



iCandy Interactive Limited  
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Level 4, 91 William Street  
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8 October 2020

## ASX and Media Announcement

# Operational Update: *Masketeers* Launches into 70+ Countries and Generates First Revenues, Other New Game Update

## Highlights:

- **Masketeers** Launches into more than 70+ countries and already generates its first revenues
- Final Pre-Orders Exceeds 1,060,230 copies: The highest of all of ICI's previous games
- New Game *Kingdomtopia* recently launched with 300,000+ pre-orders
- In just 20 days after launch, *Kingdomtopia* has amassed total revenues of > A\$51,000
- *Kingdomtopia* ARPU for In-Game Purchase of US\$0.45 for USA, and US\$0.10 for rest of the world
- *Kingdomtopia* ARPU for Advertising of US\$0.73 for USA, and US\$0.15 for rest of the world

## Masketeers Launches As Anticipated

Following our announcements dated 22<sup>nd</sup> and 29<sup>th</sup> October 2020 on iCandy's much anticipated new game *Masketeers : Idle Has Fallen* ("Masketeers"), iCandy Interactive Ltd ("iCandy" or the "Company") is pleased to announce that *Masketeers* has been successfully launched in **more than 70 countries yesterday**. The game is now available for download via mobile devices through either **Apple Appstore or Google Play**.

*Masketeers* has garnered international attention from the gamer community and has pre-orders that exceeds **1,060,230** prior to its launch.

In recent trial of 80,000 gamers with Google Play, *Masketeers* has shown very strong monetization performance and recorded In-game Purchase Average Revenue Per Paying User ("ARPPU") of US\$ 25.99 amongst other key monetization matrixes.

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## Another New Game: Kingdomtopia

Following our announcement dated 9 July 2019 on iCandy's 4 new self-developed games, iCandy is also pleased to announce that *Kingdomtopia: The Idle King* ("**Kingdomtopia**") has been launched on Google Play and iOS App Store on 8 September 2020.

### Kingdomtopia Performance Matrix

Prior to its global launch, Kingdomtopia has amassed a total of more than **300,000 pre-orders**. Kingdomtopia has managed in the 20 days, since its launch on 8 September 2020, charted some encouraging performance matrix:

- i. Average Revenue Per User (ARPU) for **In-Game Purchase** of **US\$0.45** for USA, and **US\$0.10** for rest of the world
- ii. Average Revenue Per User (ARPU) for **Advertising** of **US\$0.73** for USA, and **US\$0.15** for rest of the world
- iii. total revenue of **US\$36,800 (A\$51,450)** in in-game purchase and advertising revenue in 20 days since launch
- iv.

Although a smaller game-title compared to the Masketeers, the management of iCandy is positive at the prospect that Kingdomtopia has to offer and has now set in motion immediate future development plan to expand the offering of the game, in the form of new content that could include Christmas Edition content to the game and other festive seasonal contents, that shall be released in as updates to the games in the future.

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

— ENDS —

### 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 have been played by over 350 million mobile gamers worldwide and has won multiple awards in various coveted international events. For more information visit [www.icandy.io](http://www.icandy.io)

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