



FINANCIAL REVIEW  
**FAST100 2020**  
IN COOPERATION WITH **statista**  
iCandy – Proudly Ranked 25<sup>th</sup>  
of Australia's Fastest Growing

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

22 January 2021

ASX & Media Announcement

## **Global Game Publisher Ohayoo To Exclusively License iCandy's Game: Rocky Rampage**

### ***Second Partnership Deal Between Ohayoo and iCandy in 2 months***

#### **Highlights:**

- **iCandy enters into a new strategic partnership with leading international game publisher Ohayoo, to publish iCandy's award-winning game: Rocky Rampage**
- **The 3-year partnership will be global and Ohayoo will exclusively publish and market Rocky Rampage , including China**
- **iCandy and Ohayoo will share the revenue generated by Rocky Rampage globally**
- **Ohayoo is a leading global game publisher with very extensive reach**
- **This is the second partnership deal between iCandy and Ohayoo, after a previous deal that sees Ohayoo licensing and publishing iCandy's Masketeers in China**

iCandy Interactive Ltd ("**iCandy**" or the "**Company**") is pleased to announce that it has entered into a Global Game Publishing Agreement ("**Agreement**") with leading game publisher Ohayoo to exclusively license and publish iCandy's game Rocky Rampage globally.

#### **Details of the Partnership**

Under the Agreement, iCandy will grant Ohayoo the exclusive right to localize, publish and market iCandy's award-winning game Rocky Rampage, globally. Rocky Rampage was recently named the Best Casual Game 2020 in the award by Google

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Play, for the category of games made in the Southeast Asia region.

The Agreement is for a duration of 3 years. Ohayoo will localize and market the game for both Android and iOS, as well as third party app stores globally.

In return, iCandy will receive a share of the revenue generated by Rocky Rampage globally. iCandy will maintain all intellectual property rights in relation to Rocky Rampage. Salient terms of the agreement are hereby attached in the Appendix A of this announcement.

This is the second partnership deal between iCandy and Ohayoo after recent partnership that saw Ohayoo launching and publishing iCandy's new game Masketeers for the Chinese gaming market.

The iCandy management is delighted to further extend the partnership with Ohayoo on a second game-title to collaborate on. This time the partnership entails a global partnership, with a much wider scope, leveraging on Ohayoo's extensive global reach and experience.

**iCandy Chairman Kin W Lau commented** "Ohayoo is a great partner to work with. we look forward to a close working relationship with the Ohayoo team, especially now that we have two deals with them within a short period of time."

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)

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## About Ohayoo

Ohayoo is a leading casual game publishing platform that empowers developers to transform their creativity into chart-topping hits and bring joy to players worldwide. Backed by unique expertise across growing gaming markets in Asia and around the world, Ohayoo offers global publishing capability to optimize value and run effective marketing for game studios of all sizes.

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## Appendix A – Salient Terms of the Game Distribution Agreement

1. **Parties:**
  - Appxlore (iCandy) Ltd, a wholly-owned subsidiary of iCandy Interactive Ltd (“iCandy”); and
  - Ohayoo
2. **Game Title:** Rocky Rampage (the “**Game**”)
3. **Territory:** Global
4. **Rights Granted** – Ohayoo is granted exclusive rights:
  - a. To release, operate, promote and market the Game in the Territory
  - b. To copy, display, transmit through info network to promote the Game
  - c. To use iCandy’s trademark, company name, game name and elements to the extent necessary for the distribution of the Game
5. **Commercial arrangement** – iCandy to be granted a share of revenue for revenue generated in the Territory in-line with the global gaming industry practice, which typically entails a 15%-35% revenue share to game developer, which is iCandy in this case
6. **Duration** – 3 years
7. **Intellectual Property Rights** – all intellectual property rights will be retained by iCandy
8. **Termination** – Either party can terminate the agreement upon one of these events:
  - a. Liquidation, bankruptcy, reorganization or dissolution
  - b. Either party assigns its rights or obligations without prior written consent of the other party

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