



iCandy Interactive Limited
(ACN 604 871712)
Level 4, 91 William Street
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Australia

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ASX and Media Announcement

iCandy's First Blockchain Game, CryptantCrab Commences Pre-Sales

iCandy Interactive Limited ("iCandy", the "Company") (ASX:ICI) is pleased to announce that its first-ever blockchain game, CryptantCrab, will commence pre-sales through the CryptantCrab website (<https://www.cryptantcrab.io/>) on 25 October 2018, with final release of the game anticipated towards the end of fourth quarter of 2018.

As previously announced on 24 May 2018, CryptantCrab takes inspiration from the Asian past time of raising fighting fish, hence the game is based on a similar concept of raising digital crustaceans that come alive on the blockchain. The game, which is compliant to the ERC721 standard, remains as a web-based game, which ensures that it is not impacted upon by cryptocurrency regulations in most jurisdictions.

Pre-Sale Bundle

Pre-sale of CryptantCrab will commence on 25th October 2018 and early adopters of the blockchain game, at the pre-sale phase, will be rewarded with a number of exclusive incentives:

- Pioneer status which will be visible in-game
- A unique pre-sale only CryptantCrab variant
- A chance to win one of the Legendary ranked parts that are only available at pre-sale stage, along with exclusive Pre-Sale skins

A First for Blockchain Games

As an award-winning mobile game developer, iCandy began the creation of CryptantCrab as a spin-off from its popular mobile game, Crab War. Utilising the Ethereum blockchain platform for the first time, and reworked as a web-based game, CryptantCrab is an important milestone for iCandy, as blockchain technology is being increasingly deemed as an important technology for game developers worldwide.

CryptantCrab is also developed in iCandy's game studio in Southeast Asia, marking another major milestone – it is among the first blockchain games to be designed and developed entirely in the Asia Pacific.

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Unique Gameplay – Evolution and Pet Battle

CryptantCrab is differentiated from existing blockchain games in the market, as it provides more in-depth gameplay. Each virtual crab in the game comes with random, individualised traits that are tagged with a digital blockchain token. As gamers spend time learning and exploring about their virtual crabs, they can also mutate their crabs' physique.

Gamers are able to mutate their crabs as desired, to create truly unique, one of a kind crabs. With the functionality to expand a player's crab collection, the game will allow sales of spare crabs via an in-game marketplace. Another aspect of the gameplay – one-versus-one fights – will have a direct effect, as multiple battles will raise the overall experience and stats of the virtual crabs.

Community of iCandy's Existing 350 Million Gamers

iCandy has an existing mobile game portfolio that is currently being played by more than 350 million gamers globally. The Company aims to bring the new gaming experience of blockchain technology to its existing community of 350 million mobile gamers. The game will be actively marketed to the iCandy network of gamers and will be cross promoted via other games in the portfolio.

Desmond Lee, COO of iCandy commented "We are very excited at the prospect of blockchain technology, and that we are able to put gamers front and center, with their decisions to manage and improve their in-game resources in a transparent and secured manner. Coupled with the ability to use these resources in digital pet battles, the game will create a dynamic global gaming environment that is completely new for most gamers. We look forward to building the world of CryptantCrab with our community, and in turn, create a vibrant community of fans and engaged gamers seeking to experience blockchain gaming".

Cautionary Statement - Cryptocurrency Related Business Activities

The Company notes the following in relation to its cryptocurrency-related business activities:

- Investment into cryptocurrencies is high risk in nature as cryptocurrencies are currently highly speculative.
- Cryptocurrency-related businesses have several other risks factors, including but not limited to the following:
 - I. The development of new regulatory framework involving cryptocurrencies
 - II. 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.

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- III. In many countries cryptocurrencies are subject to anti-money laundering and counter-terrorism funding legislations. For its cryptocurrency-related business activities the Company will always endeavour to the best of its ability to ensure that the Company comply with relevant local in-country regulatory requirement.

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About iCandy Interactive

iCandy Interactive Limited (ASX:ICI) is an Australian publicly traded company that has its core business in the development and publishing of mobile games and digital entertainment for a global audience. iCandy Interactive runs a portfolio of mobile games that are being played by over 350 million gamers worldwide and has won multiple awards in various coveted international events. For more information visit www.icandy.io

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