iCandy Interactive Limited (ASX:ICI)

Investor Webinar
7th December 2023

Agenda

1	**Overview / Introduction**
2	**Business Updates + FY2023 Recap**
3	**Select Project Updates**
4	**Strategy for 2024 & Beyond**
5	**Q & As**

ICANDY AT A GLANCE

GAMING PEDIGREE & EXPERTISE

ASX

- 2015: Incorporation
- 2016: Listed as **ICI**

LARGEST ASX-listed Game Developer (by no. of FTE)

700+ full time professionals

FY 2022 (31 Dec 2022) Financial Highlights

A$29.1m **1,432%**

Revenue   Growth (c. Prior Yr)

Core Business

WFH Studios

Own IP Development (Web2/Web3)

International -6 Studios in 5 Countries

H5, Mobile, Web3 Game Dev & Publishing	AAA Game Dev, Art & Animation	Backend/ Web 3.0 Tech

appxplore
storms
Flying Sheep
lemon sky STUDIOS
HASHCODE

Stellar Work-For-Hire Development of Global Clientele

NETFLIX   BLIZZARD ENTERTAINMENT   SQUARE ENIX   CAPCOM

KONAMI   Sony Interactive Entertainment   RIOT GAMES   NAUGHTY DOG

Strategic Shareholders include

animoca BRANDS
Singtel
AIS
SK square
Bai du 百度

Own IPs

400+

Game titles across H5, Mobile, Web3

Featured Awards

50 Technology **Fast 50** 2023 AUSTRALIA Deloitte.

STRATEGY - BUILDING CAPACITY & CAPABILITY ACROSS VALUE CHAIN

iCandy Interactive Group

Web3/Mobile/Casual

No. of Full-time Employees: ~ 120

H5 / Mobile / Casual Game Development

appxplore

storms

flying sheep

JOYSEED

Backend & Web3 Tech

HASHCODE STUDIO

AAA Game Dev, Art & Animation

No. of Full-time Employees: ~ 600

Work-for-hire , Co-Dev, Original IP

lemon sky STUDIOS

Community

Game Publishing

storms

Esports Platforms

RIGHTBRIDGE VENTURES

ESPL
Esports Players League

Upstream

Downstream

iCandy INTERACTIVE

Our Full Stack A-Z Capabilities

CONCEPT
Concept Design
UI/UX Design
Game Mechanics
Economic Design

GAME DEVELOPMENT	
Character Design	2D/3D Game Assets
SFX	In-game Animation
Software Development	Cinematics
Smart Contract	Motion Capture
NFT Design	Rigging

PUBLISHING
Marketing
Community / QA
Esports

Game, Animation & Metaverse Builder

Worked on 130+ AAA Global Games & Animations

iCandy INTERACTIVE

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- *Continuous technological advancements in the gaming industry are significantly propelling the industry's growth*

Total global video games revenue, by segment (US$bn)

- Social/casual gaming
- PC games
- Console games
- Integrated video games advertising

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total	120.4	139.2	162.4	196.9	214.2	235.7	257.1	278.4	299.9	321.1
Integrated	23.8	25.0	25.6	28.6	28.3	29.2	30.0	30.6	31.1	31.5
Console	25.5	27.3	28.9	31.3	33.7	35.2	36.9	38.6	40.4	42.2
Social	67.7	83.2	103.9	132.9	148.0	167.0	185.8	204.7	223.8	242.7
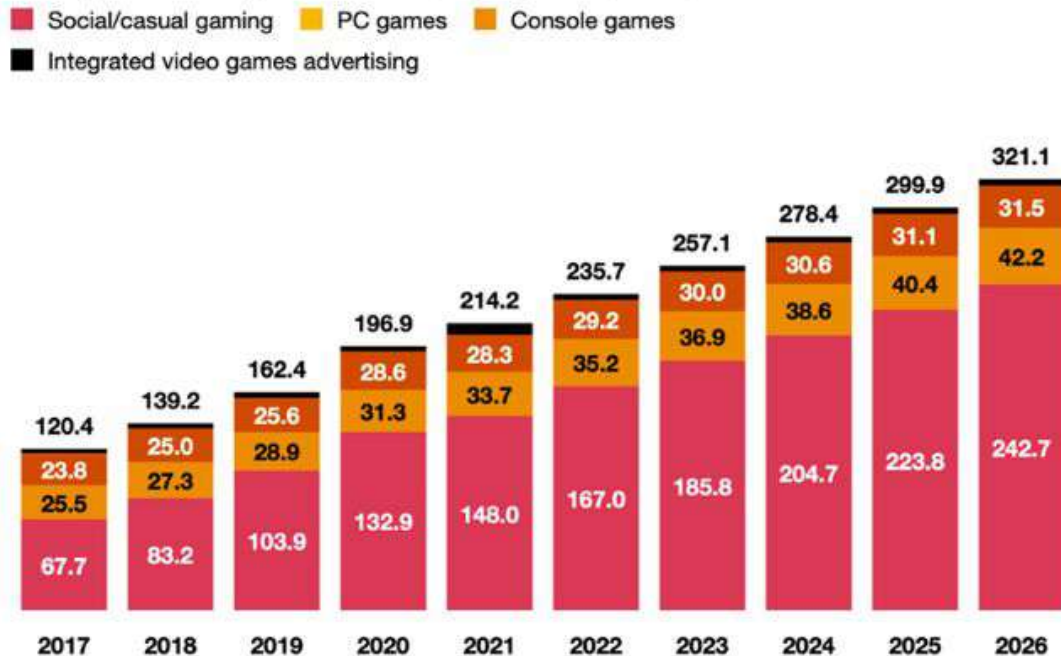
Source: World Economic Forum

WEB3 GAMING MARKET OVERVIEW

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Source: Forbes

- **Web3 Gaming Is Transforming The Gaming Landscape**

  ~Forbes~

FYE 31 DEC 2022 RESULTS

A$ 'M	FY21	FY22	1H2023
Revenue	$1.9	$29.1	$11.9
Adj. EBITDA*	($2.6)	$2.1	$0.1

- Revenue growth moderated in 1H2023 following robust growth experienced in FY22.

- This can be attributed to post-pandemic softening in demand, further compounded by various other headwinds including the uncertainty caused by entertainment industry strikes in the US

- Despite the prevailing challenges, iCandy has demonstrated resilience, maintaining a positive adjusted EBITDA during 1H2023 in the midst of various headwinds

* *Adjusted EBITDA stands for Earnings Before Interest, Tax, Depreciation and Amortisation, adjusted for non recurring income and expenses such as acquisition costs and impairment losses.*

iCandy

A$ 'M	1Q2023	2Q2023	3Q2023
Cash Receipt	$3.9	$6.0	$7.7
Net cash from operations	$(5.5)	$(3.1)	$0.7

- We are optimistic that the most challenging period has passed.

- Notably, there is a visible uptick in contract activities, resulting in positive trajectory in cash receipts

- Concurrently, strategic optimisation of costs to reduce non-essential expenses have yielded positive results.

- Net cash from operations improved from $-5.5m in 1Q2023 to $0.7m in 3Q2023

BUSINESS UPDATES - Q4,2023

Navigating Challenges : Company Resilience in Q4 2023

- Despite temporary pauses and project slowdowns, we stand strong, positioning ourselves as a leader in the dynamic Web3 ecosystem, ready to embrace the opportunities the revitalized market brings.

Web3 Sector Revival

- Embark on a journey through the remarkable resurgence of the Web3 sector in Q4 2023. Witness firsthand how our company is riding the waves of recovery and contributing to the positive momentum in the evolving Web3 landscape.

Anticipating Growth : Project Revitalization in 2024

- Anticipation of growth as we revitalize projects in Q4 2023. The warming trend in the market is set to breathe new life into initiatives, and with our agility and strategic foresight, we're poised to seize opportunities and propel our company forward into an era of accelerated progress and success.

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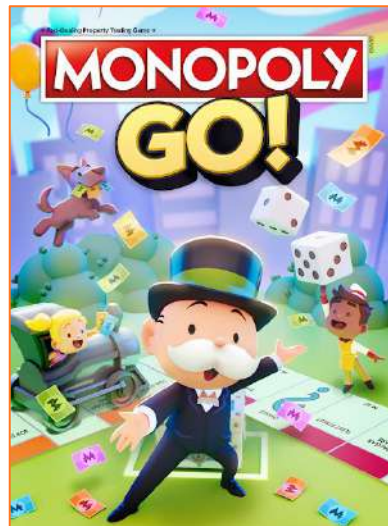# LEMON SKY STUDIOS RECENT WORK FOR HIRE PROJECTS

'Monopoly Go' Generates $1 Billion In Revenue In 7 Months, Scopely Says (ampproject.org)

Monopoly Go player spending pulls in $1bn | GamesIndustry.biz

Not Quite Narwhal (TV Series 2023–) - Awards - IMDb

Select Highlights

Watch Trailer

Not Quite Narwhal

LEO AWARDS

Best Art Direction Animation Series
Garnet Syberg-Olsen

WINNER

2023

Watch Trailer

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STAR LIFE

- Develop a metaverse for everyone
- Reduce all barriers of entry using proprietary web technology
- Blockchain integration to offer better ownership and agency over virtual belongings
- Groundwork for MMO backend and tools has been laid
- Next steps are front-end and gameplay

"Join the stars! - One click to play, party and hang-out."

THE ENGINEERS NFT

THE ENGINEERS//

DRAFT

FINAL
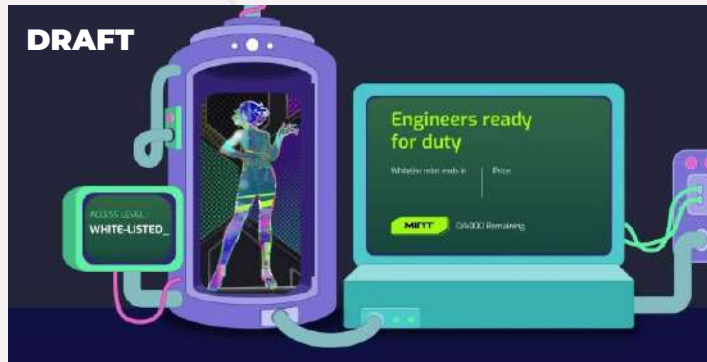
Launch Date

- Q1 2024

Launch Preparation

- *Launching Page*
- *Wallet Checker*
- *The Foundry*

Launch Strategy

- *Own an Engineer to win rewards from the launch*
- *Seasonal NFT drops in the Foundry*
- *Access gamified experiences through our partners to earn rewards*

THE ENGINEERS VISION

We are building our vision of a truly interoperable multi-metaverse.

The Engineers Multi-Metaverse

- *Original IP.* Music & visual media.
- *NFT Ecosystem.* Own NFTs to earn and combine seasonal drops for rewards.
- *Gamified Experiences.* Travel to other metaverses to play & win.
- *Partners & Collabs.* Enjoy perks throughout our multi-metaverse.

PARTNERS

- CyberKongz
- Mocaverse
- The Sandbox
- AlterVerse
- Star Symphony
- Gangster All Star

METAL GENESIS

Progress Update

- Polishing FREE-FOR-ALL Mode in preparation for ALPHA to closed testing and public.

To reintroduce Metal Genesis in 2024 with a whole new look

Our overall updated strategy

- Building an IP franchise starting from the game
- To focus on Web2 with blockchain technology
- NFT/Digital Collectibles as part of game ecosystem

One of the games launched on BASE chain ($92Bil Transaction Volume)

New Web3 dimension for Play-and-Earn powered by the TOWER token

BASE chain by COINBASE - 100 Mil Users

Try now at SnakyCat.io!

IN PARTNERSHIP WITH animoca BRANDS AND ⬤ BASE

Built on the success of CryptantCrab - a top 10 dApp from 2018

In progress of migrating to Arbitrum to take advantage of their ecosystem.

Old players can migrate. New players can start for free.

CryptantCrab PRIME

PRIMORDIALS

LIMITED DIGITAL COLLECTION

Share in the success of CryptantCrab Prime with Ecosystem Fund Incentives

Owners get to choose their Primordials' element and get rewarded

Dominate the battlefield on day one of CryptantCrab Prime

GROWTH POTENTIAL
Looking at market leader of Web2 version Replika AI bot which has over 2 millions active users.

IP GROWTH OPPORTUNITY
Manga, merchandise and music are part of the roadmap

REVENUE FOCUS
NFT mint to unlock additional features.

MUSIC : ON

TWITTER / X

Click to Watch Gameplay

BLASTER RUSH

https://blasterrush.io/

Outblast, Outplay, Outlast - the ultimate 3v3 multiplayer arena showdowns.

Blaster Rush

- No download, no installation, 1 click to play on any browser

- Action packed multiplayer brawl game

- 3v3, matches up to 2 minutes

- Two modes, multiple weapon and skill combinations

- First MVP test successful, metagame being added

LEGENDS OF THE

MARA

- LOTM is part of the Otherside metaverse, integrated into the BAYC ecosystem

- 2D strategy browser game with its own companion collection

- Significant revenue contract

- Contracted to work on future updates & features
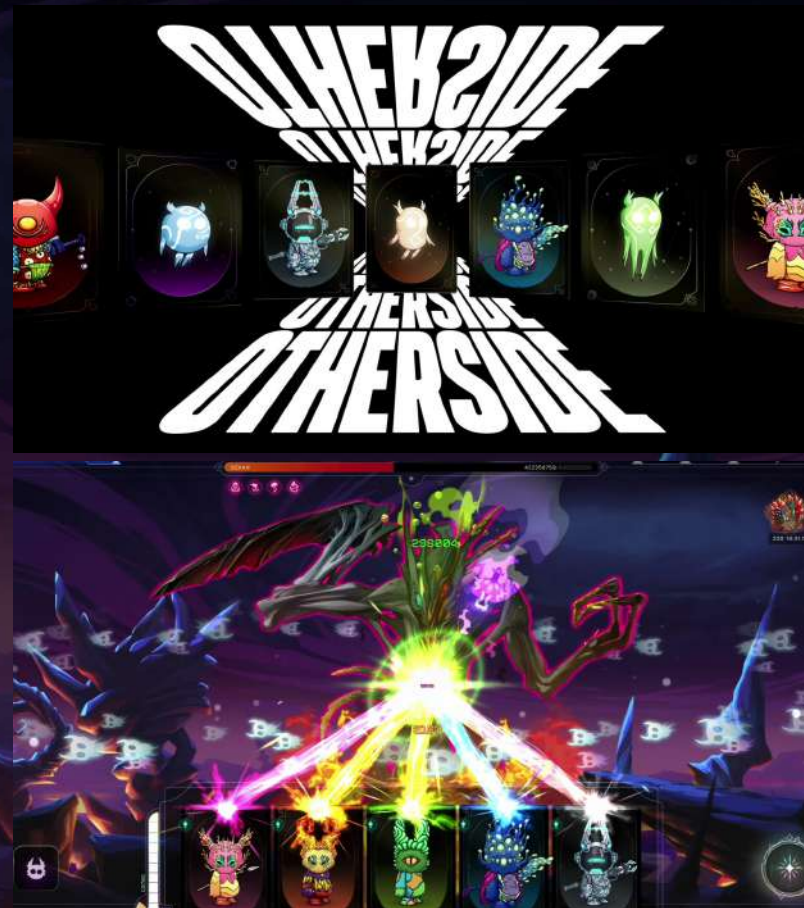
- **Chess puzzle solving games with a touch of magic**

- **UI/UX, game and backend engineering by Hashcode Studio, game assets by Lemon Sky Studios**

- **Animoca product in collaboration with Chess.com (4MIL visitors a day playing game)**

RECENT MARKETING EVENTS

gamescom asia

Kin Wai spoke on the panel "Navigating the Web3 Gaming Landscape: Insights and Strategies for Success"

Cologne Web3 Networking

Gamescom side event by Flying Sheep, iCandy, Playades, and KölnBusiness

THE SANDBOX

Singapore Partner Day

Showcased The Engineers experience in The Sandbox's Singapore neighbourhood Lion City

Showcased Lemon Sky Studios as The Sandbox metaverse builder and pitched WFH opportunities to Web2 brands

Spoken on the panel "Building the Open NFT Metaverse"

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OVERALL STRATEGY FOR 2024

1 — *To Continue Growing Work-For-Hire (Profitable)*

2 — *Web3 Revival*

3 — *Global Partnership*

Catalysts for Growth in 2024

iCandy
INTERACTIVE

OUR DNA - MULTIPLE DRIVERS FOR GROWTH

iCandy
INTERACTIVE

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**BE
CONSOLIDATOR**

**DOUBLE-DOWN ON
WEB3 EXPERTISE
AND PRESENCE**

**ORIGINAL IPS /
FRANCHISES**

**BUILD ON
EXISTING GLOBAL
SUCCESSES**

4

3

2

1

*At the opportune
time, continue to be
active in M&A to
seek upsized value*

*Many IPs are being built
that could provide
long-tail revenue via
multiple versions across
different platforms*

*Deliver multiple genre
in Web3 Gaming for
the nascent Web3
Gaming market*

*Build and expand on
track-records of WFH
division, led by Lemon Sky
Studios*

Q & A

Thank You