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CORPORATE UPDATE

iCandy Interactive's mobile game Crab War featured on Apple App Store China

- **Crab War hits 2 million downloads;**
- **It has been featured as one of the Newly Updated Games on Apple App Store China last week;**
- **The largest games market in the world, China will see its mobile revenues hit US\$ 10 billion this year;**
- **iCandy is stepping up efforts to penetrate the Chinese games market.**

iCandy Interactive, the first mobile games studio in Southeast Asia to go IPO, has had its new game Crab War featured last week on Apple's iOS App Store in China in the Newly Updated Games category. Featured simultaneously in the same category in Hong Kong and Taiwan, this addictively simple game has to date generated 2 million downloads.

Crab War has also been featured on Google's Android Play Store across more than 20 countries, including major markets like USA and Japan. China – whose mobile gaming market was US\$ 6.5 billion in 2015 – has become the biggest mobile gaming market worldwide. This is the first time a title published by iCandy Interactive gains recognition in the Chinese market. To further strengthen brand equity, iCandy Interactive will continue its efforts to penetrate the Chinese market with new and exciting products.

About iCandy Interactive



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iCandy Interactive is an Australian incorporated public company with as core business the development and publishing of games for mobile devices.

One of the market leaders in the region, with subsidiaries in Malaysia, Singapore and Indonesia (including the award-winning games studio Appxplore), iCandy has stretched its success beyond the borders of Southeast Asia: its recent titles, such as Crab War, Mobfish Hunters and Caveboy's Escape, have been recommended as Best New Games across 15 countries in North America and Australasia.

The mobile games published by iCandy Interactive have to date generated more than 17m downloads, and almost all of them have been featured on either Apple's iOS App Store or Google's Android Play Store.

For more info, visit www.icandy.io

About iCandy's subsidiary Appxplore

Based out of Kuala Lumpur, Malaysia Appxplore Sdn Bhd is a fully owned subsidiary of iCandy Interactive. One of the rare handful of games studios that have developed a successive series of successful products, Appxplore has mobile games published across 30 countries in Asia Pacific. Awarded a 'Top Developer' badge on the Google Play store, Appxplore is recognised as one of the 'established, respected developers for their commitment to launching high-quality and innovative apps on Android'.

For more info, visit www.appxplore.com

For further question on this release, please contact:

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