

20 November 2020

**ASX Announcement**

## **Operation Update – Masketeers Continues Push in North America, will Launch on Samsung Galaxy Apps Store USA**

**Highlights:**

- **iCandy's New Game Masketeers makes further progress in marketing drive in North America**
- **Masketeers will launch on Samsung Galaxy Apps Store in USA**
- **This will be an additional major channel distributing Masketeers, in addition to Apple Appstore and Google Play.**
- **Samsung Galaxy Apps Store has >400 million monthly active users**
- **Details of Masketeer's launch on Samsung Galaxy App Store in USA is available in a media release posted on iCandy's website**

Pursuant to the announcement on 19<sup>th</sup> October 2020 on marketing drive to promote new game Masketeers: Idle Has Fallen ("Masketeers") in the North America market, iCandy Interactive Ltd ("ICI" or "**Company**") has made further progress in marketing Masketeers in the North America market.

iCandy is pleased to announce that Masketeers will launch on the Samsung Galaxy Apps Store in the USA. iCandy will customize a version of Masketeers that will support various functions of Samsung Galaxy Apps Store and will launch the game on the store.

This will be an addition of a major distribution channel for Masketeers, on top of existing distribution channels via Apple Appstore and Google Play. Samsung Galaxy Apps Store has more than 400 million monthly active users (source: Samsung NewsRoom, 2019)

The North America is a key market identified by the management of iCandy as it is a good fit for Masketeers based on the retention and monetization data collected from earlier trials conducted. The game has been well received by gamers of North America. Samsung Galaxy Apps Store has a strong presence in North America.

More info about Masketeer's launch on Samsung Galaxy Apps Store can be found in the media release posted on iCandy's website ([www.icandy.io](http://www.icandy.io)).



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

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#### **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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