



iCandy Interactive Limited
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Media Announcement

Operational Update – New Game Launch: *Kingdomtopia: First Revenues Exceed A\$51,000 in First 20 days*

Highlights:

- ***Kingdomtopia: The Idle King* recently launched with 300,000+ pre-orders**
- **Developed by iCandy's majority-owned gaming studio Joyseed Gametribes**
- **In just 20 days after launch, Kingdomtopia has amassed total revenues of > A\$51,000**
- **Although a smaller game-title than upcoming Masketeers, iCandy management is extremely excited about the prospect of Kingdomtopia**
- **iCandy plans to work on expanding the content offering of Kingdomtopia immediately via game updates**

Following our announcement dated 9 July 2019 on iCandy's 4 new self-developed games, iCandy Interactive Ltd ("iCandy" or the "Company") is pleased to announce that *Kingdomtopia: The Idle King* ("**Kingdomtopia**") has been launched on Google Play and iOS App Store on 8 September 2020.

Developed by iCandy's majority-owned game studio, Joyseed Gametribes, the game starts with Prince Snow waking up to possibly one of the worst things he could imagine - Their kingdom has been completely destroyed and their father, the king, has been killed in battle. So, despite managing to sleep through an entire war, Prince Snow is now king and must restore the titular Kingdomtopia to its former glory.

Prior to its global launch, Kingdomtopia has amassed a total of more than 300,000 pre-orders. Although a smaller game-title compared to the upcoming iCandy game, Masketeers, Kingdomtopia has managed in the 20 days, since its launch on 8 September 2020, charted a very encouraging total revenue of US\$36,800 (A\$51,450) in in-game purchase and advertising revenue.

The management of iCandy is extremely excited at the prospect that Kingdomtopia has to

offer and set in motion immediate development plan to expand the offering of the game to be included in updates to the game in due course.



Figure 1 – Visuals of Kingdomtopia

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 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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