



iCandy Interactive Limited
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Australia

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CORPORATE ANNOUNCEMENT

iCandy Interactive (ASX:ICI) sees its 2016 revenue surge by 838%

- Revenue for Financial Year Ending 31 December 2016 Surges 838% to A\$1,446,319
- The Group recorded a higher net loss of A\$578,449
- The management attributes the huge jump of revenue to business model of the Group that is now gaining traction.

ASX-listed iCandy Interactive Ltd (ASX:ICI) ("iCandy" or the "Group"), the first mobile games studio in Southeast Asia to go public, has today announced its unaudited financial report for the financial year ending 31 December 2016: most notably, Revenue for the Group surges 838% to A\$1,446,319, compared to A\$154,246 for the previous year. The Group registered a net loss of A\$578,449 for the year 2016.

iCandy Interactive's management attributes the huge jump in revenue to the Group's business model of developing and publishing mid-core puzzle action games that is now gaining traction. The management believes that with more than 18 million downloads, to date, of its mobile games, the Group can better monetise its games through in-app purchase and digital advertising, thanks to iCandy Interactive's large user base.

"Through experience as well as data analytics, we have now gained a better understanding of monetisation design of mobile games. We will see continuous improvement of this monetization capability within the Group" said Kin-Wai Lau, Chairman of iCandy Interactive.

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iCandy Interactive's Alien Path recently made its way across the world with its global launch. Like Crab War, the new mobile game has been featured by Google Play and Apple App Store across more than 30 countries, including major markets like USA, China, United Kingdom and Australia.

About iCandy Interactive

iCandy Interactive Ltd (ASX:ICI) is an Australian incorporated public company, with as core business the development and publishing of games for mobile devices. It also provides digital advertising services for various smartphone platforms.

Specialising in action-packed puzzle games, iCandy Interactive has published titles that have achieved over 18 million cumulative downloads (from Google Play and the App Store).

One of the market leaders in the region, with subsidiaries in Malaysia, Singapore and Indonesia (including the award-winning games studio Appxplore), iCandy Interactive has stretched its success beyond the borders of Southeast Asia: several of its titles, such as Crab War, Mobfish Hunters and Caveboy's Escape, have been recommended as Best New Games in more than 15 countries across North America and Australasia.

For more info, visit www.icandy.io

For further question on this release, please contact:

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