

27 October 2020

ASX and Media Announcement

Operational Update – Partnership With South Korean Game Studio To Release Much Anticipated Hellopet House

Highlights:

- iCandy's collaboration with South Korean game studio Nanali Inc is bearing first results
- The collaboration involves iCandy getting global rights to publish Hellopet House, game derived from a popular IP Hellopet
- Development of Hellopet House has now been completed
- Hellopet House is now available for pre-orders and has recorded > 435,000 pre-orders
- The virtual pet collection game is expected to launch on 17 November 2020 in more than 45 countries
- iCandy has 3 years exclusive right on Hellopet House globally

Following our announcement dated 19 November 2019 on iCandy's collaboration agreement with South Korean game studio Nanali Inc to collaborate on mobile game Hellopet House ("Hellopet House"), iCandy Interactive Ltd ("ICI" or "Company") is pleased to announce that Hellopet House has recently completed its early access trial ("Trial") and is now readied for launch.

As previously announced, Hellopet House is an interactive pet collection game based on the a popular virtual pet simulator game in South Korea, Hellopet. Hellopet is known brand among the gaming community of South Korea, one of the most advanced gaming markets in the world with more than half of its population playing games on smartphones ¹. ICI signed an exclusive 3-year publishing agreement with Nanali Inc to publish and market Hellopet House globally in multiple languages.

Hellopet House uses a "world-building" game engine technology. "World-building" is a popular game concept where gamers are given the ability to personalize their virtual worlds in the game.

Note 1 – Source: South Korea is Gaming Haven, VentureBeat, 28 April 2019



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Pre-Orders Started

The development of Hellopet House has been completed and the game is ready for launch. Hellopet House is now made available for pre-orders on Apple iOS Appstore and Google Play and has to date recorded more than 435,000 pre-orders.

The game is to launch on 17 November 2020 in more than 45 countries.

iCandy Chairman Kin W Lau commented "This is the first time iCandy is cooperating with a game studio in South Korea, which is one of the most advanced gaming countries in the world. We are very impressed by the tech capability of the game developers we are working with. We hope to do more in South Korea, expanding our global footprint."

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

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