



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

30 March 2020

ASX and Media Announcement

Market Update: Business Continuity Plan Implemented in Response to COVID-19

Key points:

- **Entire product suite and production process is 100% digital**
- **All staff have successfully migrated to working-from-home as of 20 March**
- **iCandy's online game Rocky Rampage has surged to 500,000 pre-registrations - up from 450,000 pre-registrations reported in February**
- **Minimal to no delay expected on roll-out of 4 new self-developed games in 2020**
- **iCandy believes global movement restrictions will have a positive impact on online gaming and esports sectors**

iCandy Interactive Limited (ASX:ICI) ("**iCandy**", the "**Company**") wishes to advise that it has implemented a comprehensive Business Continuity Plan ("BCP") in response to the unfolding COVID-19 pandemic.

Key measures implemented under the BCP have been outlined in the below slides and updates on new developments and initiatives from across the business will be communicated to shareholders at regular intervals.

BCP Media Interview with Chairman

The Company also advises that Chairman Kin W. Lau recently recorded an interview with media platform Investor Stream, which provides further detail on the Company's BCP and an update on operations in this adjusted environment.

A recording of the interview can be found under the media section on iCandy's website at <https://www.icandy.io/media-coverage/>

This announcement has been authorized by the Board of Directors of iCandy.



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— ENDS —

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

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(ASX:ICI)

BUSINESS CONTINUITY PLAN IN RESPONSE TO COVID-19

30 March 2020

Forward Looking Statement Notice

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Company Overview

- iCandy Interactive Ltd (“iCandy”) 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
- The Company has over **350M registered users**, 3 studios in Southeast Asia and runs a portfolio of more than 320 mobile games
- The Company recognises a huge opportunity in esports and entered the esports sector via its investment in Esports Players League (ESPL) that was announced in August 2019.

Core Geographical Target Markets

- North America
- Europe
- East Asia (China, Japan)
- Southeast Asia and Australia

Symbol

ASX: ICI

Securities On Issue

Ordinary Shares: 337,517,033

Marketcap

A\$ 4.73m (@ A\$0.014 per share)

Our Mission

To connect a global audience with high-quality digital entertainment content

COVID-19 : IMPACT ON OUR OPERATION

iCandy Interactive Limited wishes to provide an update in response to the current COVID-19 situation. The Company has implemented a Business Continuity Plan (BCP) in the global pandemic environment.

- iCandy's product offerings and its entire production process – **are completely digital**.
- Operational impact during the BCP period will be minimal. All our offices have successfully migrated to **working-from-home arrangement** as of 20 March 2020.
- With the BCP in place, iCandy expects that there will be **little to no delay to its plan** to introduce 4 new self-developed games in 2020.

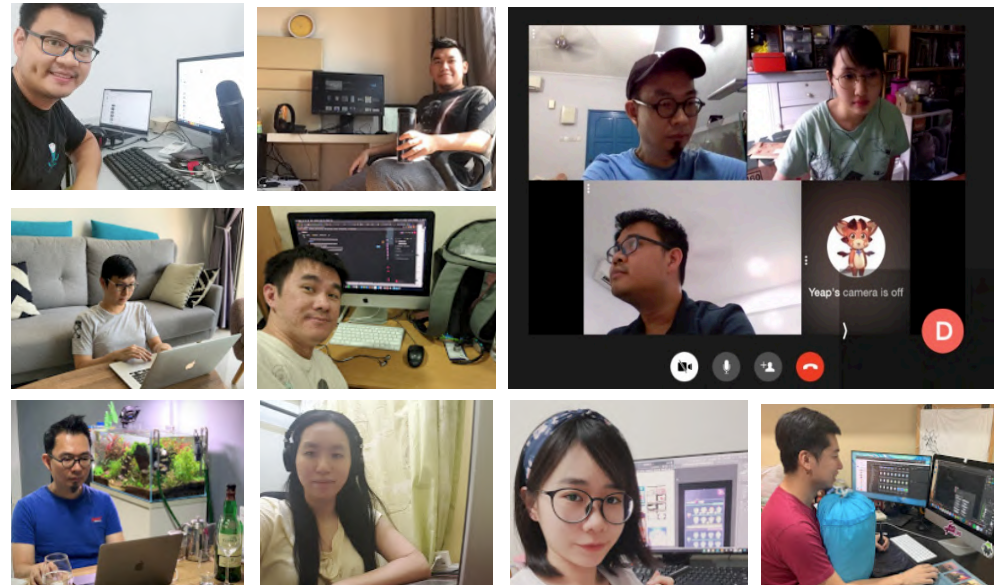


Figure 1 – iCandy employees working from home

NEW PRODUCT ROLL-OUT DURING BCP

iCandy's ability to roll out new products during the BCP period is completely unaffected.

Rocky Rampage Achieves 500,000 Pre-Registration

Rocky Rampage continues to be on target for global release on 9 April 2020. As of to date, Rocky Rampage has surged to **500,000 pre-registrations, up from earlier announced 450,000 pre-registrations.**

Rocky Rampage Receives IMGA Nomination

Rocky Rampage has been nominated for the **Public Choice Award** at the **16th International Mobile Games Award (IMGA)**



Figure 2 – Screen shots from 'Rocky Rampage'

Masketeers Entered Early Access Trial

iCandy's 2nd game title for the year, *Masketeers: Idle Has Fallen*, entered early access on **26 March 2020**. Masketeers is an idle RPG game for the iOS and Android platform in which players recruit allies to fight mythical creatures.

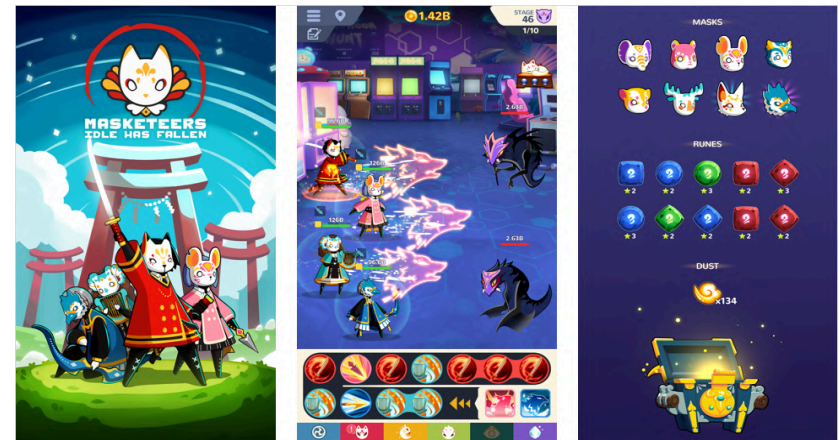


Figure 3 – Screen shots from 'Masketeers: Idle Has Fallen'

COVID-19 : OUR BUSINESS OUTLOOK

On a macroeconomic basis, iCandy believes that the mobile games and related esports industry will be pandemic-proof.

In fact the iCandy management thinks that the video games industry will see increase in demand due to the global movement restrictions imposed by governments:

- **Pro-longed Gaming Sessions** – Gamers locked in at home look to games to help pass time
- **Social** – Need to socialize online via long connected sessions beyond traditional social media needs
- **New Demographic** – Non-gamers or former-gamers could start playing games in a prolonged global lockdown situation



Other Updates Relevant To The BCP



Strategic Collaboration With 9Games (Alibaba)

- Our strategic collaboration partnership with 9Games, a unit of the Alibaba Digital Media and Entertainment Business Group was naturally delayed by the Covid-19 situation in China.
- However, recently we have seen a surge in work activities in China and our counterparties in 9Games are resuming normal work-pace in the ongoing working engagement with us.

Famed VC 500 Startups Invested into ESPL

- As announced earlier, renown Silicon Valley VC 500 Startups, invested into Esports Players League (ESPL), the global esports tournament platform that iCandy is a founding shareholder of.
- The funding from 500 Startups will be allow ESPL to carry out its initial roll-out of tournaments across 8 countries in Southeast Asia and Latin America.
- ESPL has seen an increase of demand for its products and services with the Covid-19 outbreak situation.
- ESPL's management expects to do well in this current environment. Especially they are a online tournament platform

“We expect the ESPL online tournament model to do well this year (2020) given the global pandemic situation.”

*– Michael Broda,
Co-founder/CEO of ESPL*



Thank You



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