



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

22 July 2019

ASX and Media Announcement

iCandy Collaborates with eSports network Meta.us

Highlights

- **iCandy to enter into Strategic Collaboration Agreement with eSports network Meta.us**
- **Agreement set to encourage interactivity and competition amongst iCandy's network of 350 million mobile gamers**
- **iCandy to undertake investment in Meta.us**
- **Meta.us CEO and game industry veteran Alan Chou to join iCandy's Global Advisory Board as expert advisor**

iCandy Interactive Limited (ASX: ICI) ("**iCandy**" or the "**Company**"), developer and publisher of mobile games and digital entertainment for a global audience of over 350 million mobile gamers worldwide, is pleased to announce that it has entered into a Strategic Collaboration Agreement with eSports start-up Meta.us Pte. Ltd. ("**Meta.us**").

eSports Social and Marketplace Network

Meta.us aims to grow the competitive gaming ecosystem by bringing together all participants of the eSports community onto a centralised expansive platform. Meta.us is developing a free online network that will allow eSports fans, players, tournament organisers and brands to connect and interact with ease. The platform currently serves as both a social network and a marketplace and supports internationally mainstream games, such as DOTA 2 and PUBG mobile, which have both boasted over 1 million players in 2019. Meta.us's network is newly launched but already counts over 12,000 registered users.

Meta.us is founded by well-respected game industry executive Alan Chou, who was formerly the Publishing Director of Southeast Asia at Blizzard. Alan spent 19 years working at Blizzard, Microsoft Xbox and Intel prior to founding Meta.us.

The collaboration between Meta.us and iCandy presents several synergistic benefits and business opportunities that could be jointly developed by both organisations. In particular, iCandy aims to bring its large network of 350 million mobile gamers and game development experience to enhance the interactivity and variety on Meta.us's eSports network. Meanwhile, Meta.us could assist iCandy in increasing the engagement of its network of gamers, by expanding its framework of eSports activities and fostering a social environment that would enhance the competitive gaming experience on iCandy's network of games.

iCandy's Investment into Meta.us

In addition to the Collaboration Agreement, iCandy is also investing US\$50,000 into Meta.us via a Convertible Loan Note, with half of the amount to be paid in iCandy shares. This investment represents part of a larger seed funding round into Meta.us with other investors and is a non-material minority investment for iCandy. The cash component of the investment will be funded from iCandy's existing working capital.

Alan Chou To Join Advisory Board

As part of the Strategic Collaboration Agreement, Alan Chou of Meta.us will also join a newly formed Global Advisory Board of iCandy and serve as its expert advisor in matters relating to eSports and publishing. The Global Advisory Board expects to reap valuable insights from Alan's almost two decades of experience at major international gaming companies, such as Blizzard and Microsoft Xbox.

Kin W. Lau, Chairman of iCandy said, "A platform that allows various stakeholders to connect and interact with one another is much needed in the gaming and eSports ecosystems. iCandy is pleased to look at the various collaboration possibilities with Meta.us and sees various interesting opportunities in this partnership with Meta.us. In addition, we are truly excited to be working with Alan, a very talented gaming executive that is well regarded in the gaming industry."

Alan Chou, founder and CEO of Meta.us said, "iCandy is an exciting game company that is well positioned for the global gaming and eSports growth we are experiencing today. Meta.us is excited to work with iCandy to explore various collaboration opportunities."

Rationale and Outlook

The strategic collaboration and investment into Meta.us by iCandy will allow the organizations to leverage on each other's strength to enhance their ability and offering in the eSports sector, with iCandy offering its gaming domain knowledge and gamers community and Meta.us offering its technology and platform ability. The iCandy management believes that the collaboration with and investment in Meta.us will enhance its ability to generate revenue in the eSports and related gaming sectors.

iCandy sees eSports as an emerging and integral part of the video game industry that is fast gaining traction and represents an important market development that the Company is paying attention to, as the Company continues to seek harnessing further potential of its game content and technology via the development of a mobile eSports strategy that could bring much excitement and interactivity to the extensive gamer community that the Company currently serves.

- End -



For more information, please contact:

MMR Corporate Services Pty Ltd
Level 2, 131 Macquarie Street
Sydney, NSW 2000 Australia

P: +61 2 9251 7177 | E: iCandy@mmercoperate.com

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 are being 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

For personal use only