



iCandy Interactive Limited  
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Level 4, 91 William Street  
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28 September 2020

**ASX and Media Announcement**

## **Operational Update –*Masketeers* Reaches 1 million Pre-Orders and Launch Date Brought Forward**

### **Highlights:**

- **Masketeers: Idle Has Fallen has reached over 1 million pre-orders**
- **Due to the positive response, the launch date is brought forward to 6 October 2020**
- **iCandy will carry out multi-language localisation of Masketeers to include 8 other languages: French, Spanish, German, Arabic, Japanese, Chinese, Korean and Russian**
- **iCandy In discussions with 3 major Chinese publishers for publishing Masketeers in China**
- **In recent trial Masketeers recorded In-game Purchase Average Revenue Per Paying User (“ARPPU”) of US\$ 25.99**

Following our announcement dated 9 July 2019 and 22 September 2020 on iCandy's new game *Masketeers: Idle Has Fallen* (“**Masketeers**”), iCandy is pleased to announce that *Masketeers* has reached one million pre-orders, from Apple Appstore and Google Play.

### **1 Million Pre-Orders**

The total number of pre-orders stands at **1,000,450** at the time of this announcement. The pre-orders come largely from the English-speaking geographical markets that iCandy is traditionally strong in, i.e. North America, Europe, Southeast Asia and Australia.

### **Multi-languages Rollout**

With the very positive response from the gaming community iCandy's management plans to carry out the localisation of *Masketeers* into 8 other key languages, i.e. French, Spanish, German, Arabic, Chinese, Korean, Japanese and Russian. The language localisation will be carried out in stages, with some languages taking priority in accordance to iCandy's marketing plan for the game.



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Figure 1 – Scenes from Masketeers: Idle Has Fallen

### **Strong Interest from Chinese Market**

Notably Masketeers has received strong interest from the Chinese gaming market. iCandy is currently in discussions with 3 major game publishers with regards to potentially granting an exclusive licensing right to publish Masketeers in China. The Chinese gaming market is the biggest gaming market in the world with over US\$36.5 billion in gaming revenue in 2019 (Source: MarketingToChina).

### **Launch Date Brought Forward**

Masketeers was initially planned for full commercial release in mid-October 2020. However with the very positive response received from the market iCandy has decided to bring forward the launch of Masketeers to an earlier date of 6 October 2020.

“We are very encouraged to reach this major milestone of 1 million pre-orders for Masketeers. It is the highest number of pre-orders we have ever seen in our game portfolio. The interest from gamers in the title is immense. The iCandy team is getting ready for the full commercial launch.”, commented Kin W. Lau, Chairman of iCandy.

In recent trial of 80,000 gamers with Google Play, Masketeers has shown very strong monetization performance and recorded In-game Purchase Average Revenue Per Paying User (“ARPPU”) of US\$ 25.99 amongst other key monetization matrixes.

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

— ENDS —



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

### **For more information, please contact:**

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