



FINANCIAL REVIEW  
**FAST100 2020**  
IN COOPERATION WITH **statista**  
iCandy – Proudly Ranked 25<sup>th</sup>  
of Australia's Fastest Growing

**iCandy Interactive Limited**  
(ACN 604 871712)  
Level 4, 91 William Street  
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Australia

20 November 2020

Media Release

## **iCandy to Launch Smash-Hit Game Masketeers on Samsung Galaxy Apps Store in USA**

### **Highlights:**

- **Masketeers: Idle of Fallen, a global smash-hit game by iCandy will launch on the Samsung Galaxy App Store in the USA**
- **Masketeers is an Idle RPG – a popular genre for mobile games**
- **iCandy will customize a version of Masketeers for Samsung Galaxy App Store**

iCandy Interactive Ltd (“**iCandy**” or the “**Company**”) is pleased to announce that it will soon launch its new mobile game, *Masketeers: Idle Has Fallen* (“**Masketeers**”) into the Samsung Galaxy App Store for the USA.

### **Idle RPG – A New Popular Genre**

Masketeers is an idle Role Playing Game (RPG), a genre that is getting widely popular among mobile gamers. In Masketeers, players would have to strategize and equip their masked characters to defend against wraiths that feed of the negative emotions of humanity. What makes Masketeers unique is that it has an active combat mechanics, whereby players can chain and combine orbs during fights to unleash the character's special abilities. There is also an extensive library of characters and magical items that players can discover and equip as they explore the game.

Masketeers is 2 years in the making and is a representative and latest offering from award-winning game developer iCandy. Masketeers showed tremendous potential prior to its global launching, registering more than 1 million pre-orders as well excellent retention rate and monetization metrics.

iCandy will customize a version of Masketeers that will support various functions of Samsung Galaxy Apps Store and will launch the game on the store.



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## **Focusing on the North America Market**

The North America is a key market identified by the management of iCandy that is a good fit for Masketeers based on data collected from earlier trials conducted. The game has been well received from gamers in North America.

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

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