

12 October 2020

**ASX and Media Announcement**

## **Operational Update: *Masketeers's First 5 Days Revenues Exceed Expectations, Booking over A\$92,000***

### **Highlights:**

- **Masketeers: Idle of Fallen has generated significant early revenues that exceeded managements' expectations**
- **In its first 5 days since launch, Masketeers generated >A\$92,000, representing a revenue run-rate that is significant increase to overall revenue**
- **Due to the game's success, management will now prioritize additional resources to push the game via digital marketing, influencers and youtubers in the lucrative North American market**
- **The game successfully launched in over 70 countries with revenues coming from both in-game purchases and advertisements**
- **Musketeers is 100%-owned by the company and ICI expects a material revenue uplift this financial year**

Following our announcements dated 22<sup>nd</sup>, 29<sup>th</sup> September and 7<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 now launched into 70 plus countries.

The game has generated significant first revenues that exceeded iCandy managements' expectations. The game and all its related intellectual properties are owned 100% by iCandy.

in the first 5 days since its launch on 6 October 2020, a total revenue in excess of **A\$92,000** has been generated via in-game purchase and advertisements. This represents revenue run-rate that will contribute to a material increase of iCandy's overall revenue in the current financial year. iCandy recorded total revenue of A\$2,237,230 in its last audited financial year ended 31 December 2019.

Management is extremely pleased with the results and will now devote considerable company resources to develop and market Masketeers in its key target-countries. In doing so, iCandy management will prioritise marketing push via digital marketing, well-respected youtubers and influences in the **North American markets**.



FINANCIAL REVIEW  
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IN COOPERATION WITH **statista**  
*iCandy – Proudly Ranked 25<sup>th</sup>  
of Australia's Fastest Growing*

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Since its launch, Masketeers has gathered international attention across the entire global gaming community and had pre-orders that exceeded **1,060,230** prior to its launch, the highest among iCandy's games ever.

The company looks forward to updating the market further on the marketing push on the game as well as providing further revenue figures, as they become available.

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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