



iCandy Interactive Limited
(ACN 604 871712)
Level 4, 91 William Street
Melbourne, VIC 3000
Australia

29 March 2021

ASX and Media Announcement

Operational Updates

iCandy Interactive Limited ("ICI", "iCandy" or the "Company") is pleased to provide the following updates on its recent initiatives and operations.

Partnership with Ohayoo

As per previous announcements, iCandy currently has 2 partnership agreements with leading global game publisher, Ohayoo, to:

- (i) localize, publish and market in China iCandy's recent smash hit mobile game, *Masketeers: Idle Has Fallen* ("**Masketeers**"); and
- (ii) exclusively license and publish iCandy's mobile game *Rocky Rampage* ("**Rocky Rampage**") globally.

iCandy wishes to update that in relation to *Masketeers*, the iCandy team has completed a localized version of *Masketeers* based on the requirements requested by Ohayoo. Currently, the localized version of *Masketeer* is undergoing limited trial on Apple App Store and several other Android app stores in China.

iCandy has also completed all requirements requested by Ohayoo in relation to *Rocky Rampage*, and the revised game is currently undergoing early access trial on Google Play. The revised *Rocky Rampage* has recorded marked improvement to its retention rates compared to previous retention rates. The revised *Rocky Rampage* currently has a Day-7 retention rate of 14%, which is a very positive rate for the casual game category. *Rocky Rampage* is scheduled for a global release by **end April 2021**.

Update on iCandy's New Game Claw Stars

iCandy wishes to update that *Claw Stars* is undergoing on-going early access trial on Google Play. Over the past 2 months, iCandy's game studio team has been gathering feedback and input from gamers and making adjustments to *Claw Star*'s game-play and mechanics. *Claw Star*'s engagement rate has continued to improve and is better than that of *Masketeers*, as per previously announced.

The management of iCandy expects to commence global pre-order for *Claw Stars* on the Apple App Store and Google Play Store in May 2021. The pre-order will run for a period of

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approximately 6 weeks before a global commercial launch.

Joint Venture with Lemon Sky Studios

Earlier in 2020, iCandy and its joint venture partner Lemon Sky Studios ("**Lemon Sky**"), a global-leading game animation and digital art studio formed Sky Candy ("**Sky Candy**").

iCandy wishes to update that Sky Candy has taken share with an initial team comprising 4 experienced game developers. The team is currently developing an online multi-player Player versus Player (PvP) game prototype with 3D battle mechanics. The prototype has been completed and further development will be carried out.

This announcement has been authorized by the Board of Directors of iCandy.

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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 video-games and digital entertainment for a global audience. iCandy Interactive runs a portfolio of mobile games that have been played by over 350 million mobile gamers worldwide and has won multiple awards in various coveted international events. For more info visit www.icandy.io

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