



ASX: ICI

ASX-listed Digital Entertainment
Company With Global Audiences

Investor Presentation
8 August 2018



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Cautionary Statement - Cryptocurrency

iCandy Interactive Limited (the “Company”) notes the following in relation to cryptocurrency-related business activities:

- I. Investment into cryptocurrencies is high risk in nature as cryptocurrencies are currently highly speculative
- II. Cryptocurrency-related businesses have a number of other risks factors, including but not limited to the following:
 - The development of new regulatory framework involving cryptocurrencies
 - Cryptocurrencies, cryptocurrency exchanges and its related topics of Initial Coin Offerings (ICO) have raised regulatory issues across multiple jurisdictions. A number of regulators have issued guidance on the relevance of their existing securities and financial services laws with regards to ICOs that have underlying cryptographic tokens that are securities or investment in nature.
 - The regulatory status of ICOs in some of these overseas jurisdictions is subject to potential changes and increasingly stringent regulatory oversight.
 - in many countries cryptocurrencies are subject to anti-money laundering and counter-terrorism funding legislations.
- III. For its cryptocurrency-related business activities ICI has and will always endeavour to the best of its ability to ensure that the Company and its subsidiaries comply with relevant local in-country regulatory requirement.

Company Overview – iCandy Interactive Limited



Founded in 2011, iCandy Interactive is a leading digital entertainment company that has been publicly traded on the ASX since 2016.

Our Mission

Providing consumers the best-in-class digital entertainment over mobile internet

Our Vision

Connecting culture through digital engagement

Company Overview – iCandy Interactive Limited

ASX Code : ICI

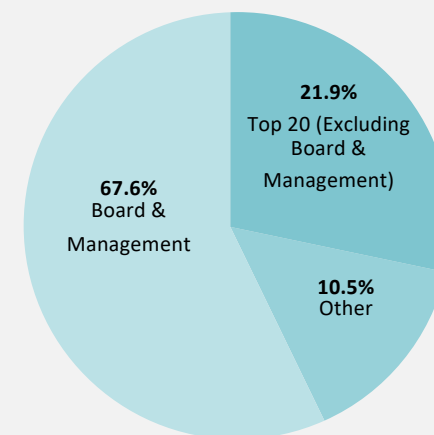
Incorporation Country	Australia
Ordinary Shares	302.2M
Listed Options (\$0.21)	30,533,333
Market Cap (@ \$0.073)	AUD \$22M
Cash (31 Mar 18)	AUD \$213,000*
Date of Incorporation	March 2015
Date of Listing	February 2016

* Excluding incoming US\$1m cash from eSports.com

Directors & Senior Management

Kin W. Lau	Chairman / Director
Phillip Lord	Executive Director
Masahiko Honma	Non-Executive Director
Robert Kolodziej	Non-Executive Director
Marcus Ungar	Non-Executive Director
Desmond Lee	Chief Operating Officer
Jenn Yu Lim	Chief Creative Officer

Shareholder Breakdown



Core Business

iCandy Interactive is a leading developer of high quality mobile games and digital entertainment products, that are customised to suit to local market and cultural needs.

Number of employees

57 and growing

Geographical Markets

- North America
- Europe
- North Asia (China, Japan)
- Southeast Asia
- Australia, New Zealand

Operation Locations

- Australia
- Singapore
- Malaysia
- Indonesia

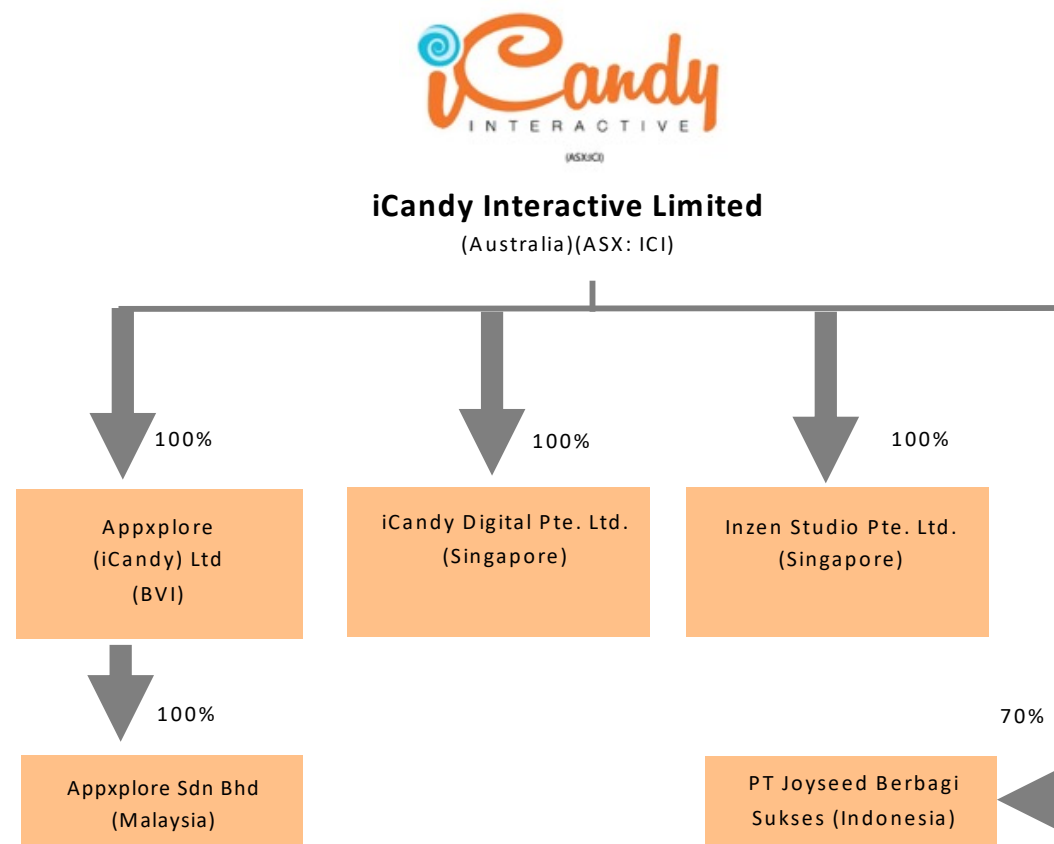


Investment Highlights

- The recent acquisition of the mobile game portfolio Animoca Brands (ASX:AB1) provides iCandy with access to a combined portfolio of **350 Million** mobile gamers, allowing greater reach for the iCandy suite of games, entry into new markets & verticals and access into high-growth areas including the blockchain space.
- This network of 350 million gamers is a highly valuable asset which may allow iCandy to become a significant distribution platform for digital entertainment and tech services.
- Strategic Investment Partnership with leading eSports player eSports.com, provides working synergies between the companies, access to the upcoming eSports market and a **USD \$1M** equity investment into iCandy Interactive at **A\$0.08** per share.
- Highly experienced Board of Directors with a proven track record in building, commercialising and monetising tech and internet ventures.
- A world class development, production, creative and operational team. Games produced by iCandy have won multiple coveted international awards and regularly named as top games by Google and Apple app stores.
- iCandy has invested in 'Nitro', the first crypto-currency in the world backed by a publicly-listed company. This includes the creation of NOX, a cryptocurrency and an online integrated gaming marketplace, exposing iCandy investors to the cryptocurrency sector.
- Strategic shareholders supporting iCandy include leading venture builder Fatfish Internet (ASX:FFG), leading Japanese early stage VC firm Incubate Fund and **US\$60BN** Top 3 China internet company Baidu.



Our Corporate Structure



Board of Directors - Experienced International Leaders



Kin W. Lau
Chairman

- Took his 1st company to IPO at 28 year old.
- Concurrently CEO of Fatfish Internet Group (ASX:FFG), the largest shareholder in ICI.
- Has led a total 6 tech IPOs across multiple jurisdictions, in software, media and energy.
- Graduated from Oxford Uni., & Uni. of Manchester, Research Associate @ Imperial College London.



Marcus Ungar
Non-Executive Director

- Accredited executive in investment planning and foreign exchange.
- Involved in corporate advisory and capital raising and has taken part in projects ranging from gold mines to mobile commerce.
- Graduated from University of Technology, Sydney



Masakiko Honma
Non-Executive Director

- General Partner at renown Japanese venture capital firm IncubateFund.
- Held roles in Accenture's venture capital arm and responsible for tech investments in Silicon Valley at JAFECO's overseas investment.
- Strong track record of co-founding Gumi and Pokelabo which was acquired for US\$173m in cash.
- Graduated from Keio University in Business & Commerce.



Robert Kolodziej
Non-Executive Director

- Advisor at Bell Porter Securities.
- Over 20 years experience in investment management, investing in small cap companies in the tech and renewable sectors.
- Extensive experience specialising in due diligence and strategy while with Ernst & Young.



Phillip Lord
Executive Director

- 20 years experience in investment banking in US, Asia and Europe.
- Former MD of Nomura Jefferies, Japan.
- Has held leadership roles across a number of high-growth tech companies.
- Has access across international finance hubs.

Senior Management – Award Winning Industry Veterans



Desmond Lee
COO

- o Desmond leads development and publishing operations at iCandy Interactive and concurrently CEO of Appxplore.
- o 15-year veteran creative & producer of 'Saladin' The Animated Series, 2011 nominee for the International Emmy Awards (Malaysia's first nomination). Former Multimedia Designer in Garmin International, Art Director in Digital Pipe Inc., and Streaming Media Specialist at Fantastic (All USA).
- o Bachelor of Fine Arts (Computer Arts) from Academy of Art University, San Francisco.



Jenn Yu Lim
Chief Creative Officer

- o Jenn Yu provides design process direction at iCandy Interactive and has been instrumental in setting the design template for some of the Company's highest grossing games.
- o 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.
- o Multi award winning pioneer of the Malaysian games industry. In 2004, he helped Phoenix Game Studios develop Malaysia's 1st MMORPG game, Fung Wan Online.



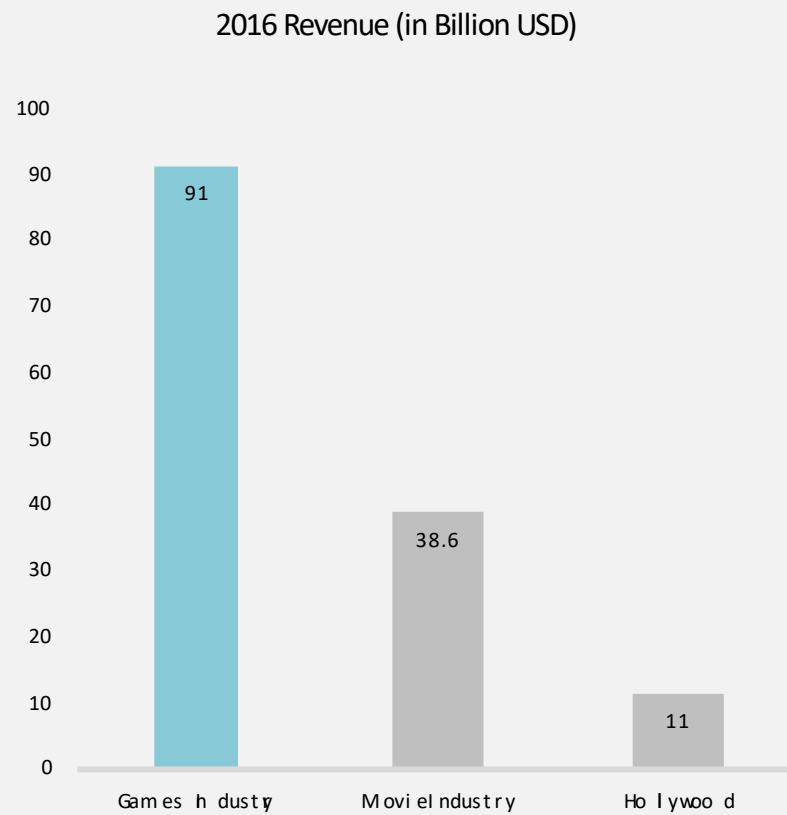
Keng Lou, Lee
CTO

- o Leads strategic software and system development at iCandy.
- o Extensive experience in launching online game portals, social media and mobile games and has held programming roles at leading development studios.
- o Graduated in Software Engineering and Game Design from Multimedia University, Malaysia.

A world-class development, production, creative and operations team, consisting of global leaders in their fields.



The Video Games Market is Booming



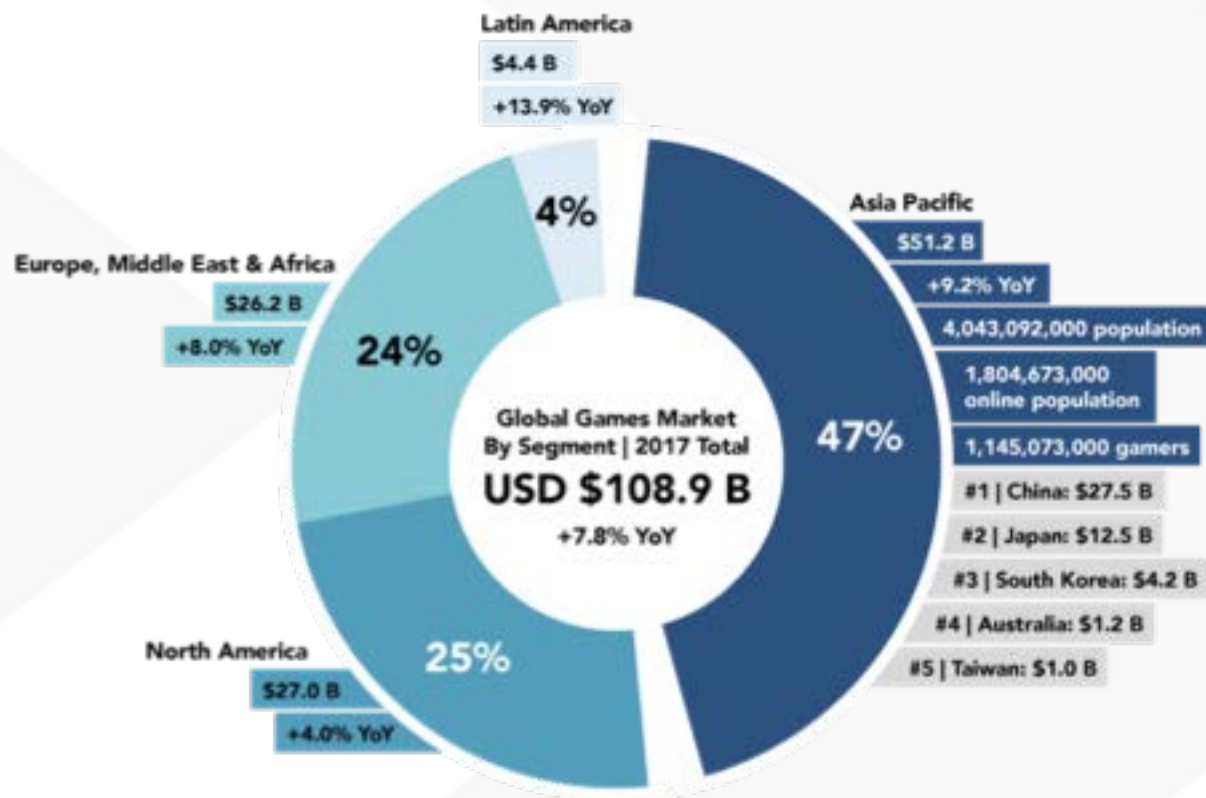
**Video Games Revenue is
9 x Greater than that of Hollywood**

Generating **US\$100 billion** annually

Sources:

- <http://www.latimes.com/business/hollywood/la-fi-ct-mpaa-box-office-20170322-story.html>
- <http://www.hollywoodreporter.com/news/2016-box-office-record-year-crosses-11-billion-959300>
- <https://venturebeat.com/2016/12/21/worldwide-game-industry-hits-91-billion-in-revenues-in-2016-with-mobile-the-clear-leader>

Asia Pacific is the Most Important Video Game Market



Sources: Newzoo Game Market Report

Success Story of the Industry – A Billion Dollar Game



US\$1 billion

The revenue generated by **Fortnite**, a game title produced by Epic Games, since its launch in June 2017. (source: pcgamesn.com)

US\$14 billion

Estimated valuation of EPIC Games as of July 2018, based on the success of Fortnite. (source: Bloomberg.com)

Our Business Units



Strategic Initiatives



- Planning and executing strategic initiatives
- Development of new products and revenue streams



Publishing



- Marketing and publishing internal and external products



Product Development

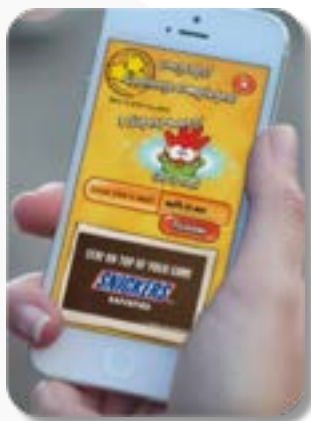


- Development and production of games and digital entertainment products

Our Revenue Components



Online Advertisement



40%

- Online ads
- Ad based Rewards



Game Publishing



20%

- Publishing services
- Game support services



In-Game Purchase



40%

- Virtual Items
- Power-packs Upgrades

Our Top 20 Shareholders hold over 88% of ICI

Rank	Name	No. of Shares	
1	FATFISH INTERNET PTE LTD	187,500,001	67.64%
2	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	11,204,319	4.04%
3	FATFISH MEDIALAB PTE LTD	5,000,000	1.80%
4	DUTCHMAN CAPITAL PTE LTD	4,673,870	1.69%
5	INCUBATE FUND 1-G LIMITED PARTNERSHIP	4,140,056	1.49%
6	MR JENN YU LIM	3,750,000	1.35%
6	MR CHOY TZE LEE	3,750,000	1.35%
7	TOCK YUNG MYN GERALD	2,744,180	0.99%
8	LEAD NATION HOLDINGS LIMITED	2,580,000	0.93%
9	TAN CHOON HUAT	2,535,371	0.91%
10	MR MARK CARLO D'ALESSANDRO	2,075,373	0.75%
11	LEAD NATION HOLDINGS LIMITED	2,003,225	0.72%
12	HOO JIA LING	1,622,171	0.59%
13	KIE SEIK PHAI ROLAND	1,594,059	0.58%
13	LIANG ZHENLONG	1,594,059	0.58%
14	QUEK SEOW KEE	1,463,642	0.53%
15	TA SECURITIES HOLDINGS BERHAD	1,450,522	0.52%
16	MS POH KHUAN LOW	1,376,095	0.50%
17	LOW CHIN HONG	1,270,409	0.46%
18	MS LAY CHIN MOEY	1,206,126	0.44%
19	CITICORP NOMINEES PTY LIMITED	1,026,236	0.37%
20	BNP PARIBAS NOMINEES PTY LTD	1,012,550	0.37%

**iCandy has a tightly held
share register with
predominantly long-term
holders**

= 88.6%

* Shareholding as of 16 Jul 2018



Our Strategic Shareholders Support Our International Expansion



ASX-listed Venture Builder

- Fatfish uses a co-entrepreneurship model to drive growth in its investee companies and has presences in Australia, Southeast Asia and Europe.



Japan's Leading Early-Stage VC Fund

- Extensive track-record in Japan with over US\$250M in funds under management with support from strategic partners that include many big-name tech conglomerates.



China's Top-3 Internet Company

- Baidu, NASDAQ-listed, market cap of USD\$60Bn.



China's Leading Games Industry Business Network

- Leading industry affiliation network of mobile games developers in China.



STRATEGIC INITIATIVES



Esports.com - Strategic Investment into iCandy



ESPORTS.COM

A Strategic Partnership with Leading eSports Player

eSports.com is investing US\$1m into iCandy Interactive for shares to be issued at A\$0.08 per share

- eSports also known as electronic sports, most commonly take the form of organized, multiplayer video game competitions, particularly between professional players.
- Incorporated in Germany, eSports.com Group AG ("eSports.com") is an e-gaming and blockchain company, with the industry attracting a fan base across Europe, Asia, North and South America.
- eSports.com has signed a strategic investment agreement with iCandy Interactive, which provides working synergies between the companies, access to the eSports market and a **US \$1M equity investment** into iCandy Interactive.
- The strategic partnership will accelerate the growth of iCandy Interactive and opens opportunities for potential collaboration between the companies.



The eSports Market Will Be Gigantic



- In 2017, the global eSports market was valued at nearly US \$655 million
- It is estimated that the eSports market revenue will reach US \$1.65 billion in 2020.
- Nearly 80% of 2017 eSports revenues came from sponsorship and advertising and the remainder from eSports betting, prize pools, tournaments, merchandise and ticket sales.
- Asia is the largest market for eSports contributing almost a quarter of global eSports market revenue.

Source: <https://www.statista.com/statistics/490522/global-esports-market-revenue/>

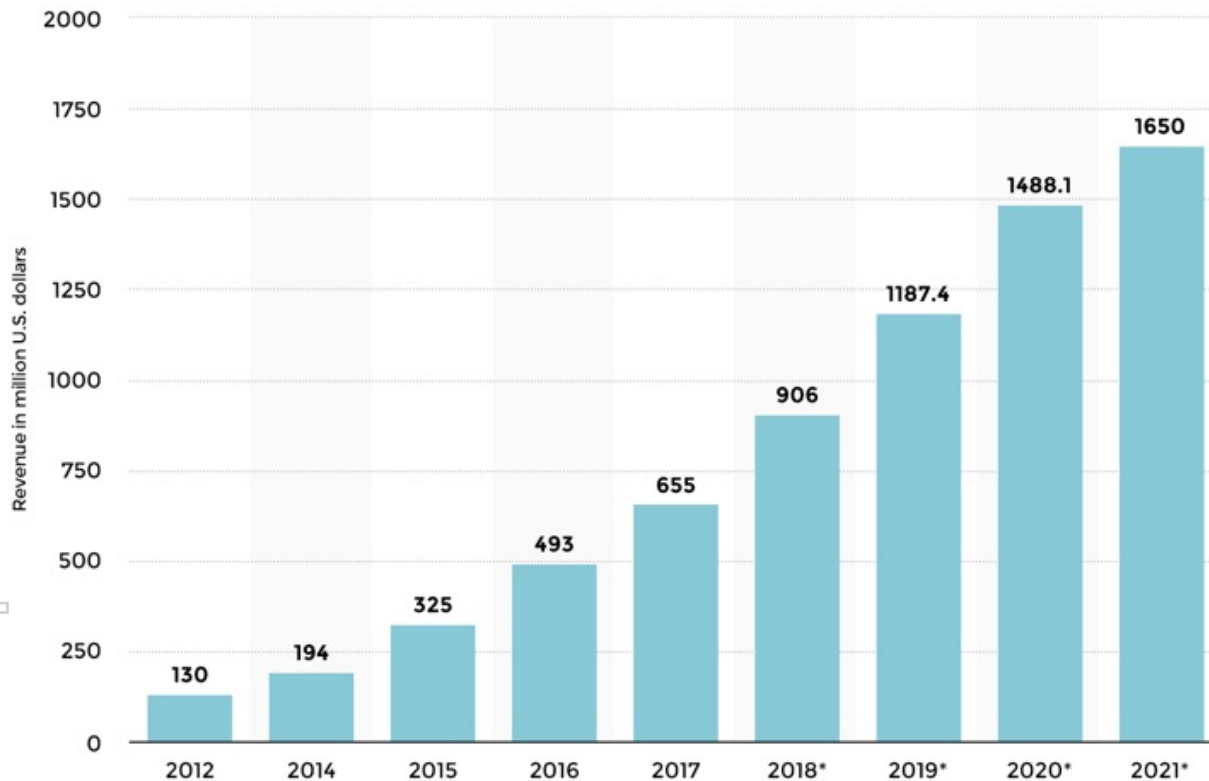
Asia is the world largest market for eSports

“The millennials spend more time on video games than any other form of sports or conventional media. The Olympics and World Cup fan base will be rapidly changing to the electronic version”

— Kin W. Lau, Chairman,
iCandy Interactive Ltd

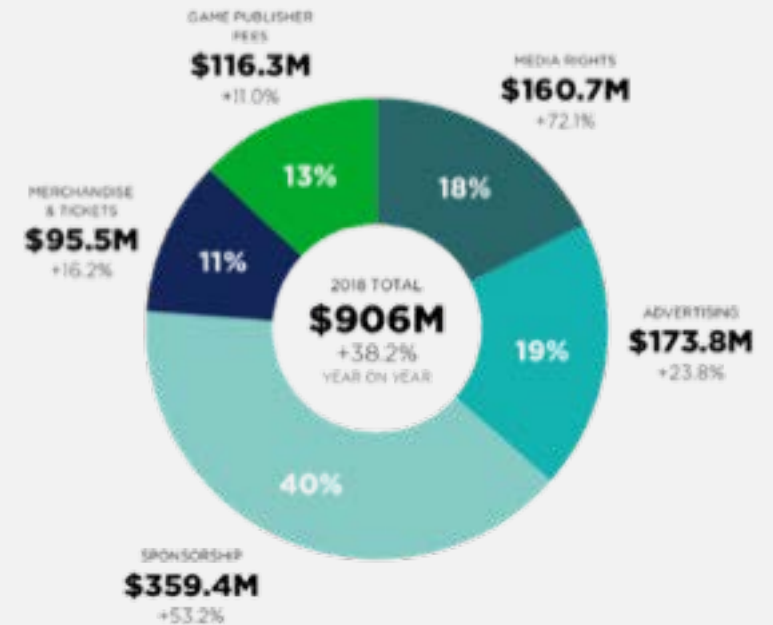
The eSports Market

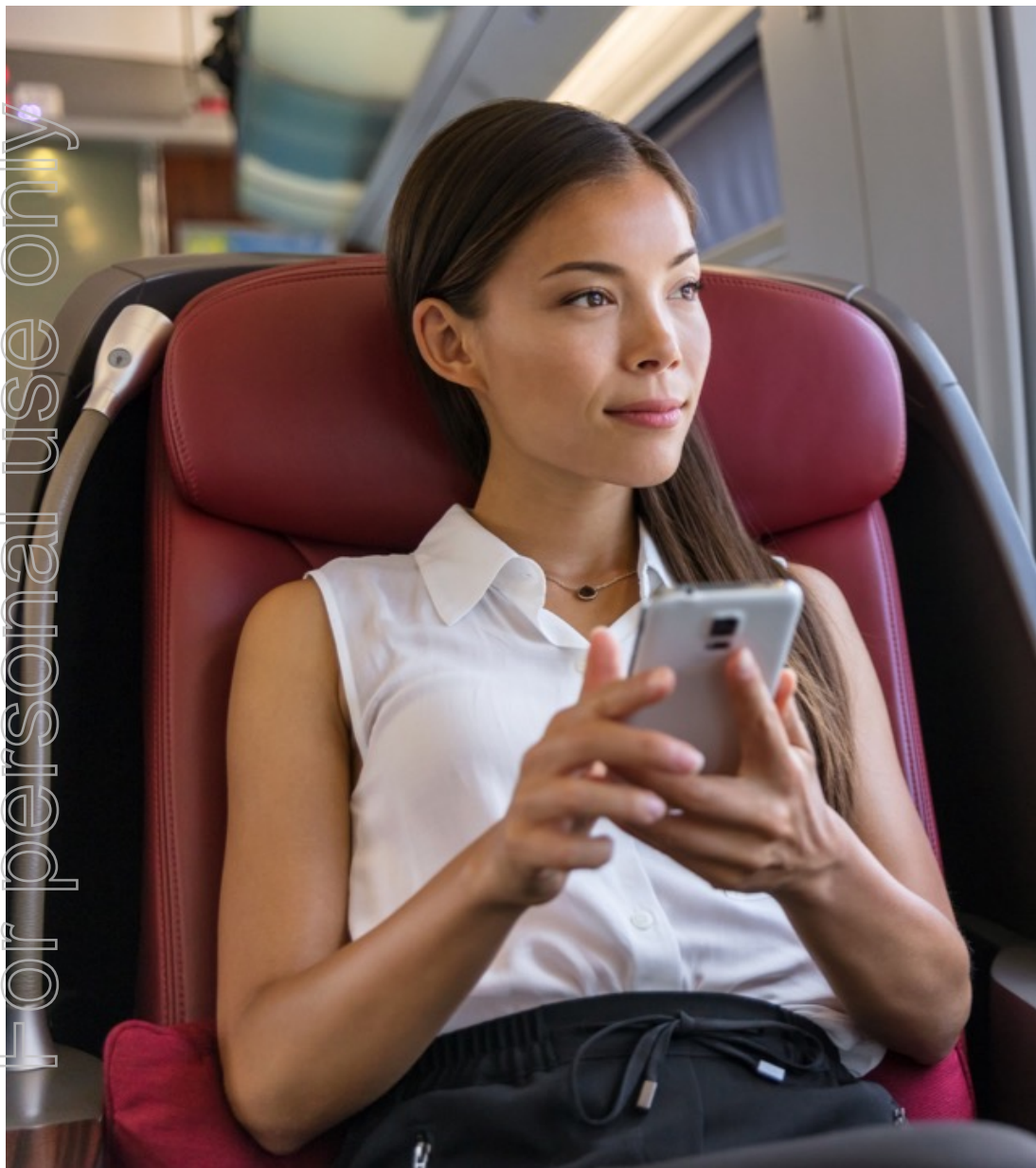
Historic & Forecasted eSports Market Revenue Worldwide from 2012 to 2021 (in million U.S. dollars)



Source: <https://www.statista.com/statistics/490522/global-esports-market-revenue/>
Source: <https://newzoo.com/insights/trend-reports/global-esports-market-report-2018-light/>

Forecasted eSports Revenue Streams Globally 2018





GAME DEVELOPMENT & PUBLISHING

Acquisition of Animoca Brands' Game Portfolio



- First announced in December 2017, iCandy Interactive signed a definitive agreement to acquire Hong Kong based Animoca Brands Limited's (ASX:AB1) game portfolio.
- This acquisition added an additional 325 million gamers to the existing 25 million ICI gamers, giving iCandy Interactive a total reach of 350 million mobile gamers.
- This increased reach allows wider distribution for the iCandy portfolio of games, collaboration in game development and entry into new markets and verticals.
- Consideration for the acquisition is \$1M in cash and \$4M in equity at issue price of A\$0.16 per share, a significant premium to the current share price.

**The Animoca
Brands portfolio
acquisition provides
iCandy with access
to a total of over
350 million
gamers!**



Award Winning Digital Entertainer

With a Network of Over 350,000,000
Unique Smartphone Gamers

Connecting with a global audience with quality entertainment content

Top accolades and awards:



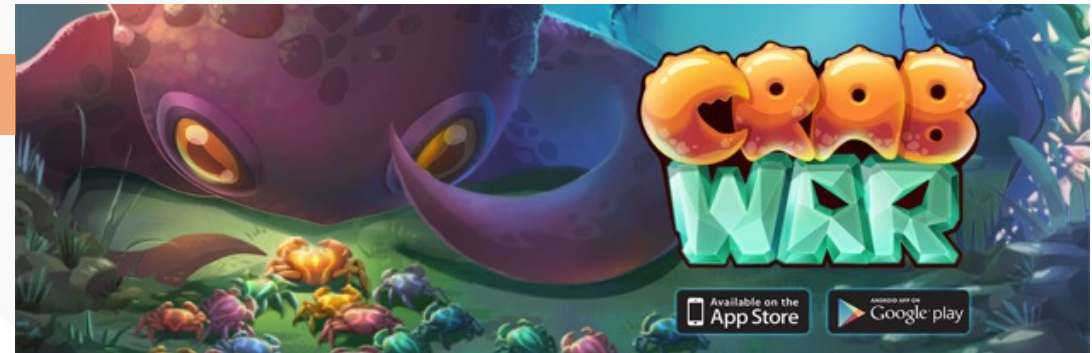
Editor's Choice



Top Developer



2nd
International
Mobile Gaming Awards
SOUTHEAST
ASIA
Excellence in Game Play
WINNER



Extensive Game Portfolio

The iCandy mobile game portfolio now consists of more than 340 game titles, including a number of titles that are associated with internationally recognised brands and licenses - iCandy's business is starting to scale up rapidly.



Star Girl
Series



Doraemon
Series



Garfield
Series



Superstar
Fashion Girl



Beauty Idol



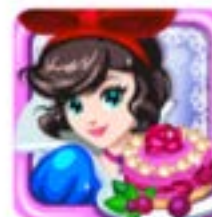
Turbine Fighter



Princess
Story Maker



Bunny Run



Snow White Cafe



Chibi Maruko
Chan Dream Stage

Some of Our Top Games

Crab War



- "Best Game of 2016" from Google Play
- Frantic Tap Attack Clicker Game

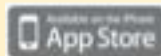
Published: May 2016

Total Installs: Over 5 million

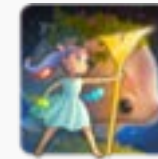
Game Rating: 4.6/5

Day-1 Retention: 45%

Revenue: Over US\$1.8 million



Light A Way



- Featured by Google Play and Apple AppStore
- Magic adventure clicker game

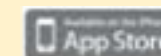
Published: Feb 2018

Total Installs: Over 2 million

Game Rating: 4.5/5

Day-1 Retention: 48%

Revenue: Over US\$280,000

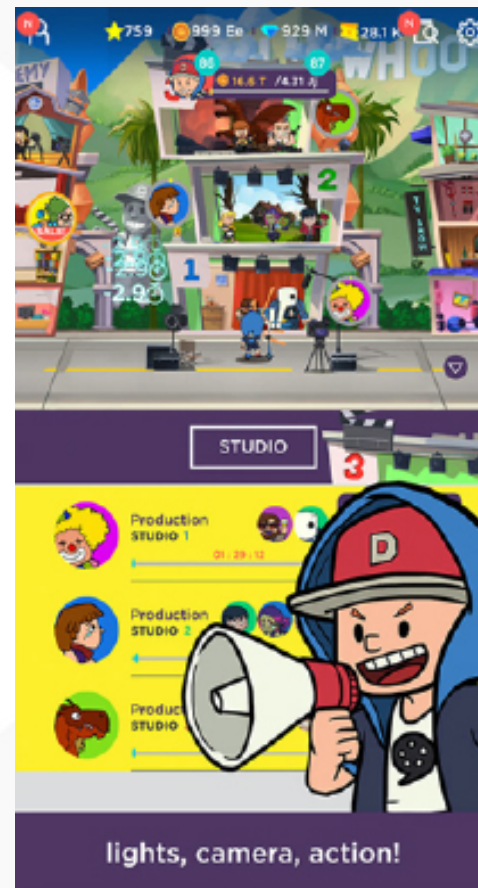


Game Development: Upcoming Release

Hollywhoot



- Hollywood parody game
- Aiming for global launch in August 2018
- First major game produced by iCandy Interactive's Indonesian studio Joyseed





Publishing Activities

With an growing community platform, iCandy Interactive is receiving requests from studios to publish game titles and other digital services.

Under a publishing deal, iCandy Interactive assists studios with without proven track records, to market and publish their games, leveraging on iCandy Interactive's excellent reputation as a game developer and significant gamers' following. In return, iCandy Interactive shares a portion of the revenue generated from the games being published.

An example of a recent publishing deal is Void Troopers, a mobile game that has received top ratings from users.

Void Troopers



- Space adventure clicker game whereby the player defends their own galaxy
- A fresh take on a proven genre
- Recommended by Google Play store



Strategic Partnership : MasterChef



- Announced in February 2018, iCandy, Nitro Interactive and Animoca Brands are co-developing a series of games and apps based on MasterChef TV franchise
- Significant revenue may be driven by in-app purchases
- Head designer of first app is Torulf Jernström, CEO of Finland-based Tribeflame (renown game designer)

With versions broadcasted across 58 territories, MasterChef is one of the most successful television series to date and since its inception, over

300 million viewers worldwide have tuned into watch

NITRO MARKETPLACE & CRYPTO



Partnership with NITRO



- In September 2017, iCandy announced its backing of the NITRO project, the first cryptocurrency in the world backed by a publicly-listed company.
- NITRO intends to democratise the video-games economy by allowing greater participation.
- The Nitro project involves the creation of NOX, the crypto-currency and Nitro Marketplace, an integrated online marketplace.



iCandy's Role:

Appointed publisher of all games funded by NITRO – receiving 3 million NITRO tokens per annum



NITRO Connects All Stakeholders of the Game Industry



**NITRO Connects the entire Video-Games Ecosystem through a
cryptocurrency-enabled decentralised marketplace**

Development of Blockchain / Crypto Games



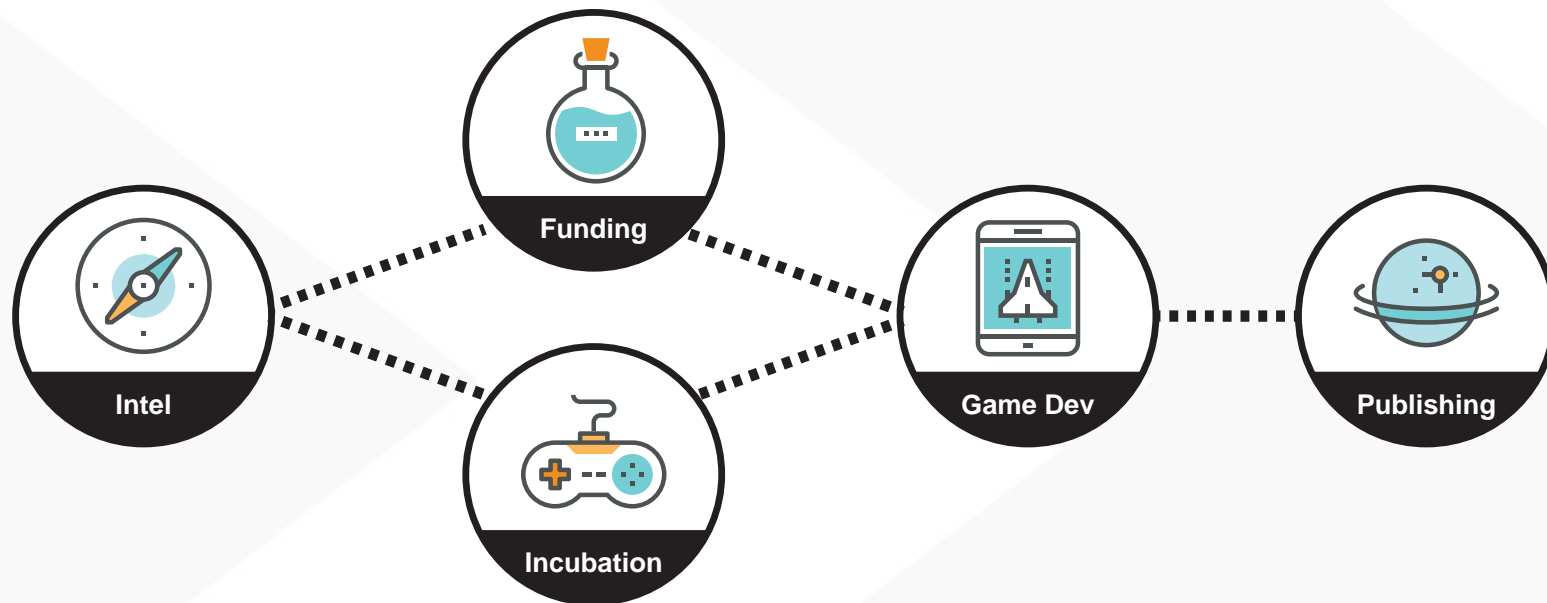
- Cryptant Crab is the first major cryptocurrency / blockchain technology based game iCandy is developing.
- The game is developed on Ethereum using the ERC 721 (non-fungible token) standard.
- It is a major initiative of iCandy to develop a new genre of blockchain games.
- CryptantCrab is expected to launch in October 2018.





GROWTH PROSPECT AND ROADMAP

Digital Entertainment: Developing an End-to-end Eco-system Platform



Our strengths and assets enable us to build an end-to-end eco-system where iCandy is ready to incubate and implement a **holistic** strategy to become a platform of choice for digital entertainment and services .

Building A Global Digital Behemoth

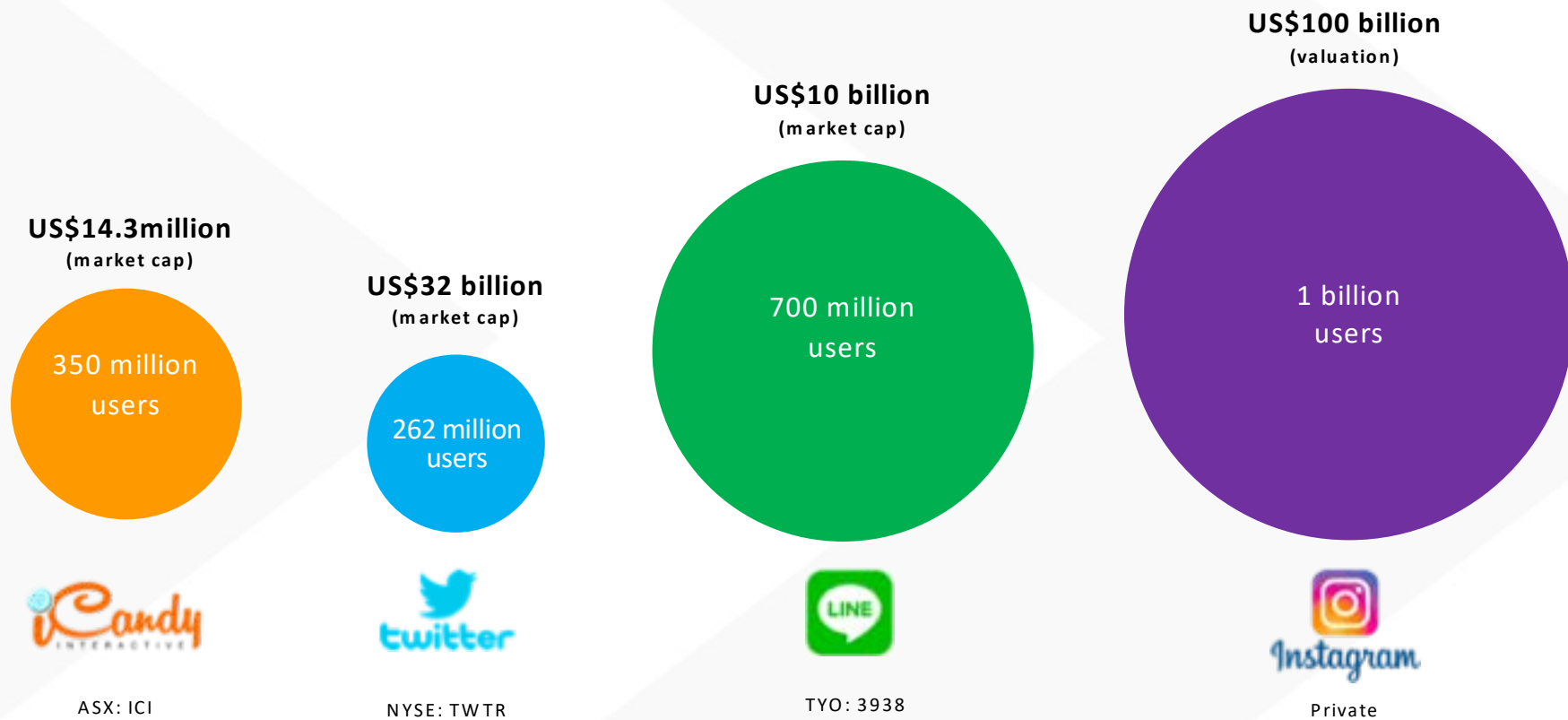
350 million

Number of unique users served
by iCandy's game portfolio

(approx. over 500 million downloads)

- iCandy's most important and valuable asset is indisputably its community of 350million gamers, spread globally across all continents.
- If harnessed correctly, this asset will be a very powerful digital distribution platform.
- Next phase for iCandy is to transform itself from a content producer to a digital entertainment and e-services platform operator.

iCandy's User Base in Comparison



Source: Marketcap info is based on stock price as of 24 July 2018. Instagram valuation - Bloomberg Intelligence. Twitter's users - Statista.com, Line's users - The Korea Times, Instagram's users - Statista.com

Growth Plan

24-month plan to grow into a digital community platform with 350 million users that will be conducive conduit for distribution of digital entertainment and relevant online services.



Additional Revenue



Accelerated User Growth



New Product Lines



Cryptocurrency

Contact



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