



ASX: ICI

## Southeast Asia's Leading Mobile Game Company

Investor Presentation: Southeast Asia Investor Roadshow  
Jun 2017



# Disclaimer

The information contained in this document (this "Presentation") or any revision thereof, or of any other written or oral information made or to be made available to any Recipient or their advisers (all such information being referred to as "Information") has been prepared by iCandy Interactive Ltd, an Australian corporation (the "Company"). This Presentation is being provided to persons ("Recipients") who may wish to participate in one or more transactions designed by the Company to fulfill its business plans. Recipients are advised to read the Company's financing legal documents which includes a more detailed explanation of the Company's business plans and certain identified Risk Factors.

This presentation contains forward-looking statements and information, and words such as "will", "anticipates", "believes", "expects", "estimates" and words of similar meaning are generally intended to identify forward looking statements. These forward-looking statements are subject to risks, uncertainties, assumptions and other factors that could cause actual results and outcomes to differ materially from those expressed or implied by the forward looking statements.

While the Information contained herein has been prepared in good faith, neither the Company nor any of its shareholders, directors, officers, agents, employees or advisers give, have given or have authority to give, any representation or warranties (express or implied) as to, or in relation to, the accuracy, reliability or completeness of the Information contained within this Presentation, and liability therefore is expressly disclaimed.

The distribution of this Presentation in or to persons subject to other jurisdictions may be restricted by law and Recipients into whose possession this Presentation comes should inform themselves about, and observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the laws of the relevant jurisdiction.

# Executive Summary

1. We are a leader in Southeast Asia's Mobile Games Market



ASX:ICI  
1<sup>st</sup> SEA listed  
smartphone game  
company

836%  
y-o-y  
rev. growth 2016

2. A consolidator that acquires the most capable GAME STUDIOS in the region.



Editor's Choice



Top Developer



3. That provides unparalleled access to the regional and international ecosystem



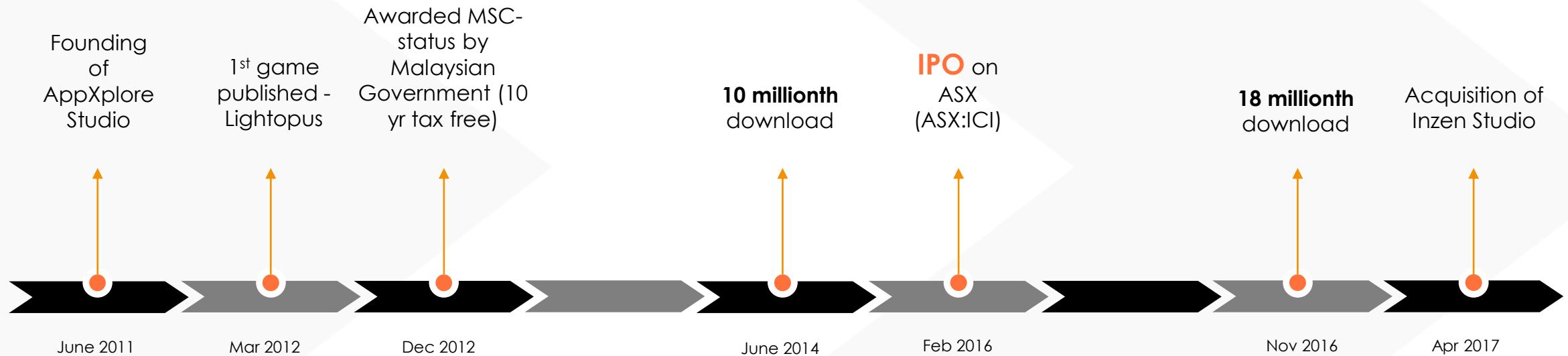
from Southeast Asia

Office  
or Partnership

Our Userbase  
Concentration

# Our Corporate History

For personal use only



# We have built an End to End Value-Chain



## Incubation Programs



- Consulting Fees (Governments)
- Rights to co-develop
- Rights to publish



## Game Development



- Advertising
- In-App Purchases
- Licensing of Games Engine



## Game Publishing



- Revenue-share
- Games Operation Fee

# Through our Business Units

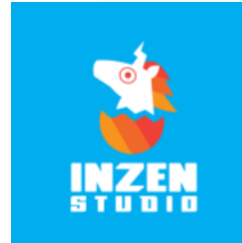


## iCandy Ventures

Country: Singapore/ Indonesia

Core activities:

- Game Publishing
- Game Engine Licensing
- Mobile Advertising



## Inzen Studio

Country: Singapore / China

Core activities:

- Game Publishing in China
- Game Development
- Incubation Programs



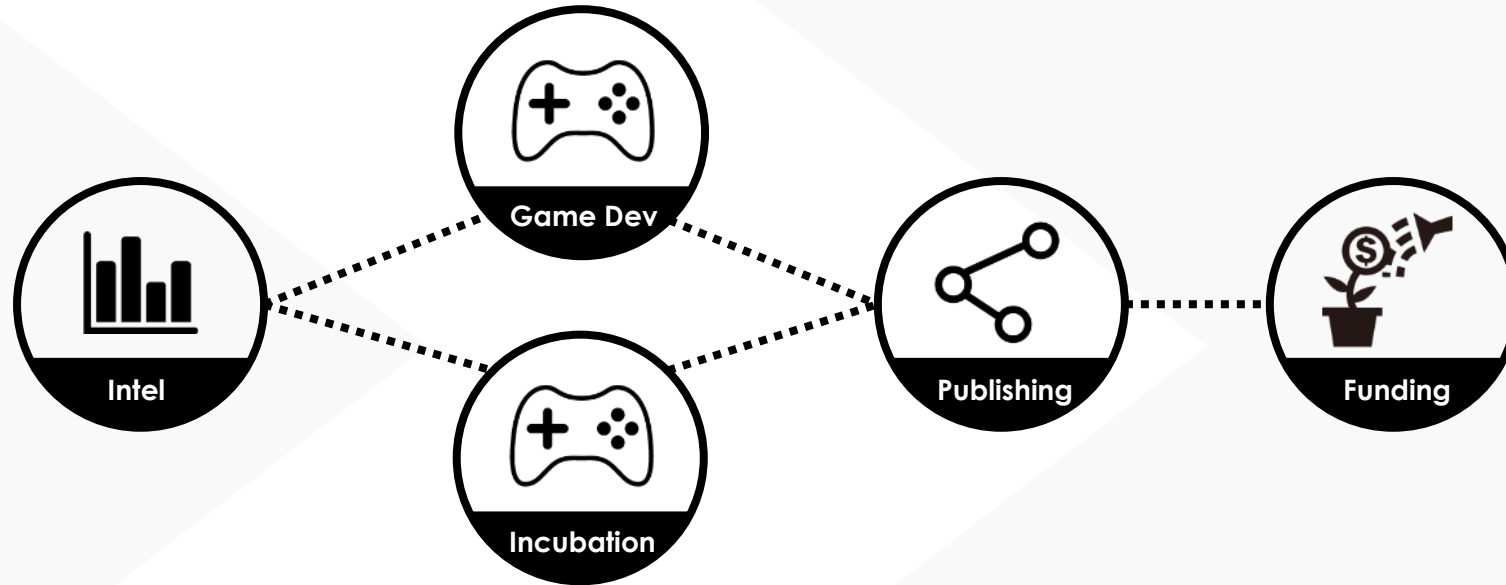
## AppXplore

Country: Malaysia

Core activities:

- Game Development
- Game Publishing

# With the mission to consolidate and grow the **Best Studios in Southeast Asia**



Our strengths enable us to build an **End to End Ecosystem in South East Asia**, where we consolidate and grow the best of the best in the Games Industry.



# And connect them with our Global Network of players and games

20,000,000

Existing install base

Connecting with a global audience with quality content from Southeast Asia





# We have unparalleled access to resources via Strategic Shareholders



**China's Top-3 Internet Company**

- Baidu, NASDAQ-listed, market cap of USD60b
- Baidu Games, operates one of China's top appstores
- Strategic partnership to co-develop and co-publish games for Asia Pacific
- To work with iCandy to source for games from outside of China for publishing in China



**IncubateFund**

**Japan's top tech/game incubation fund**

- To connect companies within the Incubate Fund's network with strategic partners in China and SEA



**China's Mobile Games Developers Network**



**ASX-listed Venture Builder**

- Using a Co-entrepreneurship model to drive growth in funded companies.



**Singapore and Middle-East Based Accelerator**

# And a proficient leadership team: #1 Directors with strong track records



**Lau Kin Wai**  
Chairman

A tech entrepreneur who started at age 23, who took his company to IPO at 28, Kin-Wai has since taken 4 SEA tech companies public. This CEO of Singapore-headquartered venture builder Fatfish Internet Group is also the founding Director and investor of the Cellsafe Biotech Group, a fast growing regional stem cell cryogenic and therapeutic company with operations in 4 countries and a strong team of 120 employees.

Kin-Wai is an Engineering graduate from University of Manchester, who completed an MBA from University of Oxford.



**Robert Kolodziej**  
Non-Executive Director

An Advisor at Patersons Securities, who is also involved in an advisory role at the project management firm Kollins, Robert has over 20 years' experience in investment management. His extensive experience includes working in the property development sector specialising in due diligence and strategy, with Ernst & Young in the Property Trust area, while running a business specialising in eco-tourism. With expertise in investing in small capitalisation companies (especially in the technology and renewable sectors), he has been actively arranging transactions in the equity capital market.



**Donald Han Low**  
Non-Executive Director

Donald has served as CEO and as Director on the boards of several privately and publicly listed companies in Asia, Australia, and Europe, with interests in traditional businesses (agriculture, logistics, finance, mining, manufacturing, F&B) as well as new economy businesses (telecommunication, media & technology, internet). Donald has a Bachelor of Economics from University of Western, Australia.

# A proficient leadership team: #2 Veteran Industry Operators



**Gerald Tock**  
COO (Strategy and Partnerships)

Gerald leads strategic initiatives and partnerships within the iCandy Group and is the concurrent CEO of group company, Inzen Studio.

Before iCandy and Inzen, Gerald was the Head of Operations at the Singapore-MIT GAMBIT Game Lab, an initiative funded by the Singapore Government, in collaboration with the Massachusetts Institute of Technology (MIT) to incubate the next generation of games industry talents in Singapore. In addition, Gerald had operated 2 previous indie-game companies from startup through to commercialization (including the indie-hit game, Toribash). From 2006 to 2008, Gerald also worked with Singapore's Media Development Authority, to design, implement and lead games industry growth initiatives.

Gerald has a Bachelor of Commerce from the University of Adelaide



**Desmond Lee**  
COO (Operations)

Desmond leads development and publishing operations for the iCandy Group and is the concurrent CEO of group company, Appxplore

Desmond is a 15-year veteran in the creative industries. Prior to iCandy and Appxplore, he was the producer of Saladin – The Animated Series, 2011 nominee for the International Emmy Awards (Malaysia's first Emmy Award nomination). And before that, Desmond spent 5 years in the USA, working as a Multimedia Designer in Garmin International, Art Director in Digital Pipe Inc., and Streaming Media Specialist at Fantastic Corp.

Desmond has a Bachelor of Fine Arts (Computer Arts) from Academy of Art University, San Francisco.

# A proficient leadership team: #3 Veteran Industry Operators + Advisor



**Jenn Yu Lim**  
Chief Creative Officer

Jenn Yu provides design and design process direction at iCandy and he has been instrumental in setting the design template for some of the group's greatest hits.

Jenn Yu is also the co-founder of Appxplore and a highly skilled artist with more than 15 years' experience in conceptual drawing, 3D animation and game design.

One of the pioneers in the Malaysian gaming industry, in 2004 he helped Phoenix Game Studios develop Malaysia's first MMORPG game Fung Wan Online. In addition to having one of his 3D digital artworks featured in EXPOSÉ, Jenn-Yu has won numerous New Media awards during his career.



**Masahiko Honma**  
Strategic Advisor

Masahiko Honma is co-founder and general partner of Incubate Fund.

Incubate Fund is a Venture Capital Company dedicated to the investment and development of venture companies at the startup phase. Since the establishment of Incubate Capital Partners in 1999, Incubate Fund has operated funds totalling 269 million US\$ and invested in over 200 venture companies. Notable investments/exits include gumi, Pokelabo, Minnano Wedding, Sansan, Aiming and Axelmark.

Masahiko has 15 years working experiences at VC industry.

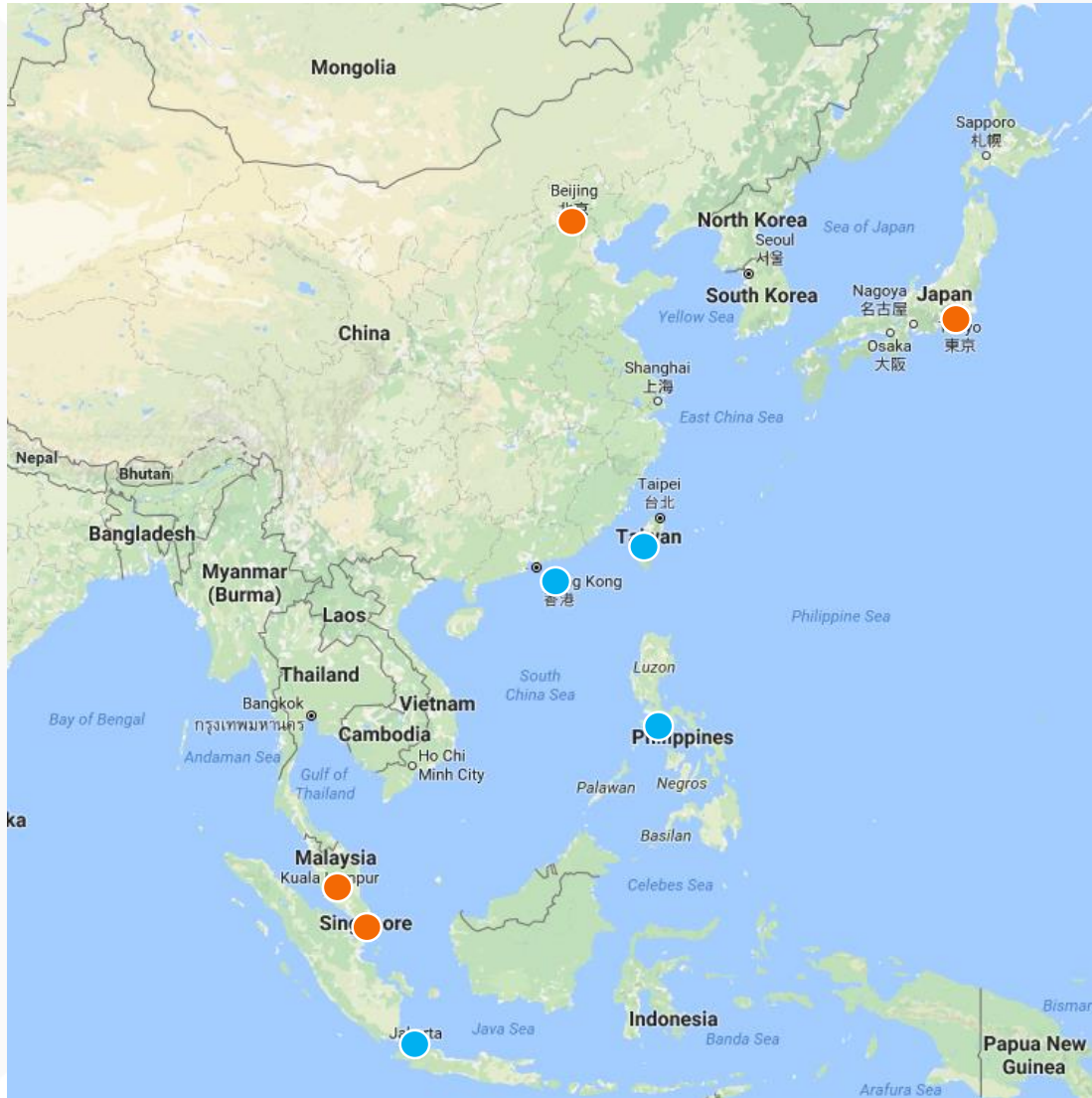
# Our Strategy

Steps	Why we do it
1. Establish a <b>sizeable user-base</b> in mature markets and generate sustainable income from those markets.	To grow a sizeable cash base from key markets.
2. <b>Pick the best studios</b> in Southeast Asia to acquire and groom them under the group collaboration structure.	To connect our player base with the best games
3. <b>Mine user-base for intel</b> to understand content and monetisation preferences: a) Use this to grow pipeline of developed games. b) And publish suitable games from 3 <sup>rd</sup> parties.	To enable our studios to make games that connect deeply with our player base

For personal use only



# Outcome: Consolidating the ecosystem in SEA and linking across markets



## ● Studios and Key Partners

Singapore:

- HQ
- Inzen Studio

Malaysia:

- Appxplore

Japan:

- Incubate Fund (Partner)

China:

- Baidu (Partner)

## ● Pending Partnerships

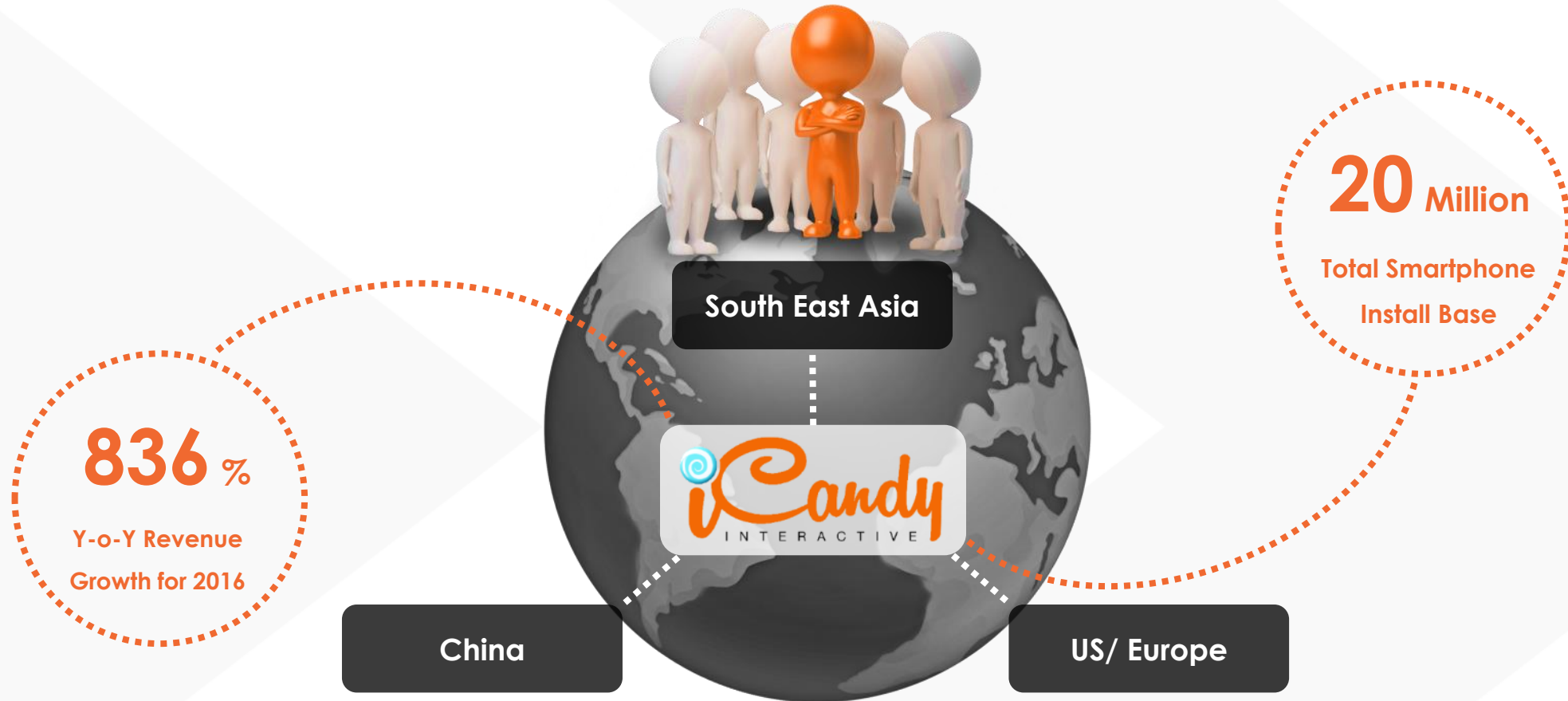
Taiwan: 1

Hong Kong: 1

Philippines: 1

Indonesia: 1

# Putting it all together: We are a Leader within Southeast Asia

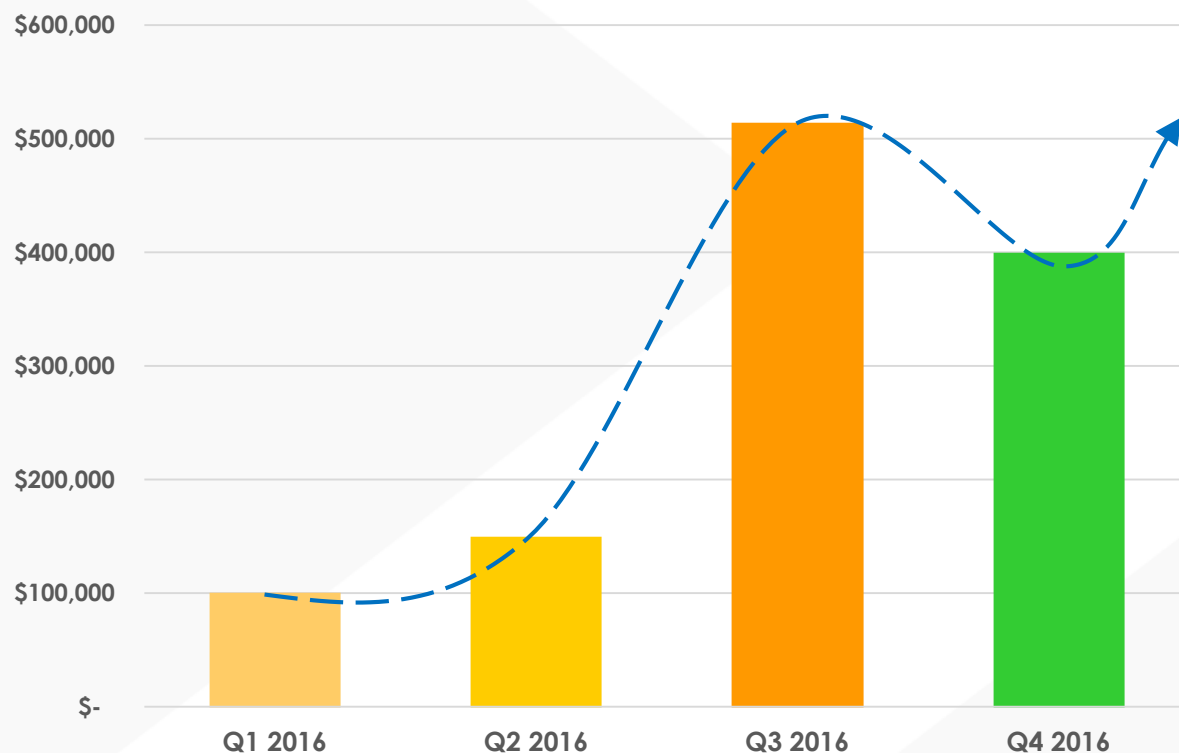


iCandy Interactive is a **well positioned Leader within South East Asia**,  
with strong access to Chinese and Western Markets.

# For Reference: Latest Financials

*We are clearly one of the fastest growing mobile games companies of Southeast Asia*

Unprecedented Revenue Growth in 2016



## Recent Operation Matrix:

Total no. of Installs (as of 15 <sup>th</sup> Feb 2017)	20.2 million
New Installs added in Q4, 2016	1.232,451
Estimated New Installs Run-rate	5 million p.a.
Revenue for FYE 31 Dec 2016	A\$ 1,130,566
Y-o-Y Revenue Growth	733 %
Profit / (Loss) for Financial Year	(A\$ 554,787)

# For Reference: Recent Games

## Dark Dot (Inzen Studio)



- Published Sep 2016
  - "Editor's Choice" on Google Play
  - Over 300,000 global installs
- 
- Draw, Resize and Rotate to manipulate your formation.
  - Collect, Upgrade or Evolve over 80 unique Darklets, each with their very own skills and power.

## Crab War (AppXplore)

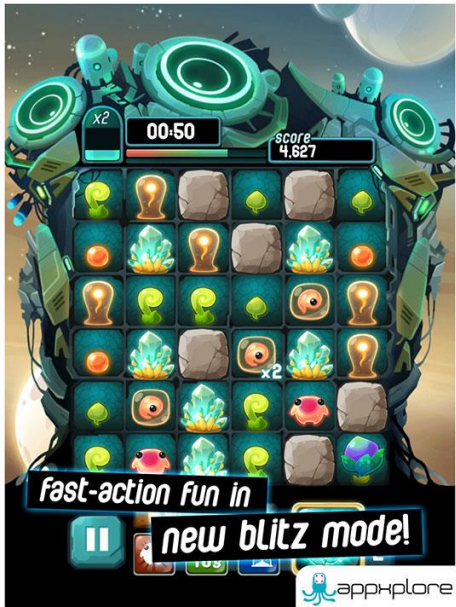


- Published May 2016
  - "Best Games of 2016" from Google Play
  - Over 3m global installs
  - Earning over A\$0.40 per install
- 
- Tap to spawn a variety of crabs
  - Evolve to 80 different crabs and 30 crab queens
  - Collect and upgrade skills



# For Reference: Recent Games

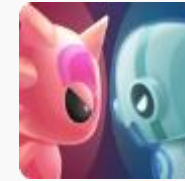
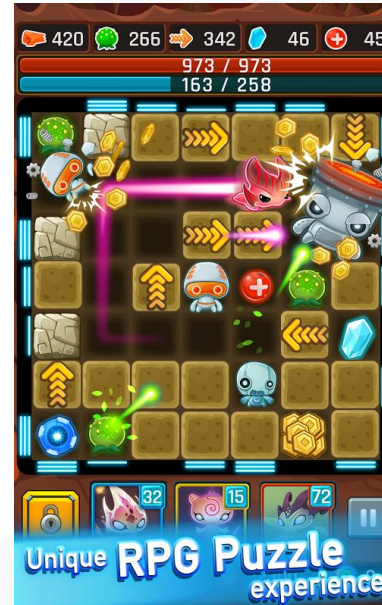
## Alien Hive (Appxplore)



- Launched Mar 2013
- Over 2m global installs
- Earning over A\$0.09 per install

- Match-3 with sliding tile puzzles for a game that feels both familiar and fresh.
- Swipe tiles to make matches – combine eggs to hatch cute baby aliens, and then help them fully evolve into Supreme Aliens!

## Alien Path (AppXplore)



- Launched Jan 2017
- Over 800k global installs
- Earning over A\$0.05 per install

- Unique action puzzle game
- Combines RPG, Puzzle, Path Planning and Strategy
- "My surprise of the week." - Eli Hodapp, TouchArcade



# For Reference: Upcoming Games

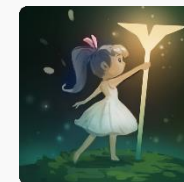
## Star Tap (Inzen)



- Early Access
- Scheduled for launch July 2017
- Over 60k installs
- ~A0.16 per install

- Tap to travel through Space
- Build Drones to collect Resources
- Upgrade Shuttle Abilities and go further
- Estimated Launch in June 2017

## Unannounced(AppXplore)



- New title inspired by Crab War
- Fresh take on a proven genre
- Launching July 2017



ASX: ICI



Thank You

lau@icandy.io