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**Media Release**

## **iCandy's Wonderpants in Early Access Programme**

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 advises that its new game Wonderpants, has received very positive response and feedback from gamers under the Early Access programme, which is continuing.

The Early Access programme on Google Play appstore allows game developers to work closely with the Google partnership team and gamers to trial near finalised versions of game titles, allowing further enhancement and fine-tuning.

From the data and statistics collected at the Early Access programme, Wonderpants has performed very well surpassing iCandy's expectations of the internal game design measurement matrix including key measurements:

- Gamers Retention Rate
- Frequency of Play
- Duration of Play
- Behavioural Statistics

Knowledge gained through the early access programme is invaluable and allows the iCandy game studio behind Wonderpants to finetune the game mechanics. Participation Early Access programme will continue to the end of 2019, with a global full launch in January 2020.

iCandy's Chairman, Kin W. Lau said, "Based on the very positive measurement matrix we are seeing in the Early Access programme, the iCandy game studio team is confident that Wonderpants will be an exciting and well received game title that performs to our expectation when it is commercially launched globally".

Appendix 1 shows screen captures of Wonderpants gameplay.



**For more information, please contact:**

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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 have been 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](http://www.icandy.io)

### **Appendix 1 – Screen Shots of Wonderpants**

