



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

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ASX Announcement

MMR Corporate Appointed As Advisor to Drive Market Awareness

iCandy Interactive Limited (**iCandy** or the **Company**) (ASX: ICI) whose core business is the development and publishing of mobile games and digital entertainment for a global audience and which has won multiple awards in various coveted international events, is pleased to announce that it has engaged Sydney based corporate advisory firm MMR Corporate Services Pty Ltd (**MMR Corporate**) as Media and Corporate Advisors to develop iCandy's international corporate market profile.

MMR Corporate will act as Media and Corporate Advisors to iCandy as it seeks to aggressively implement its business model concurrent with the acquisition of its recent 20% stake in Xcademy, a UK based Video Influencer Training and Monetisation Platform.

MMR Corporate director, Henry Kinstlinger said, "This is an opportune time to engage with iCandy, which is ambitiously developing its international ventures, including XCademy and the up and coming game with Masterchef. We look forward to joining iCandy on the journey ahead."

Under MMR Corporate's engagement with iCandy they will closely work with its Chairman Kin Wai Lau and his corporate team. MMR Corporate's brief includes providing iCandy with advice on media and investor engagement, as well as providing iCandy with general corporate advisory services.

iCandy has a growing network currently in excess of 350 million mobile gamers. The Company continues to market and publish mobile game titles on behalf of third-party developers against a percentage of revenue. The Company intends to monetize its network of 350 million mobile gamers, through the distribution of digital content including video content, apps and other security software.

MMR Corporate offers a comprehensive corporate advisory service for start-ups, private companies and ASX listed companies. It also has a strong track record in raising early stage capital, as well as capital for advanced projects. It is headquartered in



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Sydney, Australia.

iCandy Non-Executive Chairman Kin Wai Lau said: "iCandy has been impressed with the results MMR Corporate has delivered in successfully reaching out to investors and media, sourcing capital and developing new business opportunities for emerging Australian growth companies. Their track record and capacity in this area is attractive, and we look forward to working closely with the MMR Corporate team to deliver successful outcomes for the benefit of the Company and our shareholders."



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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 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 gamers worldwide and has won multiple awards in various coveted international events. For more information visit www.icandy.io

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