

8 November 2019

ASX and Media Announcement

iCandy's Esports Investee ESPL Signs Regional TV Partnership and First Country Franchise Partner

Reference is made to the announcement on 14 October 2019 made by iCandy Interactive Limited (ASX: ICI) ("iCandy" or the "Company") with regards to iCandy's cofounding of Esports Pro League ("**ESPL**").

iCandy is pleased to update that its 42% investee company ESPL has signed two partnership agreements at the major Southeast Asian game industry conference, LEVEL UP KL 2019 in Kuala Lumpur, Malaysia:

- (i) Media partnership agreement with eGG Network ("**eGG**"), the largest regional esports TV channel; and
- (ii) Country franchise agreement with Axis Esports Sdn Bhd ("**Axis**").

The signings were witnessed by Malaysia Digital Economy Corporation CEO, Surina Shukri and Olympic Council of Malaysia president, Datuk Seri Mohamad Norza Zakaria.

eGG has the biggest esports channel in the region, broadcasting to eight countries in Southeast Asia and Australia where it is serving to an audience of 26 million households that has an estimated reach of over 100 million viewers. Its channel has over 2,000 hours of live esports broadcast a year. eGG is owned by Astro Malaysia Holdings Berhad, the leading satellite television provider in Southeast Asia.

The media partnership agreement entails eGG and ESPL agreeing in-principle for ESPL to provide content to eGG to broadcast in its channel in return for commercial terms that are in-line with practice that is to be worked out before the ESPL tournament kicks off early next year.

Meanwhile, Axis has been chosen by ESPL as its Malaysian country franchise partner because the esports outfit has the infrastructure, experience and track-records of organizing esports tournament at the domestic and international arena. It has strong relationships with various stakeholders of the esports industry including the esports community and publishers of internationally popular game titles.

The country franchise agreement entails ESPL granting Axis the rights to operate the ESPL tournament under the ESPL brand exclusively in return for various royalty terms that varies from product to product, with 10%-40% of gross revenue payable to



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ESPL as royalty. ESPL will provide various tools, services and assistance to Axis for it to operate the ESPL tournament in-country.

ESPL CEO, Mr Michael Broda said "With our valued partners, EGG, we are connecting with gamers across an extensive geography coverage. We are building a strong ground-up facility for the international esports ecosystem in this exciting phase of the esports industry. ESPL has a unique proposition to serve the grassroots esports community globally."

Astro's Vice President & Chief of Sports, Mr Lee Choong Kay said "We thank ESPL for this great opportunity to be their media partner. With the rise of the trend of esports nowadays, we are excited to provide our growing audience with a more immersive experience in the global esports tournament circuit."

Axis founder, Dato' Ahmad Zaharul said "We are pleased to have the opportunity to work with an experienced international team of ESPL. Our partnership with ESPL will presents a pivotal moment to take the esports community in Malaysia to the next level."

As earlier announced, ESPL is a **global esports tournament platform** that is developing a unique ecosystem that features:

- Global footprint across 16 countries (Asia, Europe and America)
- Exclusive partnership (1 country, 1 tournament partner)
- Hybrid online and on-ground model (integrative tournament model)

As a co-founding shareholder of ESPL, iCandy is working closely with the ESPL team by offering its expertise and domain knowledge in the game industry, while simultaneously looking to bring ESPL's esports gaming experience into the vast iCandy gamer community.

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

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