



iCandy Interactive Limited
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Level 4, 91 William Street
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Australia

15 December 2020

ASX Announcement

iCandy's Hit Game Masketeers Successfully Launches on Samsung Galaxy Apps Store USA

Highlights:

- iCandy's New Game Masketeers makes further progress in USA
- Masketeers has successfully launched on Samsung Galaxy Apps Store in USA (14 December 2020), in time for the Christmas and Festive Holiday Season
- This marks an additional major distribution channel for Masketeers, in addition to the Apple Appstore and Google Play.
- Samsung Galaxy Apps Store has >400 million monthly active users
- Masketeers reached A\$1million revenue in record time in just over 60 days, the best among iCandy's games
- The Samsung Galaxy App Store launch will provide a new channel for Masketeers to generate revenue
- Discussions continue on a partnership to launch Masketeers in the Chinese market in the near future

Pursuant to the announcement on 20 November 2020, iCandy Interactive Ltd ("ICI" or "**Company**") is pleased to announce Masketeers: Idle Has Fallen ("Masketeers") successfully launched on the Samsung Galaxy Apps Store in the USA on 14th December 2020, ahead of the important Christmas and year end festive holiday season. The gaming industry traditionally sees a major increase in gaming activities during the year end season.

The successful launch of Masketeers on the Samsung Galaxy Apps Store in the USA marks an important addition of a major distribution channel for Masketeers, on top of existing distribution channels via the Apple Appstore and Google Play.

The Samsung Galaxy Apps Store has a strong presence in North America with more



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than 400 million monthly active users globally (source: Samsung NewsRoom, 2019).

The North American market is a key market identified by 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.

Masketeers has recently announce reaching A\$1million revenue in record time of just over 60 days, the best among iCandy's games ever.

Masketeers is currently available in English only and is launched in over 70 countries. iCandy is in **preparation stage to translate and localize Masketeers into other languages.**

As announced earlier, iCandy plans to roll out Masketeers via a partnership in China, a new key market for Masketeers identified by iCandy's management. Discussion with a strategic partner for this matter is ongoing and iCandy management believes that it will be in a position to launch Masketeers in China in the near future. iCandy will keep the market posted on this development.

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. iCandys games are featured on the Apple Appstore, Google Play and Samsung Galaxy Apps Store. For more information visit www.icandy.io

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