



iCandy Interactive Limited  
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Level 4, 91 William Street  
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Australia

11 November 2020

ASX and Media Announcement

## **Masketeers Records A\$668,000 in Revenues for First 30-Days since Launch**

### **Highlights:**

- **Masketeers: Idle of Fallen** has recorded phenomenal revenue of **A\$668,000** in its first 30 days
- *iCandy earlier reported Masketeer's first 10-days' revenues of A\$265,000*
- **Masketeers' strong revenue trend will contribute significantly to current and subsequent financial year**
- **The game is 100%-owned by the company**
- **Further expansion is planned for other languages with China being identified as a key market for publishing partnership**

Following our announcements dated 19<sup>th</sup> and 12<sup>th</sup> October 2020 on first revenues of iCandy's much new game *Masketeers: Idle Has Fallen* ("Masketeers"), iCandy Interactive Ltd ("iCandy" or the "Company") is pleased to announce that Masketeers has registered an uptrend growth in revenue since last reported in previous announcement.

### **A\$668,000 Revenues in First 30 Days**

Since launch on 6<sup>th</sup> October 2020 Masketeers has generated more than **A\$668,000 in revenues in its first 30-days of operation.**

This is the most successful game developed by iCandy to date.

In the last reported revenues, Masketeers recorded A\$265,000 of revenues in its first 10-days of operation.

The most successful game developed by iCandy previously was **CrabWar**, which generated approximately **A\$65,000 in its first 30 days** of operation. CrabWar has

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generated more than A\$3.5million revenue for iCandy to date.

### Impact on Company's Financials

The management of iCandy is of the opinion that the strong revenue trend of Masketeers will contribute significantly to iCandy's overall revenue in the **current financial year** (ending 31 December 2020) and the **subsequent financial year**.

iCandy recorded a total revenue of over A\$2.2 million in its last audited financial year ended 31 December 2019.

Masketeers and all its related intellectual properties are owned 100% by iCandy.

### Further Expansion Planned

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**.

Concurrently iCandy has been planning for potential publishing partnership in major non-English markets such as China, which has been identified by the management of iCandy as a priority market as it is one of the most lucrative video-game markets in the world.

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 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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