

ASX Announcement
15 August 2018

Market Update on the Animoca Brands Game Portfolio Acquisition

HIGHLIGHTS

- **Integration of Animoca Brand's Game Portfolio into iCandy is progressing well, with the integration expected to be completed by the the end of 2018.**

Reference is made to the ASX announcement by iCandy Interactive Limited ("**iCandy**", "**ICI**" or the "**Company**") (ASX: ICI) on 28 June 2018, wherein the Company announced the completion of the acquisition of Animoca Brands Limited ("**Animoca**") game portfolio.

Reference is also made to iCandy's announcement dated 25 June 2018, wherein the Company announced that under the amended agreement, a 6-month handover period after the closing the transaction will apply, in which Animoca will continue to publish, operate and maintain the game portfolio until the iCandy team is fully ready to adopt the complete roles and responsibilities pertaining to the game portfolio.

The Company is pleased to announce that despite the enormous size of the game portfolio (consisting of 318 mobile games serving 325 million gamers), the process of taking over of Animoca's game portfolio and integrating it into iCandy's existing platform, is progressing smoothly and well. The take over and integration process is on schedule to be completed by the end of 2018 and will give rise to a combined portfolio of more than **340 mobile games** serving **350 million gamers**, firmly providing a key value proposition to the Company as a global player in the digital entertainment arena.

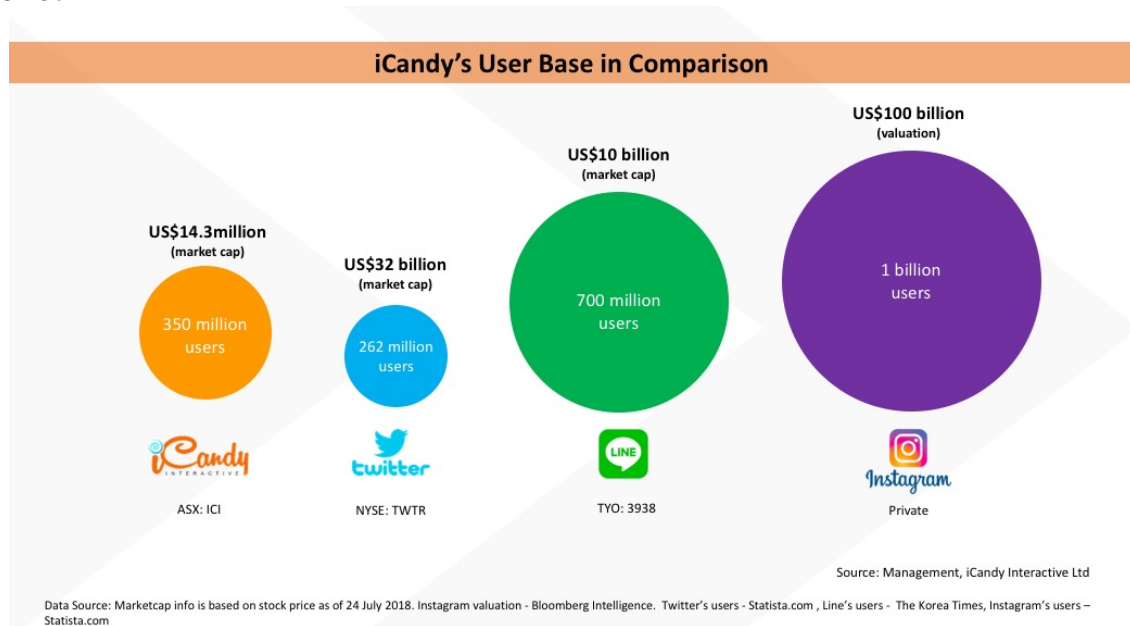


Diagram 1 : iCandy's User Base in Comparison
(from iCandy's Investor Presentation dated 8 August 2018))



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In addition, the Company has started to work closely with Animoca as a strategic partner via collaboration in various synergistic areas.

In line with its expanding business and portfolio of digital assets, the Company is currently on seeking potential leadership talents with relevant global experience to add on to the Company's management team.

The Company looks forwards to updating shareholders regarding Animoca brands over the coming months.

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 are being played by over 350 million gamers worldwide and has won multiple awards in various coveted international events. For more information visit www.icandy.io

About Animoca Brands

Animoca Brands (ASX: AB1) publishes and develops a broad portfolio of mobile games and subscription products including games such as *Crazy Kings*, *Crazy Defense Heroes* as well as products based on popular intellectual properties such as Garfield, Thomas & Friends™, Ever After High and Doraemon; in addition, Animoca Brands is the exclusive China distributor of *CryptoKitties*. The Company is based in Hong Kong and Finland. For more information visit www.animocabrands.com

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