

MONETISATION STRATEGY

February 2019



iCandy has a Network of 350 Million Mobile Gamers*

▶ How does it intend to monetise this database?

* Notes:

- (1) 350 million Mobile Gamers is a figure calculated based on data derived from third-party analytical tools, i.e. Flurry and AppAnnie, using device UUID (Universal Unique Identifier code) that have installed iCandy's apps.
- (2) The installation data collected by Flurry and App Annie has been derived across an expansive time period (2011 - 2019 for the portfolio acquired from Animoca, 2012 - 2019 for games published by iCandy).
- (3) As iCandy portfolio of apps consists of only mobile games, all users who have installed iCandy's apps are defined as mobile gamers.
- (4) iCandy is unable to determine the number of active users as some of the games can be played offline.
- (5) There may be instances in which an individual owns 2 or more smartphone/devices and download iCandy's games into each devices, which may contribute to double counting of the data.



Disclaimer

The information contained in this document (this "Presentation") has been prepared by iCandy Interactive Ltd, an Australian corporation (the "Company"). This Presentation is being provided for the sole purpose of providing general high-level information on the Company and its monetization strategy. This Presentation is not investment advice and should not be relied upon to make any investment decision.

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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.
 - 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.

Company Snapshot – iCandy Interactive Limited

ASX Code : ICI

Incorporation Country	Australia
Ordinary Shares	309,007,937
Listed Options (\$0.21)	30,533,333
Market Cap (@ \$0.050)	AU \$15.5M
Cash (30 Sep18)	AU \$378,000
Date of Incorporation	March 2015
Date of Listing	February 2016

Core Business

iCandy Interactive is a leading developer of high quality mobile games and aims to become a global digital services platform operator

Number of employees

57 and growing

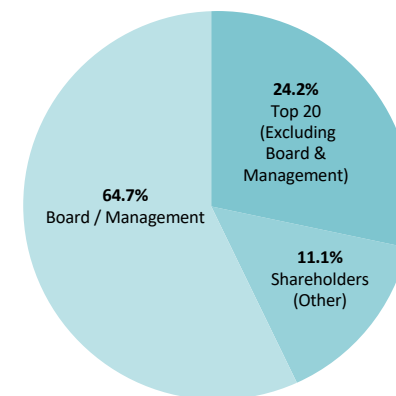
Directors & Senior Management

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

Geographical Markets

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

Shareholder Breakdown



Operation Locations

- Australia
- Singapore
- Malaysia
- Indonesia

Investment Highlights

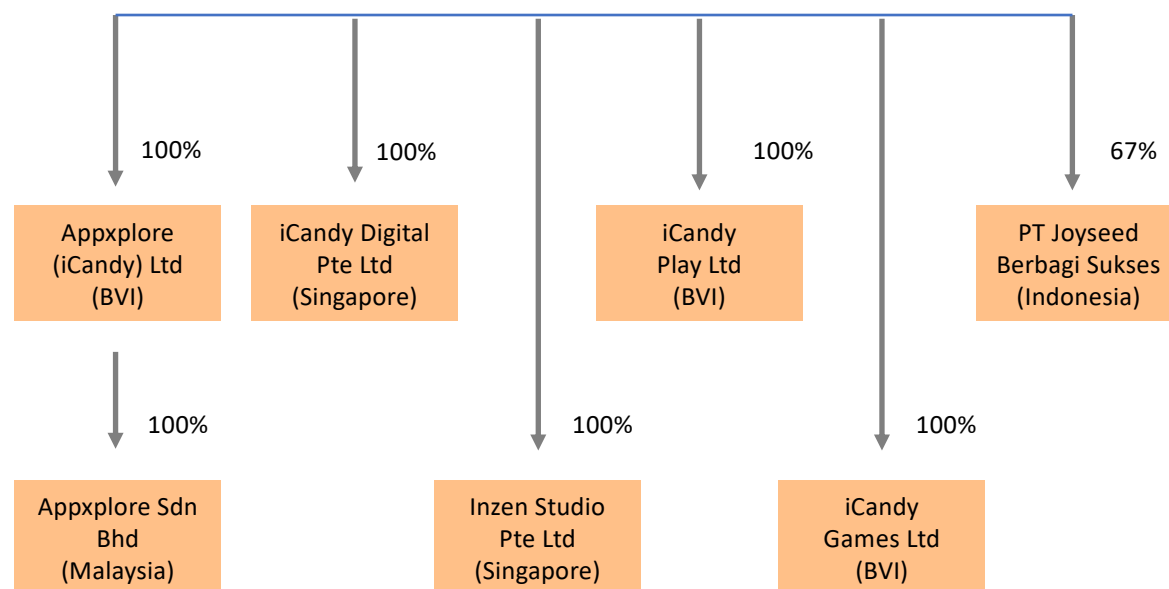
- The acquisition of the mobile game portfolio Animoca Brands (ASX:AB1) provides iCandy with access to a combined portfolio of 350 million mobile gamers, allowing greater reach for the iCandy portfolio of games, entry into new markets & verticals and access into high-growth areas including digital content distribution and the blockchain space. iCandy intends to monetise this highly valuable asset of 350 million mobile gamers by becoming a significant distribution platform for digital entertainment and tech services.
- Strategic Investment by leading eSports player eSports.com of USD \$1M at A\$0.08 per share. The entry of eSports.com as strategic investor will provide working synergies between the 2 companies through knowledge sharing, especially on running eSports activities which iCandy intend to undertake in the near future.
- 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 top games by Google and Apple app stores.
- iCandy has developed CryptantCrab, its first blockchain technology based game.
- Strategic shareholders supporting iCandy include leading venture builder Fatfish Blockchain Ltd (ASX:FFG, OTC: FFTTF), leading Japanese early stage VC firm Incubate Fund and Top 3 China internet company Baidu.



Our Corporate Structure



**iCandy Interactive Limited
(Australia)(ASX: ICI)**



Board of Directors - Experienced International Leaders



Kin W. Lau
Chairman



Marcus Ungar
Non-Executive Director



Masakiko Honma
Non-Executive Director



Robert Kolodziej
Non-Executive Director



Phillip Lord
Executive Director

- Took his 1st company to IPO at 28 year old.
- CEO of Fatfish Blockchain Ltd (ASX:FFG, OTCQB: FFTF), the largest shareholder in iCandy.
- Has led a total 6 tech IPOs across multiple jurisdictions, in software, media and energy.
- Graduated from Oxford University University of Manchester, Research Associate @ Imperial College London.
- 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
- General Partner at renowned Japanese venture capital firm IncubateFund.
- Held roles in Accenture's venture capital arm and responsible for tech investments in Silicon Valley at JAFCO'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.
- Advisor at Bell Potter 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 whilst with Ernst & Young.
- 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

- Desmond leads development and publishing operations at iCandy Interactive and is concurrently CEO of Appxplore.
- 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).
- Bachelor of Fine Arts (Computer Arts) from Academy of Art University, San Francisco.



Jenn Yu Lim
Chief Creative Officer

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

- Leads strategic software and system development at iCandy.
- Extensive experience in launching online game portals, social media and mobile games and has held programming roles at leading development studios.
- 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.

Our Top 20 Shareholders hold over 88% of ICI

Rank	Name	No. of Shares	%
1	FATFISH INTERNET PTE LTD	187,500,001	60.68
2	ANIMOCA BRANDS LIMITED	25,000,000	8.09
3	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	11,362,058	3.68
4	ESPORTS.COM GROUP AG	6,815,091	2.21
5	FATFISH MEDIALAB PTE LTD	5,000,000	1.62
6	DUTCHMAN CAPITAL PTE LTD	4,673,870	1.51
7	RHB SECURITIES SINGAPORE PTE LTD	4,505,917	1.46
8	INCUBATE FUND 1-G LIMITED PARTNERSHIP	4,140,056	1.34
9	MR JENN YU LIM	3,750,000	1.21
10	TOCK YUNG MYN GERALD	2,744,180	0.89
11	LEAD NATION HOLDINGS LIMITED	2,580,000	0.83
12	TAN CHOON HUAT	2,535,371	0.82
13	MR JASON JON BOYER	1,743,034	0.56
14	HOO JIA LING	1,622,171	0.52
15	KIE SEIK PHAI ROLAND	1,594,059	0.52
16	LIANG ZHENLONG	1,594,059	0.52
17	QUEK SEOW KEE	1,463,642	0.47
18	TA SECURITIES HOLDINGS BERHAD	1,450,522	0.47
19	LOW CHIN HONG	1,270,409	0.41
20	MS LAY CHIN MOEY	1,206,126	0.39
	Total	274,722,504	88.90

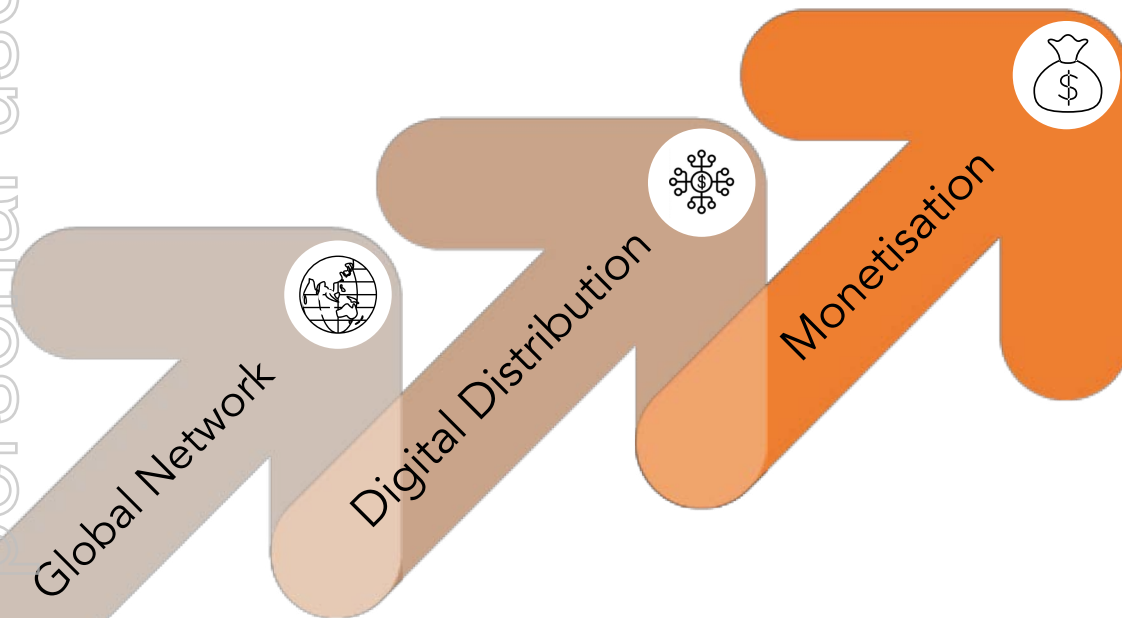
**iCandy has a tightly held
share register with
predominantly
long-term holders**

= 88.9%

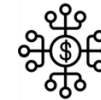
** Shareholding as of 8 Jan 2019*



Strategy Overview



iCandy's most important and valuable asset is indisputably its worldwide network of over 350 million mobile gamers*, spread globally across all continents.



Harnessed correctly, this asset is set to become an incredibly powerful digital distribution platform for both mobile games and digital entertainment.



iCandy intends to monetise this massive global network by continuing with ongoing mobile game development and offering additional services as world leading digital services platform operator.

* Please refer to notes in page 2

Monetisation Strategy



1 Ongoing Game Development

The Development of further mobile games, an active M&A Strategy to acquire 4-6 more studios in Asia, and the further distribution and monetisation of games in the Animoca Brands portfolio.



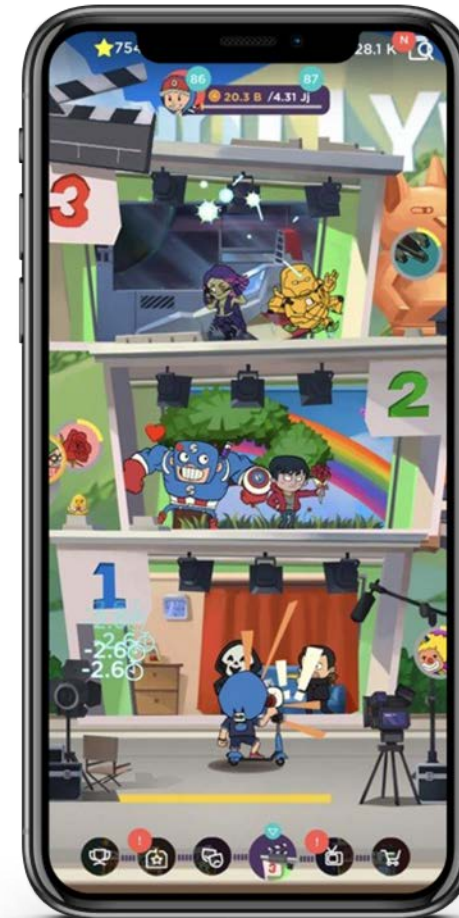
2 Publishing Deals

With an growing network currently in excess of 350 million mobile gamers strong, iCandy Interactive will continue to market and publish mobile game titles on behalf of third party developers, in return for a percentage of revenue.



3 Digital Content Distribution

iCandy intends to monetise its network of 350 million mobile gamers, through the distribution of digital content including video content, apps and other security software.



STRATEGIC PARTNERS

iCandy has strategic partnerships with industry leading peers, across high growth sectors including blockchain, cryptocurrency and the lucrative E-Sports market



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**

Strategic Partnership - eSports.com

- eSports also known as electronic sports, most commonly take the form of organised, 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.
- To date, iCandy has received A\$545k of the equity investment, and has issued 6.8 million iCandy shares issued to eSports.com.
- iCandy is poised enjoy synergistic benefit from eSports.com's extensive experience in organizing large scale eSports activities.



The eSports Market Is Up And Coming



- 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.
- The Company cautions that it is not presently active in the eSports market and cautions investors against placing undue weight on the Company's potential expansion into this market

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*

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
- Potential for 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 in 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

Source: <https://www.masterchef.com/about/>

Our Strategic Shareholders Support Our International Expansion



ASX-listed Venture Builder

Fatfish Blockchain Limited 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 in excess of 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 is a Chinese multinational technology company specialising in internet-related services and artificial intelligence.

Baidu is NASDAQ-listed, market cap of USD\$57B.



China's Leading Games Industry Business Network

Leading industry affiliation network of mobile games developers in China. GMGC was formed to promote mobile gaming industry and is an international platform for companies to form long lasting partnerships and access new markets.

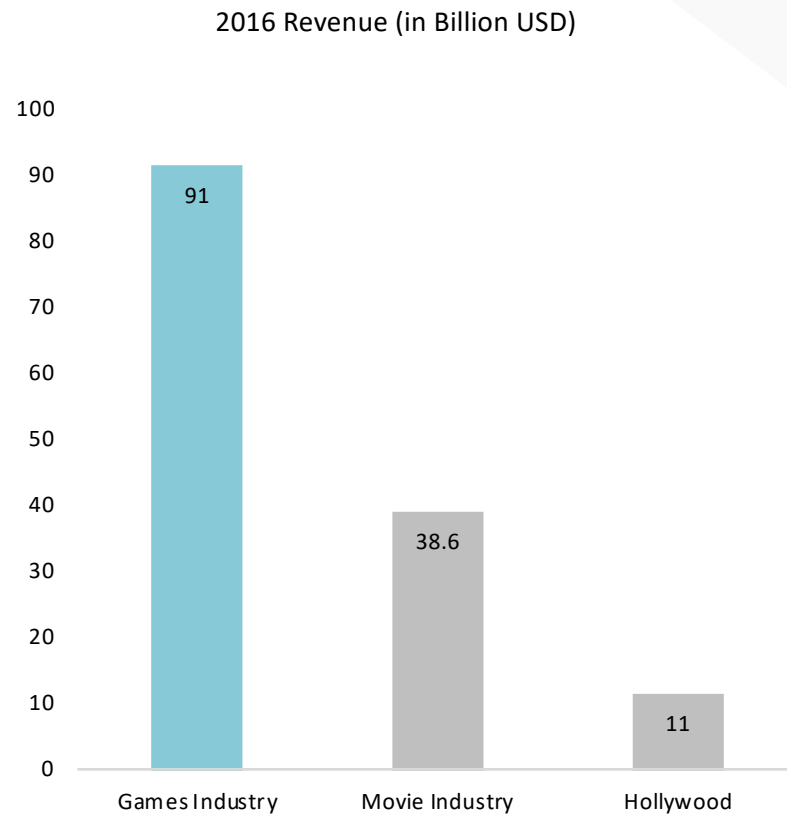


THE MARKET

The ever growing market for mobile games is expected to reach US \$180 Billion by 2021 with overall video games revenue currently 9 times that of Hollywood.

<https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

The Video Games Market is Booming



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

Generating US\$100 billion annually

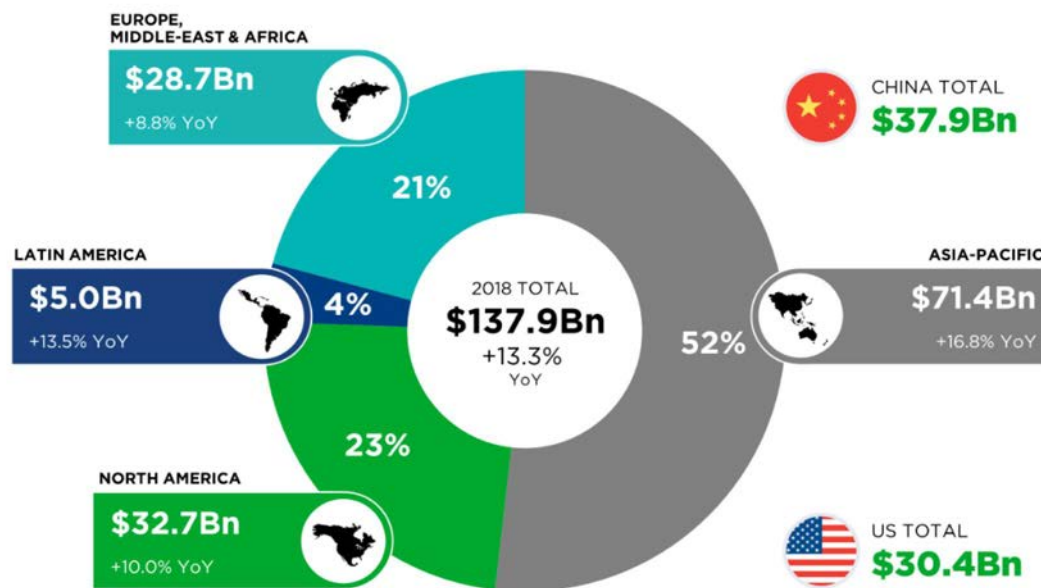
Sources:

- <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>

The Global Games Market

2018 Global Games Market

Per Region with Year on Year Growth Rates



<https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

“Asia-Pacific is the largest market for gaming, accounting for 52% of Revenue”



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ONGOING GAME DEVELOPMENT

The Development of further mobile games, an active M&A Strategy to acquire 4-6 more studios in Asia, and the further distribution and monetisation of games in the Animoca portfolio.

Ongoing Game Development



Game Development

- The Company currently owns mobile game development studios Appxplore (100%), Inzen Studio (100%), and PT Joyseed Berbagi (67%).



Acquire

- To increase development capacity, iCandy is pursuing an active merger and acquisition strategy and is currently seeking to acquire 4-6 additional game development studios in the Asia Pacific region.



Market & Distribute

- Through the Animoca Brands portfolio acquisition, iCandy has 320 games which are currently available in the market with an additional 8 games yet to be released, with Thor being the first.
- The Company intends to continue to monetise its licensed intellectual property, through the development of further games, including world renowned brands such as Garfield and Doraemon.



Our Development Studios



Malaysia
100% Owned



Singapore
100% Owned



JOYSEED
Indonesia
67% Owned

iCandy is pursuing an **Active M&A Strategy** and is seeking to acquire 4-6 additional game development studios in Asia Pacific over the next 3 years

Award Winning Digital Entertainer

With a Network of Over 350,000,000
Mobile Gamers

Connecting with a global audience
with quality entertainment content

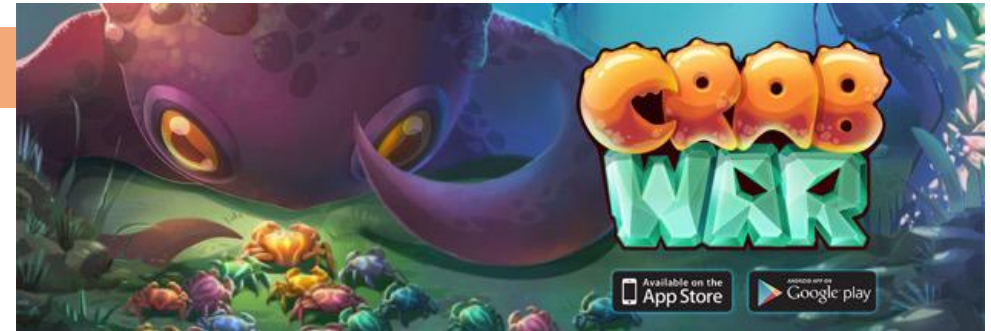
Top accolades and awards:



Editor's Choice



Top Developer



Ongoing Game Development

Game Development

- Acquired from Animoca Brands are the mobile game licensing agreements for several internationally renowned brands including Garfield, Thomas and Friends, Doraemon and Astro boy.
- iCandy intends to continue to monetise its licensed intellectual property through the development of further games under these brand names.
- iCandy is also currently working on the Masterchef game with its development and investment partners, Animoca brands and NITRO.



Blockchain Games

Blockchain Game Development

- iCandy recently released its first Blockchain Games, Cryptant Crab for Pre-sale with over USD \$50,000 of revenue generated in the first 10 days.
- The game is developed on Ethereum using the ERC 721 (non-fungible token) standard.
- Cryptant Crab 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
- With these highly positive, early pre-sale results of Cryptant Crab, the Company aims to continue to bring the blockchain gaming experience to its existing community of 350 million mobile gamers.
- The traditional game industry is a perfect target for blockchain integration, which could potentially result in mass adoption and popularisation of blockchain technology.



The Need for Blockchain Games

The traditional video game industry is suffering from divisions caused by centralisation, which are solved through Blockchain Technology:

The Massive Pressure on Developers to Improve Player Retention

- Blockchain games self evolve through Blockchain technology, organically increasing in difficulty, which results in increased player retention

High Negotiation Power of Distributors

- Currently App Stores such as Apple and Google play take up to 40% of game revenue. Blockchain based games are majority web based, hence these fees can be circumvented

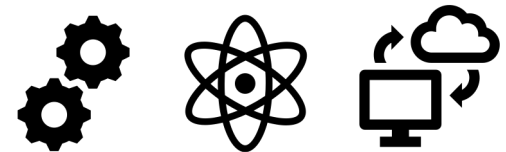
In-Game Assets Ownership Do Not Belong to Players

- In-game virtual assets do not belong to the gamers; rather, they are at disposal of the game operator
- Players of Blockchain based games will own the digital assets that they have worked hard to earn
- These digital assets can then be traded with other players, adding another dimension to gameplay

High Sunken Costs for Players

- In traditional video game industry, a player has to register and manage many accounts for different games or platforms, which can become very inconvenient.
- Moreover, if a game publisher suddenly decides to shut down the game server, the players are unable to protect their virtual assets.
- In Blockchain based games, virtual assets and tokens are protected

<https://hackernoon.com/huobi-special-report-blockchain-games-9f3e62e01e14>



Blockchain is Mainstream

All 10 of the largest publicly listed companies in the world are using blockchain technology with many more following their lead:



Source: <https://www.forbes.com/sites/michaeldelcastillo/2018/07/03/big-blockchain-the-50-largest-public-companies-exploring-blockchain/#442a521e2b5b>



PUBLISHING DEALS

With a growing community platform currently in excess of 350 million mobile gamers strong, iCandy Interactive will continue to market and publish game titles on behalf of third party developers for a percentage of revenue.

Publishing Deals



Publish and Market

- Publishing deals involve iCandy marketing and distributing games on behalf of third party development studios, in return for a percentage of revenue.
- iCandy receives 30% + of revenue without having to bear the development costs.
- Void Troopers was the first publishing deal for the Company.
- Hollywhoot is the second publishing deal, successfully launched in August 2018.
- The Company continues discussions with a number of development studios regarding further distribution and marketing contracts.

“Publishing deals allow iCandy to generate revenue, without the need to bear the time or costs associated with game development. With 350 million mobile gamers, iCandy is increasingly being approached by development studios seeking to tap into our expansive network”

Kin Wai Lau, iCandy Chairman

The Need for Publishers



Publish and Market

- It has become increasingly difficult for small to medium game developers to self-publish a mobile game via the App Store or Google Play.
- Uploading the game or app is just the beginning. Sustained success requires extensive marketing, media contacts, social media skills, and customer response utility to acquire and retain million of users globally with correct localisation.
- The mobile game market is a highly competitive space and with hundreds of new titles launched daily, successful games require specialised and high level marketing expertise.

<https://venturebeat.com/2018/02/03/does-mobile-gaming-still-need-publishers/>

Analysis shows that most of the top 50 games on IOS use publishers.

Sure, there are Cinderella stories from self-publishing mobile developers, but are these exceptional anomalies...?

Johannes Heinze
Venture Beat, February 2018

The Traditional Cost of Success

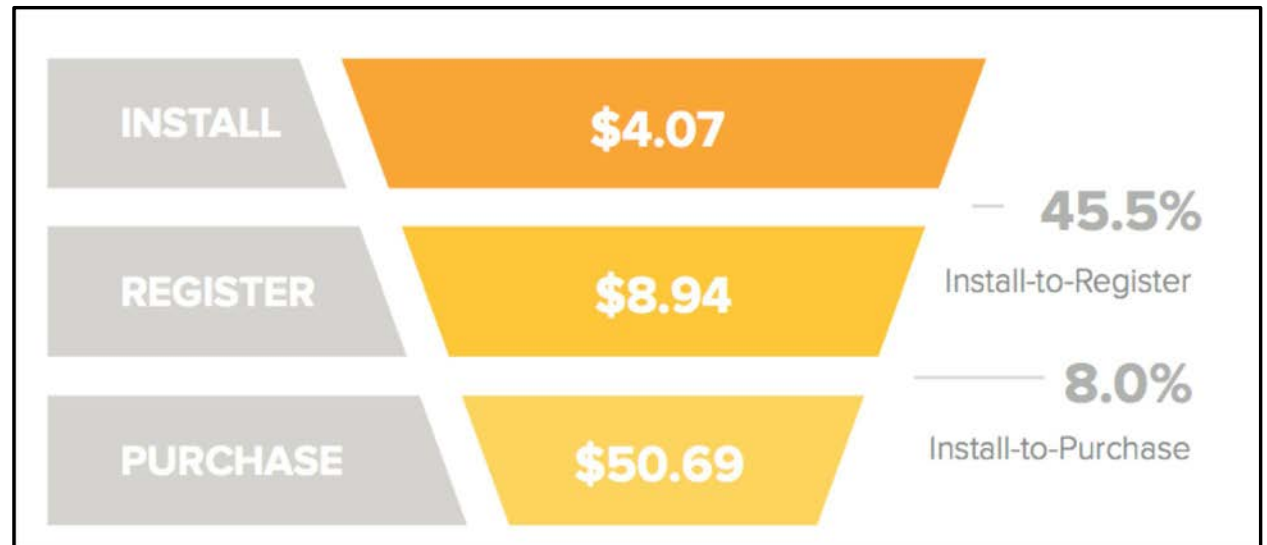
The average cost to acquire a mobile game user via install is \$4.07.



Using a freemium model, a third party developer can plan to invest \$50.69 total to get them to first purchase.



2017 Mobile Game Cost and Conversion Rates



Source: <https://venturebeat.com/2018/02/03/does-mobile-gaming-still-need-publishers/>



To put that in perspective, the top 10 grossing iPhone games on the App Store as at February 3rd 2018, which are all free to install, average 29,544 downloads per day.

Therefore, in order to compete, the average developer can plan on spending \$1,497,585 daily just to get those users to the point where they make their first purchase.

Venturebeat

iCandy offers its network of 350 million mobile gamers and brings the marketing know-how to developers seeking success in the booming mobile games market!

Source: <https://venturebeat.com/2018/02/03/does-mobile-gaming-still-need-publishers/>



DIGITAL DISTRIBUTION

iCandy intends to monetise its network of 350 million mobile gamers through the distribution of digital content including video content, apps and other security software.

Digital Content Distribution

How Do We Do It ?

iCandy can distribute digital contents via click-through ads strategically placed within its mobile game apps.

iCandy is at planning stage of launching this.



Video

- iCandy is in discussions with a number of app developers regarding the distribution of short video content or video streaming services to its network of 350 million mobile gamers.
- Video on-demand and streaming subscription services are being built by telcos, TV stations and OTT players.



Apps

- iCandy is currently in discussion with a leading anti virus software developer to distribute its software to iCandy's network gamers.
- Distribution agreements are being discussed for Power Usage Optimisation Software.



Software

- Identity Management Products – Online service to help user manage identity online. Aggregated management of social media profiles etc.

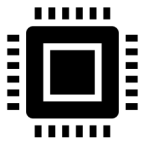
The Digital Content Market

Global Digital Video Content Market 2018-2022



Source: <https://www.businesswire.com/news/home/20180613005454/en/Global-Digital-Video-Content-Market-2018-2022-Post>

Digital Content Distribution



- Internet penetration has been increasing at a phenomenal pace around the globe, with over half the world's population having access to the Internet in 2017.
- More than 25% of this population had accessed the internet for the first time in 2017.
- The average internet speed is also increasing rapidly, with an average global speed of around 20 Mbps.
- In 2017, mobile downloads increased by over 30% as compared to 2016, whereas mobile uploads increased by around 25% over the same period.

Source: <https://www.businesswire.com/news/home/20180613005454/en/Global-Digital-Video-Content-Market-2018-2022-Post>

“Digital video content vendors are targeting the developing countries in APAC and Africa because of their huge growth potential. Vendors are looking to diversify their offerings and venture into the new digital market owing to the boom in adoption and growth of digital content”

Senior Analyst at Technavio

Thank You



Investor Relations | iCandy Interactive Limited

A: Level 4, William Street,
Melbourne VIC 3000 Australia
E: ir@icandy.io

www.icandy.io