on Schedule 13G, shall be filed on behalf of each of the undersigned without the necessity of filing additional joint acquisition statements. The undersigned acknowledge that each shall be responsible for the timely filing of such amendments, and for the completeness and accuracy of the information concerning him or it contained therein, but shall not be responsible for the completeness and accuracy of the information concerning the others, except to the extent that he or it knows or has reason to believe that such information is inaccurate.

DATED: October 11, 2005

/S/ JOHN W. MOON

-----  
John W. Moon,  
individually and as managing member of JWM  
Capital LLC, for itself and as the general  
partner of Moon Capital Management LP, for  
itself and as the investment manager of Moon  
Capital Master Fund Ltd.