



iCandy Interactive Investor Presentation

July 2019





Content Platform Community


Video Games / Digital Entertainment

Agenda



Scene from Light A Way, one of iCandy Interactive's Gaming Asset

- 1) Company and Market Overview
- 2) Game Development
- 3) eSports Development
- 4) Publishing Initiatives
- 5) Digital Distribution Platform
- 6) Strategic Initiatives
- 7) Corporate Overview



Clash of Clans – developed and published by Finnish developer Supercell – has generated revenue of US\$6.4 billion since 2012 launch

Forbes 2019

iCandy Interactive Represents A Unique Investment Opportunity

to be involved in a global e-gaming and eSports content, community and platform development



Company and Market Overview

Video games is one of the fastest growing digital industry. We are positioning ourselves correctly to tap into this growth.

Company Overview – iCandy Interactive Limited

Stock Ticker : ICI

Exchange: Australian Securities Exchange (ASX)
ISIN: AU000000ICI5

Incorporation Country	Australia
Ordinary Shares	336,864,255
Listed Options (\$0.21)	30,533,333
Unlisted Options (\$0.10)	20,500,000
Unlisted Options (\$0.05)	10,000,000
Unlisted Options (\$0.08)	15,500,000
Unlisted Options (\$0.06)	1,249,998
Market Cap (@ \$0.044)	AU \$15.1M
ISIN	AU000000ICI
Date of Incorporation	March 2015
Date of ASX Listing	February 2016

Directors & Senior Management

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

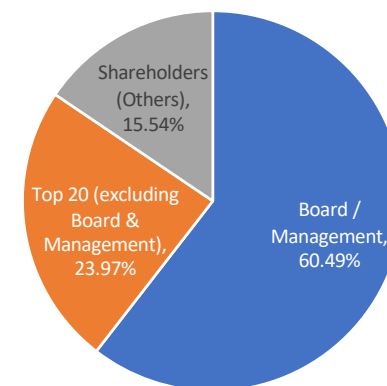
Core Geographical Markets

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

Number of employees

43 and growing

Shareholder Breakdown



Operation Locations

- Australia
- Singapore
- Malaysia
- Indonesia

Business Overview

Our Mission: Connecting a global audience with high-quality digital entertainment content

Our Core Business

- Development of mobile games and digital entertainment content
- Publishing games and digital content distribution
- Development of eSports and gaming platforms
- Provision of digital advertising and branding through games and platforms

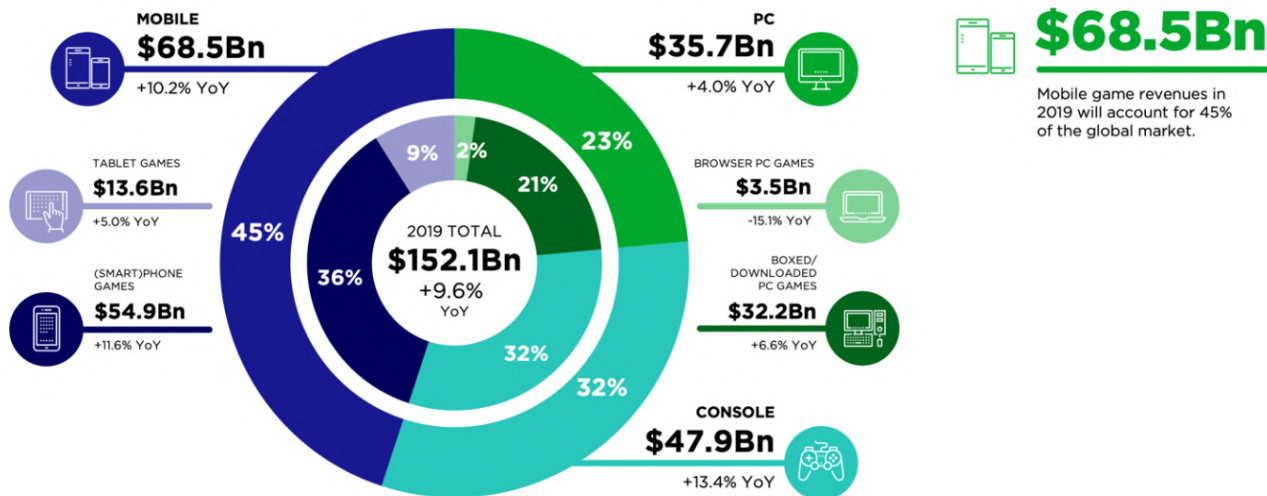


iCandy's portfolio under management include more than 320 game titles that it publishes across international App Stores

The Global Video Game Market

2019 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



Mobile gaming is the largest segment accounting for **45% of total revenue**

<https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market>

iCandy's games have been played by more than

350 Million

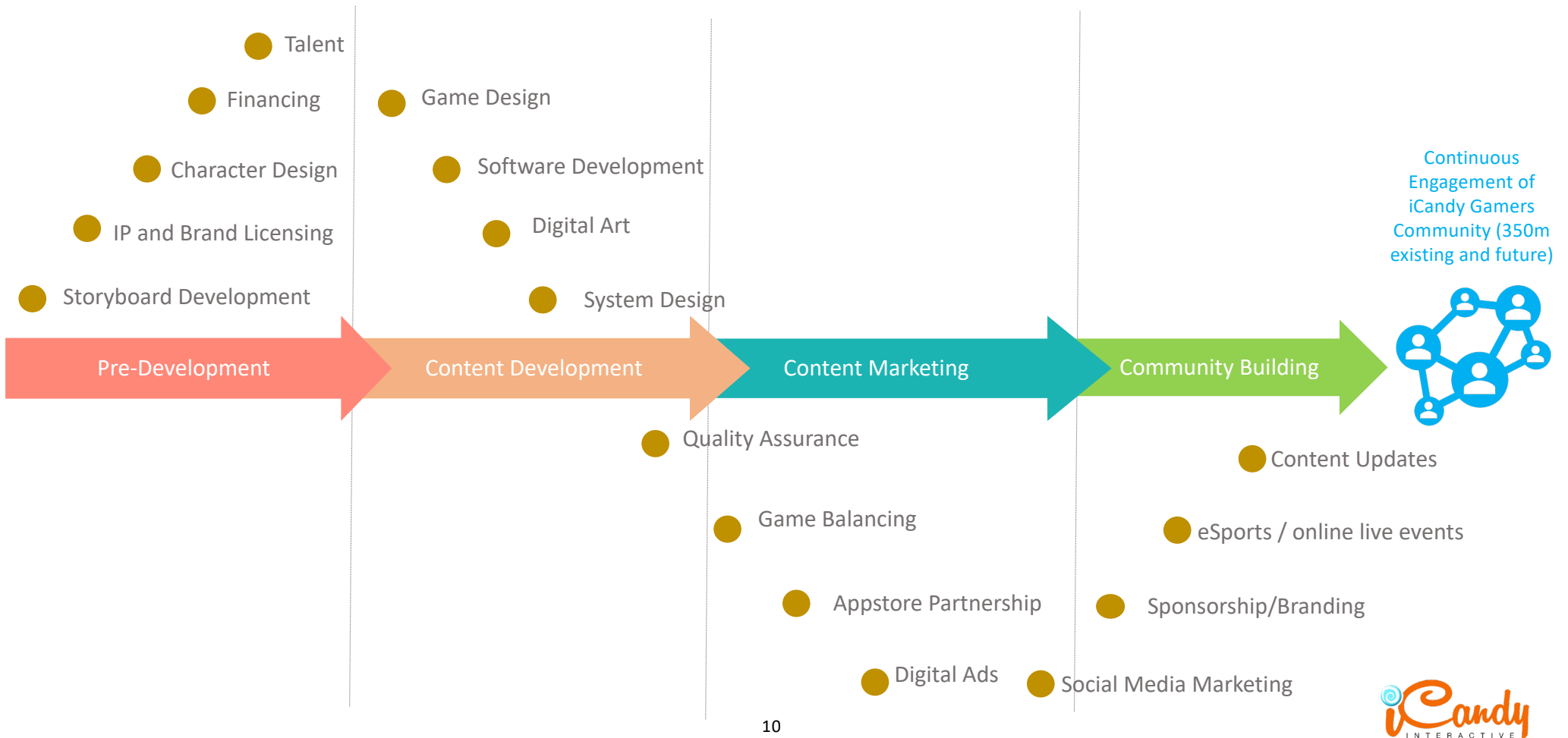
Mobile Gamers*

* 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 exact 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.



iCandy Interactive – Vertically Integrated



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 community is set to become an incredibly powerful digital distribution platform for both mobile games, eSports, digital content and digital services. iCandy intends to continuously and actively encourage engagement for this community.



iCandy intends to commercialize this massive global gamers network through a multi-pronged approach in its quest to become world leading digital services platform operator.

For personal use only

Commercialization Strategy

1 Game Development

The Development of further mobile games, an active M&A Strategy to acquire more studios in Asia, and the further development and monetisation of games. Games are monetized through in-game purchase and digital ads.

2 Publishing Deals

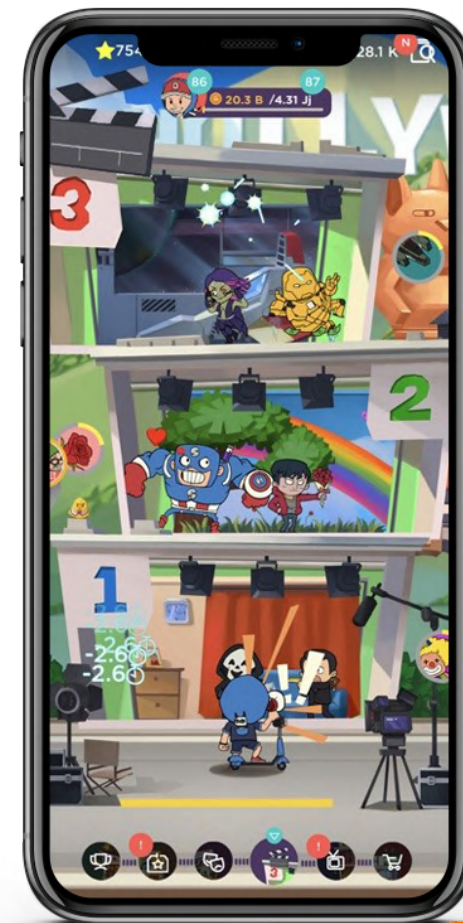
With a growing network currently in excess of 350 million mobile gamers strong, iCandy Interactive will continue to market and publish mobile game titles on behalf of third party developers, in return for a percentage of revenue.

3 Advertising, Sponsorship and Distribution

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

4 Platforms: eSports and Competitive Gaming

iCandy intends to develop platforms for eSports and competitive gaming for its community and engage them in various eSports activities. Commercialization through ads, sponsorship and merchandise.





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GAME DEVELOPMENT

Our studios develop award winning world-class digital entertainment

Award Winning Game Developer

Game Development

- Some of iCandy's studios are award-winning studios that produce consistent and high quality game titles that are well regarded by the industry.

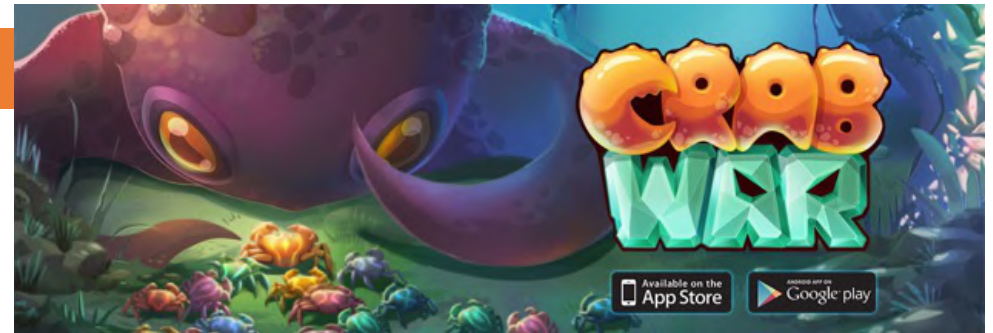
Talent Acquisition

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

Brand & IP Licensing

- The Company intends to continue to monetise its licensed intellectual property, through the development of more games, including world renowned brands such as Garfield and Doraemon.

Some of the accolades and awards we won:



Our Development Studios



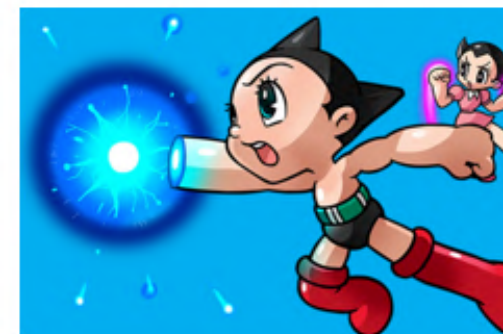
iCandy's Game Development Studios are located in Southeast Asia, harnessing the talent pool of the rising digital and creative industry locally.

iCandy is pursuing an active M&A Strategy and is seeking to acquire 2-3 additional game development studios in Asia Pacific over the next 3 years

IP Licensing and Partnership

IP Licensing and Partnership

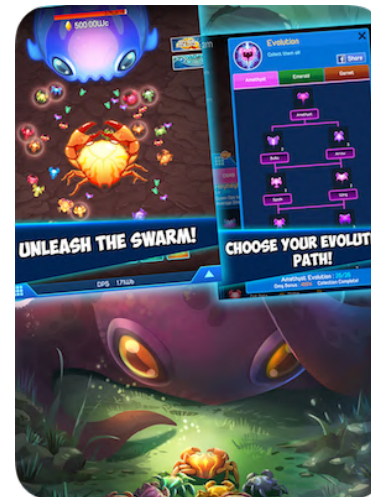
- Within the portfolio of brand published by iCandy there are several internationally renowned brands including Garfield, Thomas and Friends, Doraemon and Astro boy.
- iCandy intends to continue to monetise its licensed intellectual property through the development of further games under these brand names.



Game Development Case Study : Crab War

Crab War is one of iCandy Interactive's successful games

- More than **6,000,000 installs** since March 2016
- Generated revenue of more than **US\$2 million** from March 2016 to June 2019
- Long-tail revenue (more than **4 years** and continue to generate significant monthly revenue)
- Developed in-house from scratch
- Large online community, actively engaging in online tournaments



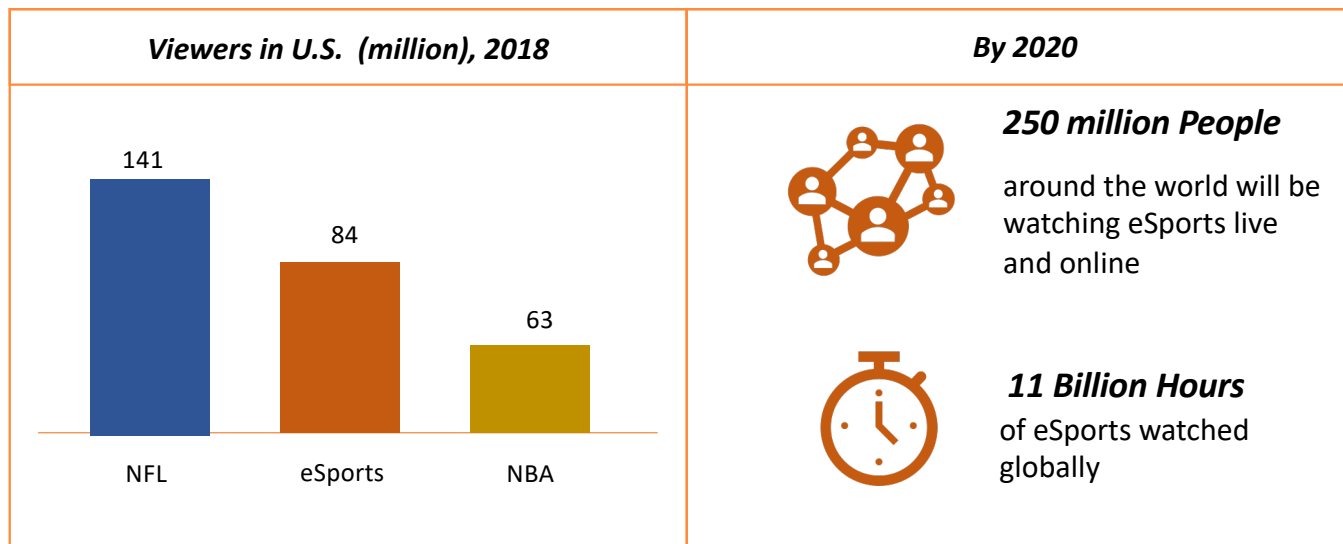


eSports Development

With a growing community platform, iCandy Interactive is equipped to ride the eSports growth

eSports is Set to Become Bigger Than Traditional Sports

- Twitch, Amazon's live streaming platform for gamers, currently has more than **15 million** daily viewers (source: Twitch). And it continues to show sign of growth.
- In contrast, ESPN, one of the oldest and most well-known traditional sports channel has suffered a 15% decline in its subscribers over the past 5 years, from 99 million in 2013 to 86 million in 2018.



Reference:

<https://variety.com/2018/biz/news/espn-disney-channel-subscriber-losses-2018-1203035003/>
<https://onlinebusiness.syr.edu/blog/esports-to-compete-with-traditional-sports/>

“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

iCandy's Multi-Dimensional eSports Initiatives



iCandy will interact its existing 350m gamers network to promote eSports engagement

Gamer Base

Content

iCandy will look into some of its existing game content that is capable of competitive gaming experience

iCandy will develop or white-label platform technologies from partners

Tech

Ads & Sponsor

Ads and sponsorship are major income for eSports. iCandy is already deriving up to 50% of its revenue from digital ads, and is familiar with this business model

iCandy will partner with various best-of-breed players to develop its eSports strategy

Partner

iCandy's Recent eSports Partnership



Emerge Gaming (ASX:EM1)

- Mobile eSports League Platform
- White-label opportunity for iCandy to create iLeague eSports League
- Emerge Gaming is Developing multiple eSports leagues that could potentially license some of iCandy's game contents



Meta.us

- eSports Network to connect fans, players, organizers and brands
- Social network + marketplace
- Led by former senior Blizzard executive





PUBLISHING INITIATIVES

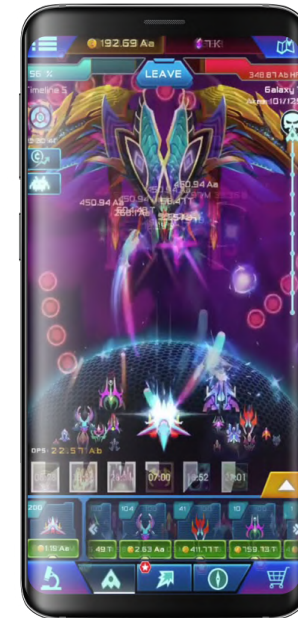
With a growing community platform currently in excess of 350 million mobile gamers strong, iCandy Interactive will continue to market and publish game titles on behalf of third party developers for a percentage of revenue.

Game Publishing As A Business



Game Publish and Marketing

- 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.
- Recent successful publishing deals include Void Troopers and Hollywhoot.
- 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



Game Publish and Marketing

- 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

iCandy is Well Positioned for Game Publishing

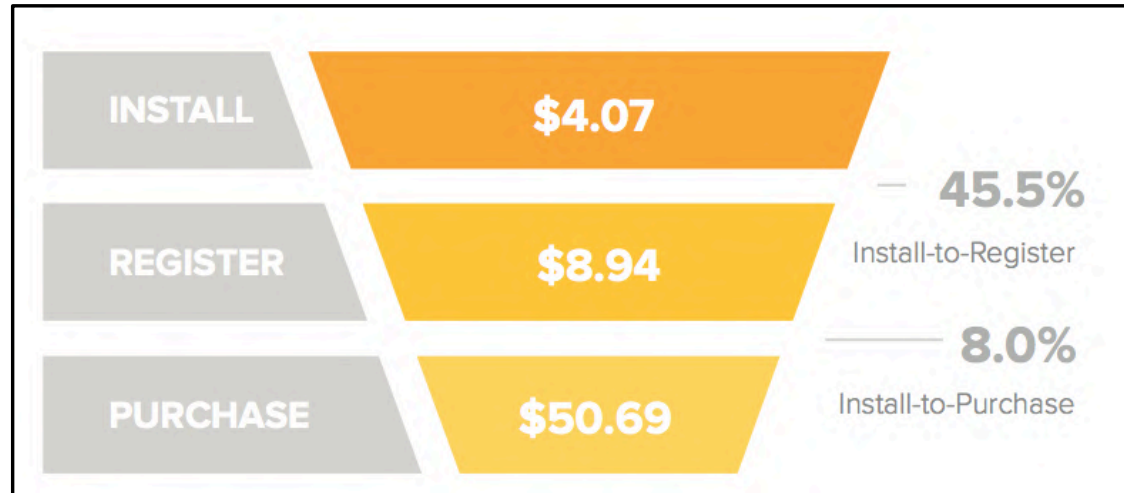
The average cost to acquire a mobile game user via install is \$4.07.



A game developer could spend up to \$50.69 total to acquire the first purchase from a gamer.



Mobile Game Marketing Cost and Conversion Rates



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

iCandy offers its publishing clients access to its network of 350 million mobile gamers and brings its marketing prowess to clients seeking a head-start in the high-cost game marketing environment.



DIGITAL DISTRIBUTION PLATFORM

iCandy intends to turn its network of 350 million mobile gamers to be a platform for distribution of digital content including video content, apps and other security software.

Digital Distribution Platform

How Do We Do It ?

iCandy can distribute digital contents via click-through ads strategically placed within its mobile game apps and in-game reward systems that encourage gamers to explore promoted content.

iCandy is at planning stage of developing this platform.



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.

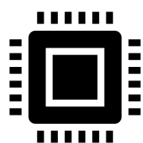
The Digital Content Market

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

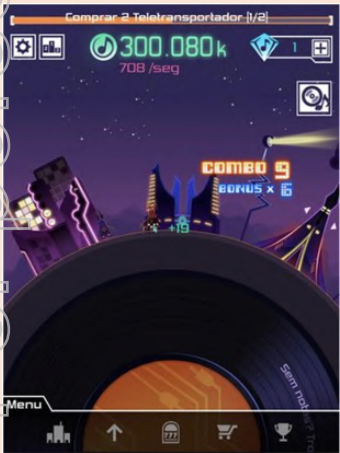
STRATEGIC INITIATIVES

iCandy has strategic initiatives that strategically position it for growth

Partner with 9Games of Alibaba to Enter China



With a strong local partner, iCandy is well equipped to penetrate the booming but tightly regulated Chinese mobile gaming market



- As of 2018, **China is the world's largest gaming market** with 619.5 million players, generating \$37.9 billion of which \$23 billion are attributable to mobile games.
- The Chinese gaming market is unique in several respects: its culture, its barriers to entry, and the huge role that the government plays through the regulating the license issuance for new game titles.
- iCandy has entered into a collaboration agreement with a local partner, **9Games** to localize and publish in China iCandy's mobile game 'Groove Planet'.
- 9Games is a unit of **Alibaba digital media and entertainment business** group, and has strong market knowledge of Chinese consumer behavior and distribution channel in the lucrative Chinese gaming market.

Source: <https://newzoo.com/insights/infographics/china-games-market-2018/>

Branding and IP Partnership with 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 and advertisements
- 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 TV series to date and since its inception,

over 300 million

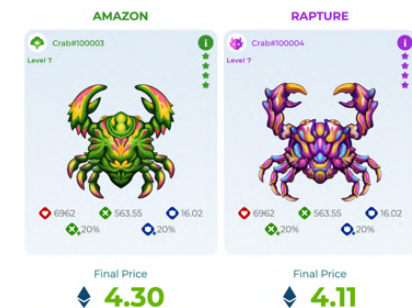
viewers worldwide have tuned in to watch



CryptantCrab - Our First Blockchain Games

Blockchain Game Development

- iCandy recently released its first Blockchain technology powered game, CryptantCrab with over **USD \$100,000 of revenue** generated in the first 2 months since launch.
- 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 is developed based on Non-fungible token (ERC721) Ethereum blockchain technology.
- The traditional game industry is a perfect target for blockchain integration, which could potentially result in mass adoption and popularisation of blockchain technology, driven by 2 factors:
 - **Alternative to App Stores**
Currently App Stores such as Apple and Google play take up to 30% cut of game revenue as platform fee. Blockchain based games are majority web based, hence these fees can be circumvented
 - **In-game virtual assets ownership**
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





Corporate Overview

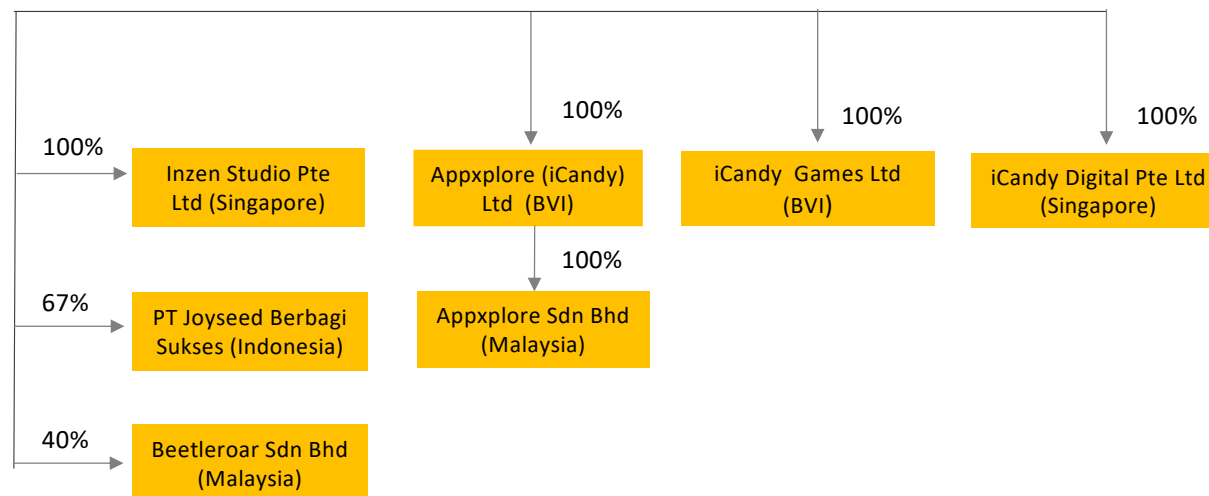
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iCandy has strategic partnerships with industry leading peers, across high growth sectors including blockchain, cryptocurrency, as well as the lucrative eSports market

Our Corporate Structure



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



iCandy's Studio in Kuala Lumpur,
Malaysia

Board of Directors - Experienced International Leaders



Kin W. Lau
Chairman



Marcus Ungar
Non-Executive Director



Masahiko Honma
Non-Executive Director



Robert Kolodziej
Non-Executive Director



Lum Piew
Executive Director

- Took his 1st tech company to IPO at 28 year old
- CEO of Fatfish Blockchain Ltd (ASX:FFG, US: FFTF), the largest shareholder in iCandy
- More than 12 years experience in game industry. Former head of Sanrio Digital, Southeast Asia
- 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 forex services
- 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.
- 25 years experience in technology and management consulting at Accenture, with the last 12 years as a Managing Director
- Currently also an Executive Director at Cloudaron Group Berhad, a public listed Technology and Digital company in Malaysia
- Graduated from National University of Singapore in Computer Science

Senior Management – Award Winning Industry Veterans



Desmond Lee
COO

- Desmond leads development and publishing operations at iCandy Interactive and is concurrently CEO of Appxplore
- 16-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 16 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 84% of ICI

Rank	Name	No. of Shares	%
1	FATFISH INTERNET PTE LTD	187,500,001	55.99%
2	ANIMOCA BRANDS LIMITED	16,875,000	5.04%
3	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	11,390,058	3.40%
4	ANIMOCA BRANDS LIMITED	9,775,000	2.92%
5	RHB SECURITIES SINGAPORE PTE LTD	7,759,117	2.32%
6	ESPORTS.COM GROUP AG	6,815,091	2.03%
7	FATFISH MEDIALAB PTE LTD	5,000,000	1.49%
8	DUTCHMAN CAPITAL PTE LTD	4,673,870	1.40%
9	LEAD NATION HOLDINGS LIMITED	4,307,846	1.29%
10	INCUBATE FUND 1-G LIMITED PARTNERSHIP	4,140,056	1.24%
11	CITICORP NOMINEES PTY LIMITED	3,329,476	0.99%
12	MR JASON JON BOYER	2,993,034	0.89%
13	BNP PARIBAS NOMINEES PTY LTD	2,905,149	0.87%
14	TOCK YUNG MYN GERALD	2,744,180	0.82%
15	LEAD NATION HOLDINGS LIMITED	2,580,000	0.77%
16	TAN CHOON HUAT	2,535,371	0.76%
17	HOO JIA LING	1,622,171	0.48%
18	LIANG ZHENLONG	1,594,059	0.48%
19	KIE SEIK PHAI ROLAND	1,594,059	0.48%
20	QUEK SEOW KEE	1,463,642	0.44%
	Total	281,597,180	84.08

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

= 84.1%

* Shareholding as of 21 June 2019



Strategic Corporate Shareholders Support Our Growth Plan



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 listed on NASDAQ with a market cap of USD\$40B.



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.



China's Leading Games Industry Business Network

Based in Hong Kong, Animoca Brands leverages gamification, blockchain and artificial intelligence technologies to develop and publish a broad portfolio of popular mobile games.

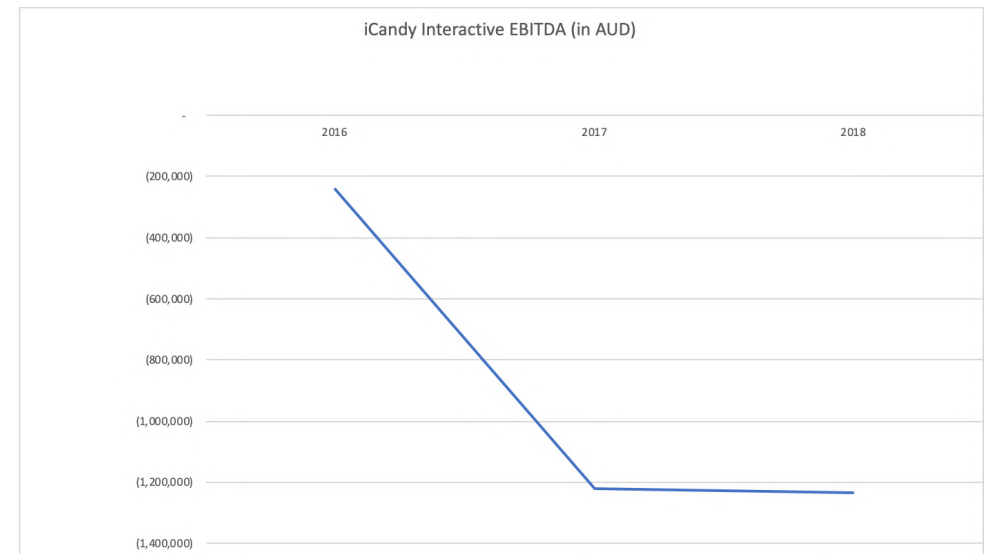
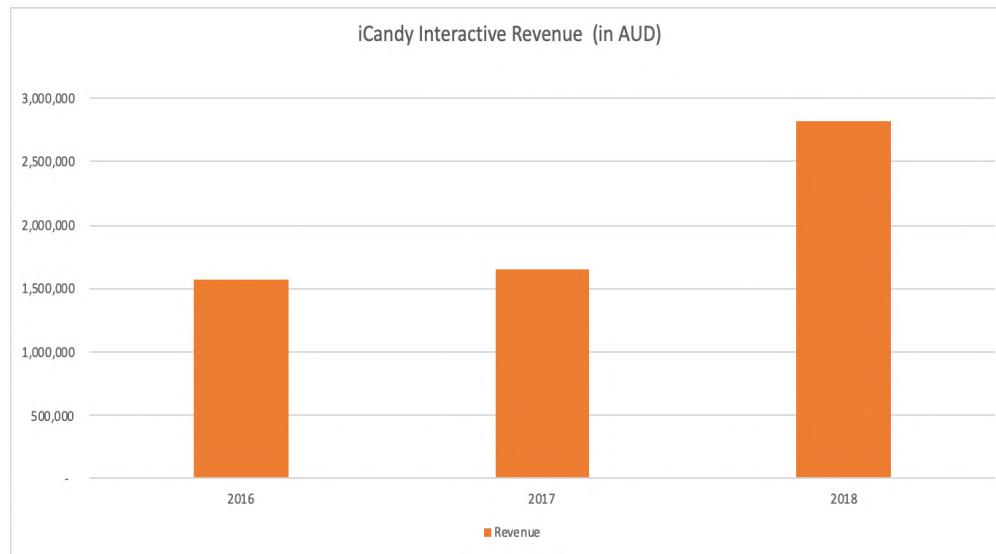
Animoca Brands is listed on the ASX with a market cap of A\$130m



iCandy Interactive – Financial Overview

Revenue Growth

iCandy Interactive has been able to grow its revenue. Its EBITDA is still in the negative region as it continues to invest into growth.



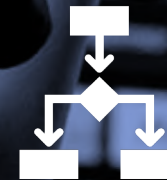
In Summary



Global Gamer
Community



Traction & Revenue
Generating



Vertically Integrated
Offerings

Notice

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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.

Thank You



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