

14 October 2020

**ASX and Media Announcement**

## ***Operational Update: ICI's Esports Players League (ESPL) set to launch its inaugural international Championship Next Month***

**Highlights:**

- **Esports Players League (ESPL) is a global grassroots Esports tournament platform, accessible via [espl.gg](http://espl.gg)**
- **ESPL was launched by ICI, together with Michael Broda (former CEO of esports.com Group AG)**
- **ESPL has expanded its presence to 12 countries**
- **ESPL is set to launch its first international competition, ESPL Amateur Championship 2020 in a few weeks and expected to generate advertising and platform revenues**

iCandy Interactive Limited (ASX: ICI) ("**iCandy**", the "**Company**") is pleased to provide an operational update on its investee company, Esports Players League ("**ESPL**").

As announced on 14 October 2019, ESPL was founded by iCandy together with Mr Michael Broda (former CEO of eSports.com Group AG). ESPL operates a global esports tournament network and a cloud-based online esports tournament platform.

**Footprint in 12 countries**

ESPL has penetrated to 4 key regions globally (Southeast Asia, South Asia, Latin America and Europe). The company has presence in 12 countries and signed country partnership agreements with partners in the following countries:

1. Malaysia
2. Indonesia
3. Singapore
4. India
5. Pakistan
6. Bangladesh
7. Mexico
8. Colombia
9. Ecuador
10. Panama
11. Peru
12. Turkey

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ESPL's online tournament platform is hosted on the cloud and is accessible via [espl.gg](http://espl.gg). The online tournament platform has hosted more than 76 esports tournaments to date, with an average of 650 participants participating per tournament.

### **First International Competition**

On the regional and international level, ESPL will be launching its **first international competition**, the ESPL Amateur Championship 2020 (the "**Championship**") in the next few weeks. To qualify as a contestant for the Championship, amateur esports player must participate in the national tournament qualifiers and emerge as the national league winners.

The Championship will feature popular mobile esports game titles, PUBG Mobile, Call of Duty Mobile, Mobile Legends and Brawl Stars. ESPL expects participation from more than 20,000 amateur teams in the Championship from the 12 countries that it operates in.

### **Business Model**

ESPL currently aims to generate revenue via sponsorship and advertising contracts with consumer brands that engage ESPL and its country partners to provide brand activation campaigns via esports tournaments.

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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