



19 October 2020

ASX and Media Announcement

## **Operational Update: Masketeers Books over A\$265,000 in Revenues in first 10-Days since Launch, as Revenue Growth Further Accelerates By 88%**

### **Highlights:**

- **Masketeers: Idle of Fallen** has recorded further significant revenue growth of **A\$265,000** in its first 10 days, well above management expectations
- **The second 5-days' revenues of A\$173,000 (vs. \$92,000 in its first 5 days), illustrates that the revenue run-rate has increased sharply, by over 88%**
- **Masketeers' strong revenue growth trend can contribute significantly to current financial year**
- **ICI has also begun collaborating with online influencers, to drive further growth in the lucrative North American market**
- **The game has recently been recommended by Apple Appstore and Google Play and is 100%-owned by the company**

Following our announcements dated 7<sup>th</sup> and 12<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 registered strong growth in revenue that continues to exceed management's expectation since the last reported in previous announcement.

Since launch on 6<sup>th</sup> October 2020 Masketeers has generated more than **A\$265,000 in revenues in its first 10-days of operation.**

The first 10-days revenues point to a **strong growth trend in revenues** of Masketeers. In earlier announcement the Company reported first 5-days revenues of A\$92,000 for Masketeers. In comparison the second 5-days revenue of A\$173,000 (compared to first 5-days) has shown a **significant growth of 88% increment.**

For personal use only



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

The first 5-days revenues reported implied a daily revenue run-rate of approximately A\$18,400 per day, while the second 5-days revenues reported now has grown to approximately A\$34,600 per day, in daily revenue run-rate.

The management of iCandy is of the opinion that the strong revenue growth trend of Masketeers will contribute significantly to iCandy's overall revenue in the current financial year ending 31 December 2020. iCandy recorded a total revenue of over A\$2.2million in its last audited financial year ended 31 December 2019.

### **Driving further growth in the US market**

iCandy has started digital marketing and collaboration with online influencers to drive digital marketing for the North American market.

The Game has recently been featured as one of the new games to try in Apple Appstore and Google Play.

Masketeers and all its related intellectual properties are owned 100% by iCandy. The game is currently launched in over 70 countries.

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

— END —

### **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](http://www.icandy.io)

For further communication: [ir@icandy.io](mailto:ir@icandy.io)

For personal use only