



iCandy Interactive Limited
(ACN 604 871712)
Level 4, 91 William Street
Melbourne, VIC 3000
Australia

21 September 2020

ASX and Media Announcement

Placement to Strategic Digital and Affiliate Marketing Investor at 125% Premium to Last Issued Price

Highlights:

- **Completed additional capital raising of A\$1.2m at A0.045 per share - 125% higher than recent capital raising 4 trading days ago**
- **Shares were placed to Acorn Managed Investments Pty Ltd, led by strategic investor Joseph Sedmak, founder of Seattle based digital performance marketing firm OzBoom, Inc**
- **Joseph was the lead investor and board member for Venuelabs, which sold to Groupon in 2015 and both his current and past digital marketing agencies were instrumental in driving success for one of the leading US online social gaming as well as, European online gaming operators.**
- **Joseph will work closely with the Management of iCandy to enhance its digital marketing capabilities of its 350M gamers and further drive engagement across the key USA and European markets**
- **Additional funds to accelerate roll out of new games developed within iCandy and increase market exposure via strategic digital marketing initiatives**

iCandy Interactive Limited (ASX: ICI) (“iCandy”, the “Company”) is pleased to announce that it has successfully completed capital raising of A\$1.2 million by placing 26,666,666 new ordinary shares at A\$0.045 per share to strategic and sophisticated investors led by Joseph Sedmak (the “Placement”) utilizing the Company’s placing capacity under ASX Listing Rule 7.1A.

The pricing of this capital raising represents a 125% increase from the recent capital raising completed at A\$0.02 on 15 September 2020 by leading Melbourne boutique, Peak Asset Management, only four trading days prior. Subject to shareholders approval in an EGM, each



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share issued via the Placement will have one free attaching option. The option carries an exercise price of A\$0.05 with expiry date of 31 December 2022.

Joseph Sedmak is the founder of OZBoom, a leading North American digital performance marketing firm. Joseph is an Australian native and a successful entrepreneurial and strategic investor with more than 15 years' experience building dynamic businesses *across both digital marketing and tech industries*.

Having founded and co-founded multiple successful exits with accolades in the INC.com 5000 list as among the TOP 50 fastest growing businesses in the US, Joseph's passion remains focused on digital marketing strategies and initiatives. Having led performance marketing agencies focused on customer acquisitions & retention in online social gaming, as well as legal US online real money gaming, Joseph is well experienced in successful digital growth strategies.

The management of ICI will work closely with Joseph to enhance its digital marketing capabilities and further scale up marketing activities in North America, which is the main market for iCandy's games.

The additional funds into the Company will be used as working capital to accelerate roll out of new games developed within iCandy and increase market exposure via strategic digital marketing initiatives in key markets of iCandy, especially the North American and European markets.

The capital raising was managed by the Company directly. The Company has received numerous enquiries from interested investors in recent days who have all expressed strong interest in participating in the Company via further capital placing. The Company decided on completing the capital raising with **Acorn Managed Investments**, led by Joseph because of his strong synergistic background in digital marketing strategies that complement the current, and future, gaming portfolio held within the Company and substantial existing reach of some 350 million mobile games worldwide.



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This announcement has been authorized by the Board of Directors of iCandy.

— ENDS —

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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