



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

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ASX Announcement

## iCandy's First Blockchain Based Game Claws its Way to Strong Pre-Sales

### Highlights

- iCandy's first blockchain based game, Cryptant Crab, has generated over USD \$50,000 of revenue in the first 10 days of pre-sale
- The pre-sale success of the game reinforces the fact that gamers in iCandy's network are early adopters of blockchain based games and technology
- Pre-sales are ongoing and the Company will continue to actively market the game to its network of 350 million gamers to drive further sales
- Through additional development, iCandy aims to continue to bring the blockchain gaming experience to its existing community of 350 million mobile gamers.

iCandy Interactive Limited ("iCandy", the "**Company**") (ASX:ICI) is pleased to announce its first-ever blockchain game, Cryptant Crab (the "**Game**"), has commenced pre-sales through the Cryptant Crab website (<https://www.cryptantcrab.io/>) on 25 October 2018, and has generated strong pre-sales from the gaming community, with over USD \$50,000 (AUD \$69,000) of revenue realised in the first 10 days.

### Strong Early Pre-Sale Results

During the first 10 days of its pre-sale promotional period, Cryptant Crab has sold **over 1,000 virtual crabs** online at an average price of USD \$50 per virtual crab. These initial results have exceeded the expectations of ICI management and reinforce the fact that gamers in iCandy's network are early adopters of blockchain based games and technology. Despite the requirement to set up a secured crypto-wallet that is capable of receiving the virtual crab they purchased, conversion rate from website traffic to purchase has remained high.

As previously announced, Cryptant Crab takes inspiration from the Asian past time of raising fighting fish, hence the game is based on a similar concept of raising digital crustaceans that come alive on the blockchain. The game, which is compliant to the



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ERC721 standard, remains as a web-based game, which ensures that it is not impacted upon by cryptocurrency regulations in most jurisdictions.

### **On Going Pre-Sale**

Pre-sales of the Cryptant Crab blockchain based game will continue, and the Company expects that there will be significantly further additional virtual crabs sold throughout the pre-sale promotional period. To further drive sales, the Company will continue to actively market the game to its network of 350 million gamers.

### **More Blockchain Games for of iCandy's 350 million Gamers Community**

As an award-winning mobile game developer, iCandy began the creation of Cryptant Crab as a spin-off from its popular mobile game, Crab War. Utilising the Ethereum blockchain platform for the first time, and reworked as a web-based game, Cryptant Crab is an important milestone for iCandy, as blockchain technology is being increasingly deemed as an important technology for game developers worldwide.

iCandy has an existing mobile game portfolio that is currently being played by more than 350 million gamers globally. With these highly positive, early pre-sale results of Cryptant Crab, the Company aims to continue to bring the blockchain gaming experience to its existing community of 350 million mobile gamers.

### **Cautionary Statement - Cryptocurrency Related Business Activities**

The Company notes the following in relation to its cryptocurrency-related business activities:

- Investment into cryptocurrencies is high risk in nature as cryptocurrencies are currently highly speculative.
- Cryptocurrency-related businesses have several other risks factors, including but not limited to the following:
  - I. The development of new regulatory framework involving cryptocurrencies
  - II. Cryptocurrencies, cryptocurrency exchanges and its related topics of Initial Coin Offerings ("ICO") have raised regulatory issues across multiple jurisdictions. A number of regulators have issued guidance on the relevance of their existing securities and financial services laws with regards to ICOs that have underlying cryptographic tokens that are securities or investment in nature.
  - III. In many countries cryptocurrencies are subject to anti-money laundering and counter-terrorism funding legislations. For its cryptocurrency-related business activities the Company will always endeavour to the best of its ability to ensure that the Company comply with relevant local in-country regulatory requirement.

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

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