



5 February 2021

Media Announcement

iCandy's New Game Claw Stars Returns Positive Early Trial Results

Highlights:

- **New Game Claw Stars is currently undergoing early access trial**
- **Day-1 Retention Rate up as high as 49% (Masketeers: 40%)**
- **Day-7 Retention Rate averages at 13% (Masketeers: 8%)**
- **Day-7 Retention Rate is 62.5% higher than Masketeers**
- **Global launch expected in Q2 2021**

Following our announcement dated 11 January 2021, iCandy Interactive Limited (ASX: ICI) ("**iCandy**", the "**Company**") is pleased to provide an operational review for its new game, Claw Stars which entered into early access trial in collaboration with Google Play ("**Trial**") last month.

Encouraging Trial Results

Claw Stars started the Trial in late December 2020. Claw Stars has recorded encouraging early data from the ongoing Trial, recording **Day-1 retention of up to 49%**. As for **Day-7 retention**, Claw Stars has recorded an average of **13%** during the Trial.

For perspective, iCandy's recent smash hit, Masketeers: Idle Has Fallen ("**Masketeers**"), recorded an average Day-1 retention and Day-7 retention of approximately 37% and 8% respectively.

Notably Claw Stars' Day-7 retention rate is **62.5% higher than Masketeers**. Masketeers is one of iCandy's best performing game, having recently recorded A\$1million revenue in record time of 60-days since launch.

Day-1 retention and Day-7 retention measures the fraction of users that returns to the mobile game 1 day and 7 days after installation. These two retention rates are closely watched within the mobile gaming industry as they are potential early indicators of a mobile game's future monetization metric. Longer duration retention rates are not typically tracked in the industry, especially for mobile game genre of casual mobile game that

For personal use only



FINANCIAL REVIEW
FAST 100 2020
IN COOPERATION WITH **statista**
*iCandy – Proudly Ranked 25th
of Australia's Fastest Growing*

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

Claw Stars falls under.

The management of iCandy attributes the encouraging retention rates of Claw Stars to the unique social interactivity mechanics of the Claw Star's game play and game mechanics, as well as lessons derived from the success of Masketeers that have been incorporated.

iCandy expects to globally launch Claw Stars in within 2 months' time. iCandy will keep the market posted on any material developments on Claw Stars in due course.

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

For further communication: ir@icandy.io

For personal use only