



**iCandy Interactive Limited**  
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**Media Announcement**

## ***2020 Operational Review: Esports Players League (ESPL)***

**Highlights:**

- **ESPL has hosted 136 tournaments and more than 19,000 matches across 4 regions globally in 2020**
- **More than 20,000 esports teams competed against each other on popular esports game titles such as Valorant, CODM, FIFA, PUBG Mobile, Mobile Legends etc.**
- **ESPL's demographics are mainly the aged below 35, representing the young digital natives that marketers and brands would like to reach**

iCandy Interactive Limited (ASX: ICI) ("**iCandy**", the "**Company**") is pleased to provide an operational review for year 2020 on its investee company, Esports Players League ("**ESPL**"), which aims to become a global esports tournament network = by developing an integrated an integrated esports tournament platform with a focus on grassroots community and digital interactivity.

### **2020: Successful Debut Year for ESPL**

Launched in late-2019, ESPL had a fast-paced year in 2020, where it expanded its presence to 12 countries over 4 regions globally (Southeast Asia, South Asia, Europe, and South America).

ESPL has hosted 136 tournaments in 2020, allowing more than 20,000 esports teams to register and participate in more than 19,000 esports matches across Indonesia, Malaysia, Singapore, India, Bangladesh, Pakistan, Turkey, Colombia, Ecuador, Mexico, Panama and Peru. A summary of the key performance matrix is provided herein.

### **ESPL Key Performance Matrix For 2020**

<b>Countries covered</b>	12	<b>No. of matches</b>	19,000+
<b>No. of tournaments</b>	136	<b>User reach</b>	11.4 million
<b>No. of esports teams</b>	20,000+	<b>Web Impressions</b>	23.6 million



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Furthermore, ESPL's proprietary tournament platform technology has received the support from major game-title publishers including Riot Games, Moonton, Activision Blizzard, Supercell, EA Sports, Tencent and Garena.

### **ESPL's user demographic**

In 2020, approximately 75% of the ESPL's users are aged below 35, representing the young digital natives which brands and marketers would love to reach, as they have a much longer life-time value (LTV) than older consumers.

<b>Gender Distribution</b>	<b>%</b>
Male	79
Female	21

<b>Age Distribution</b>	<b>%</b>
18 – 24	45
25 – 34	28
35 – 44	14
45 +	13

ESPL plans to continue its mission further expand its reach and capability in the current year and will continue to provide ample support to attract more esports players and enthusiasts to join its platform.

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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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