



## **iCandy Interactive Limited (ASX:ICI)**

Investor Webinar  
7th December 2023



**1**

**Overview / Introduction**

**2**

**Business Updates + FY2023 Recap**

**3**

**Select Project Updates**

**4**

**Strategy for 2024 & Beyond**

**5**

**Q & As**

# ICANDY AT A GLANCE



ASX

- 2015: Incorporation
- 2016: Listed as ICI

**LARGEST ASX-listed Game Developer (by no. of FTE)**

**700+** full time professionals

**FY 2022 (31 Dec 2022)  
Financial Highlights**

**A\$29.1m** **1,432%**  
Revenue Growth (c. Prior Yr)

**Core Business**

WFH Studios

**Own IP Development  
(Web2/Web3)**

## International -6 Studios in 5 Countries

H5, Mobile, Web3 Game Dev & Publishing



storms



Flying sheep



AAA Game Dev, Art & Animation



lemon sky studios

Backend/ Web 3.0 Tech

HASHCODE

## Stellar Work-For-Hire Development of Global Clientele



## Strategic Shareholders include



Singtel



AIS



SK square

Baidu 百度

**Own IPs**

**400+**

Game titles across H5, Mobile, Web3

**Featured Awards**

**50**

Technology **Fast 50**  
2023 AUSTRALIA  
Deloitte.

# STRATEGY - BUILDING CAPACITY & CAPABILITY ACROSS VALUE CHAIN



# Our Full Stack A-Z Capabilities

## CONCEPT

Concept Design

UI/UX Design

Game Mechanics

Economic Design

## GAME DEVELOPMENT

Character Design

2D/3D Game Assets

SFX

In-game Animation

Software Development

Cinematics

Smart Contract

Motion Capture

NFT Design

Rigging

## PUBLISHING

Marketing

Community / QA

Esports

## Game, Animation & Metaverse Builder

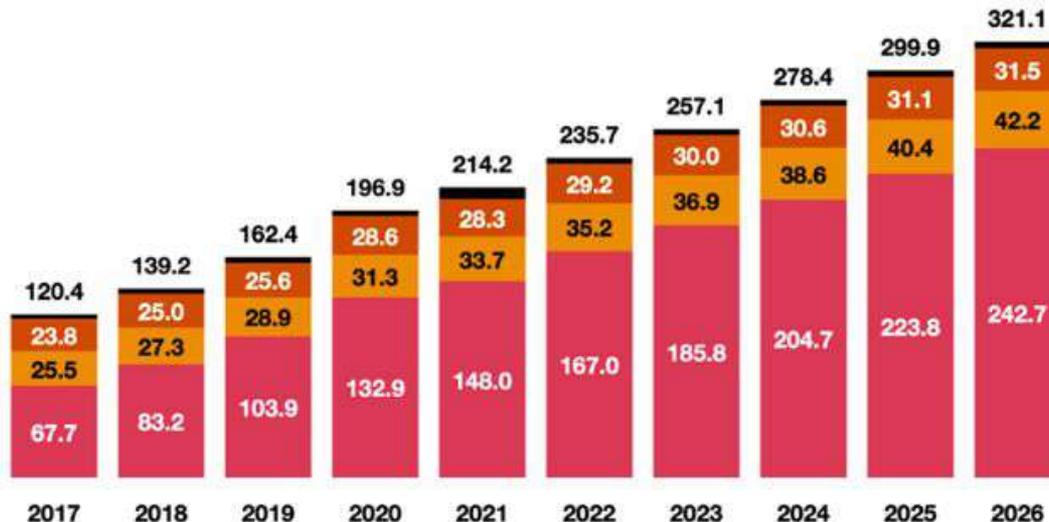
# Worked on 130+ AAA Global Games & Animations



- Continuous technological advancements in the gaming industry are significantly propelling the industry's growth**

Total global video games revenue, by segment (US\$bn)

■ Social/casual gaming
 ■ PC games
 ■ Console games
 ■ Integrated video games advertising



Source: World Economic Forum



Source: Forbes

■ **Web3 Gaming Is Transforming The Gaming Landscape**

*~Forbes~*



**iCandy**  
INTERACTIVE

# Agenda

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## FYE 31 DEC 2022 RESULTS

A\$ 'M	FY21	FY22	1H2023
Revenue	\$1.9	\$29.1	\$11.9
Adj. EBITDA*	(\$2.6)	\$2.1	\$0.1

- Revenue growth moderated in 1H2023 following robust growth experienced in FY22.
- This can be attributed to post-pandemic softening in demand, further compounded by various other headwinds including the uncertainty caused by entertainment industry strikes in the US
- Despite the prevailing challenges, iCandy has demonstrated resilience, maintaining a positive adjusted EBITDA during 1H2023 in the midst of various headwinds

\* Adjusted EBITDA stands for Earnings Before Interest, Tax, Depreciation and Amortisation, adjusted for non recurring income and expenses such as acquisition costs and impairment losses.

A\$ 'M	1Q2023	2Q2023	3Q2023
Cash Receipt	\$3.9	\$6.0	\$7.7
Net cash from operations	\$(5.5)	\$(3.1)	\$0.7

- We are optimistic that the most challenging period has passed.
- Notably, there is a visible uptick in contract activities, resulting in positive trajectory in cash receipts
- Concurrently, strategic optimisation of costs to reduce non-essential expenses have yielded positive results.
- Net cash from operations improved from \$-5.5m in 1Q2023 to \$0.7m in 3Q2023

## BUSINESS UPDATES - Q4,2023

### *Navigating Challenges : Company Resilience in Q4 2023*

- Despite temporary pauses and project slowdowns, we stand strong, positioning ourselves as a leader in the dynamic Web3 ecosystem, ready to embrace the opportunities the revitalized market brings.

### *Web3 Sector Revival*

- Embark on a journey through the remarkable resurgence of the Web3 sector in Q4 2023. Witness firsthand how our company is riding the waves of recovery and contributing to the positive momentum in the evolving Web3 landscape.

### *Anticipating Growth : Project Revitalization in 2024*

- Anticipation of growth as we revitalize projects in Q4 2023. The warming trend in the market is set to breathe new life into initiatives, and with our agility and strategic foresight, we're poised to seize opportunities and propel our company forward into an era of accelerated progress and success.



**iCandy**  
INTERACTIVE

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# 3 LEMON SKY STUDIOS RECENT WORK FOR HIRE PROJECTS

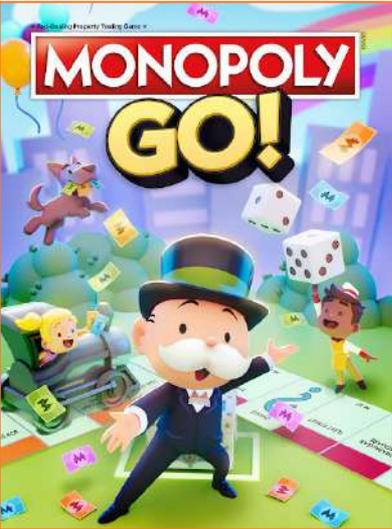


'Monopoly Go' Generates \$1 Billion In Revenue In 7 Months, Scopely Says (ampproject.org)

Monopoly Go player spending pulls in \$1bn | GamesIndustry.biz

Not Quite Narwhal (TV Series 2023-) - Awards - IMDb

## Select Highlights



[Watch Trailer](#)



[Watch Trailer](#)

## LEMON SKY STUDIOS RECENT WORK FOR HIRE PROJECTS



## LEMON SKY STUDIOS RECENT WORK FOR HIRE PROJECTS



An illustration for the game 'Star Life' featuring two anime-style characters in a vibrant, colorful virtual world. The female character on the left has pink hair and is wearing a dark blue top and light blue pants. The male character on the right has green hair and is wearing a pink and blue jacket. The background shows stylized buildings and floating platforms.

# STAR LIFE

- Develop a metaverse for everyone
- Reduce all barriers of entry using proprietary web technology
- Blockchain integration to offer better ownership and agency over virtual belongings
- Groundwork for MMO backend and tools has been laid
- Next steps are front-end and gameplay

“Join the stars! - One click to play, party and hang-out.”

# Multiplayer demo sneak peek

# STAR LIFE

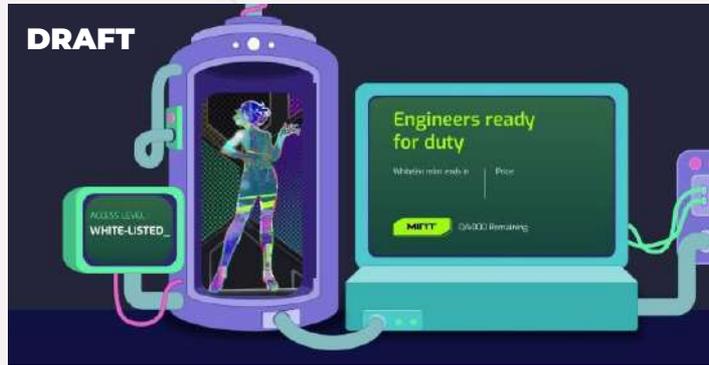
Work in progress





# THE ENGINEERS NFT

THE ENGINEERS //



## Launch Date

- Q1 2024

## Launch Preparation

- *Launching Page*
- *Wallet Checker*
- *The Foundry*

## Launch Strategy

- *Own an Engineer to win rewards from the launch*
- *Seasonal NFT drops in the Foundry*
- *Access gamified experiences through our partners to earn rewards*



# THE ENGINEERS VISION

THE ENGINEERS //



We are building our vision of a truly interoperable multi-metaverse.

## The Engineers Multi-Metaverse

- **Original IP.** Music & visual media.
- **NFT Ecosystem.** Own NFTs to earn and combine seasonal drops for rewards.
- **Gamified Experiences.** Travel to other metaverses to play & win.
- **Partners & Collabs.** Enjoy perks throughout our multi-metaverse.

## PARTNERS

- |               |                     |
|---------------|---------------------|
| ■ CyberKongz  | ■ AlterVerse        |
| ■ Mocaverse   | ■ Star Symphony     |
| ■ The Sandbox | ■ Gangster All Star |



# METAL GENESIS



## Progress Update

- Polishing *FREE-FOR-ALL Mode* in preparation for ALPHA to closed testing and public.

## To reintroduce Metal Genesis in 2024 with a whole new look

## Our overall updated strategy

- Building an IP franchise starting from the game
- To focus on Web2 with blockchain technology
- NFT/Digital Collectibles as part of game ecosystem

# Snaky COT



IN PARTNERSHIP WITH



AND



One of the games launched on BASE chain  
(\$92Bil Transaction Volume)

New Web3 dimension for Play-and-Earn  
powered by the TOWER token

BASE chain by COINBASE - 100 Mil Users

Try now at [SnakyCat.io!](https://SnakyCat.io)



Built on the success of CryptantCrab - a top 10 dApp from 2018

In progress of migrating to Arbitrum to take advantage of their ecosystem.

Old players can migrate. New players can start for free.





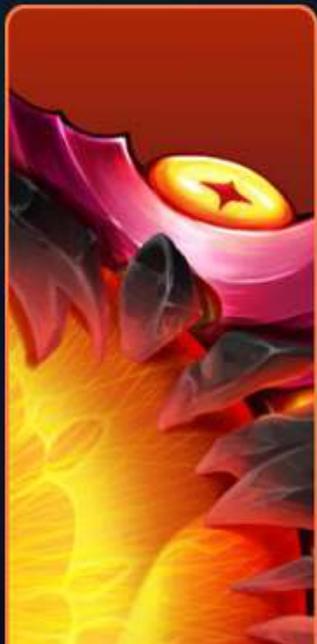
# PRIMORDIALS

LIMITED DIGITAL COLLECTION

Share in the success of CryptantCrab Prime with Ecosystem Fund Incentives

Owners get to choose their Primordials' element and get rewarded

Dominate the battlefield on day one of CryptantCrab Prime





### **GROWTH POTENTIAL**

Looking at market leader of Web2 version Replika AI bot which has over 2 millions active users.

### **IP GROWTH OPPORTUNITY**

Manga, merchandise and music are part of the roadmap

### **REVENUE FOCUS**

NFT mint to unlock additional features.

**Future  
Girls  
INC**

MUSIC : ON



TWITTER / X





<https://blasterrush.io/>

Click to Watch Gameplay



Gleich geht's los!

*Outblast, Outplay, Outlast - the ultimate 3v3 multiplayer arena showdowns.*

# Blaster Rush

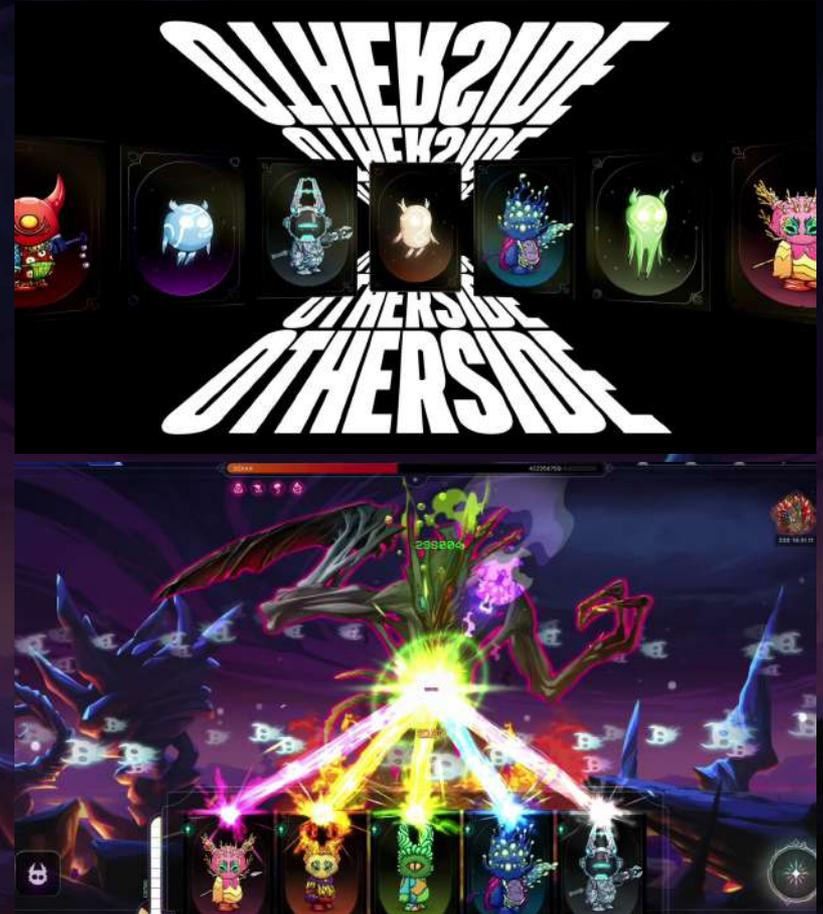


- No download, no installation, 1 click to play on any browser
- Action packed multiplayer brawl game
- 3v3, matches up to 2 minutes
- Two modes, multiple weapon and skill combinations
- First MVP test successful, metagame being added

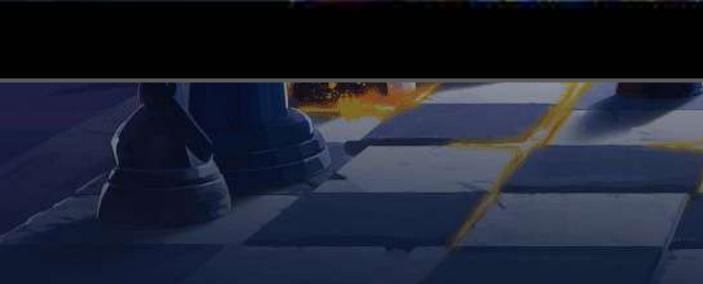
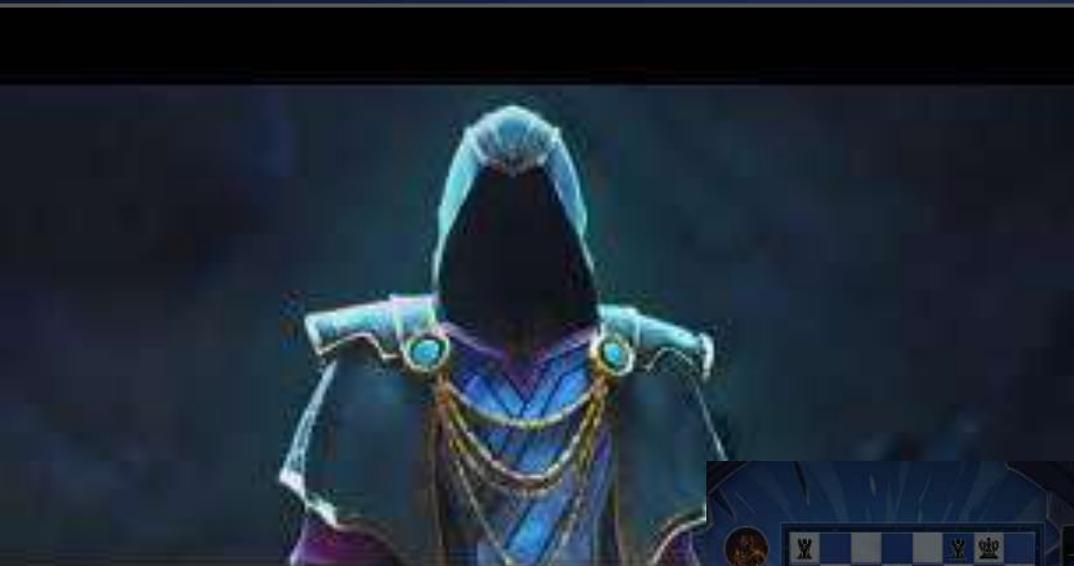


# LEGENDS OF THE MARA

- LOTM is part of the Otherside metaverse, integrated into the BAYC ecosystem
- 2D strategy browser game with its own companion collection
- Significant revenue contract
- Contracted to work on future updates & features



# AVICHES



- Chess puzzle solving games with a touch of magic
- UI/UX, game and backend engineering by Hashcode Studio, game assets by Lemon Sky Studios
- Animoca product in collaboration with Chess.com (4MIL visitors a day playing game)



## gamescom asia

Kin Wai spoke on the panel  
“Navigating the Web3 Gaming  
Landscape: Insights and Strategies  
for Success”



## Cologne Web3 Networking

Gamescom side event by Flying Sheep, iCandy,  
Playades, and KölnBusiness



## THE SANDBOX

Singapore Partner Day



Showcased The Engineers  
experience in The Sandbox's  
Singapore neighbourhood  
Lion City



Showcased Lemon Sky Studios  
as The Sandbox metaverse  
builder and pitched WFH  
opportunities to Web2 brands



Spoken on the panel  
“Building the Open NFT  
Metaverse”



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## OVERALL STRATEGY FOR 2024

1

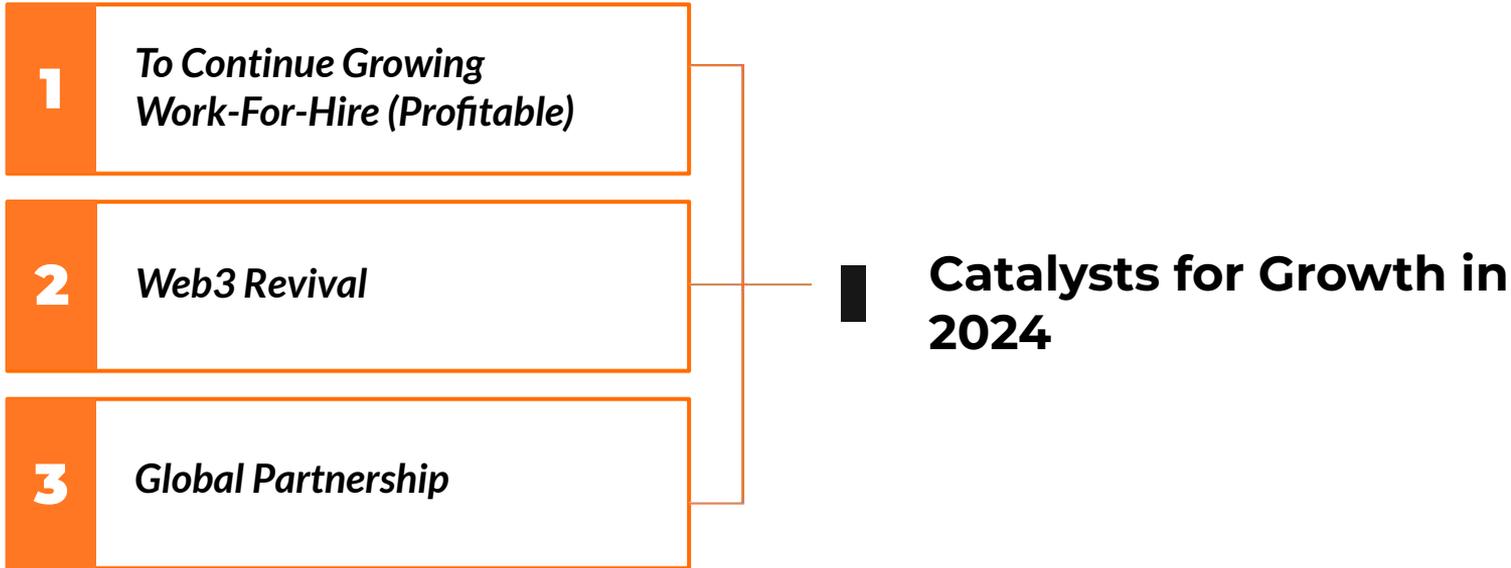
To Continue Growing  
Work-For-Hire (Profitable)

2

Web3 Revival

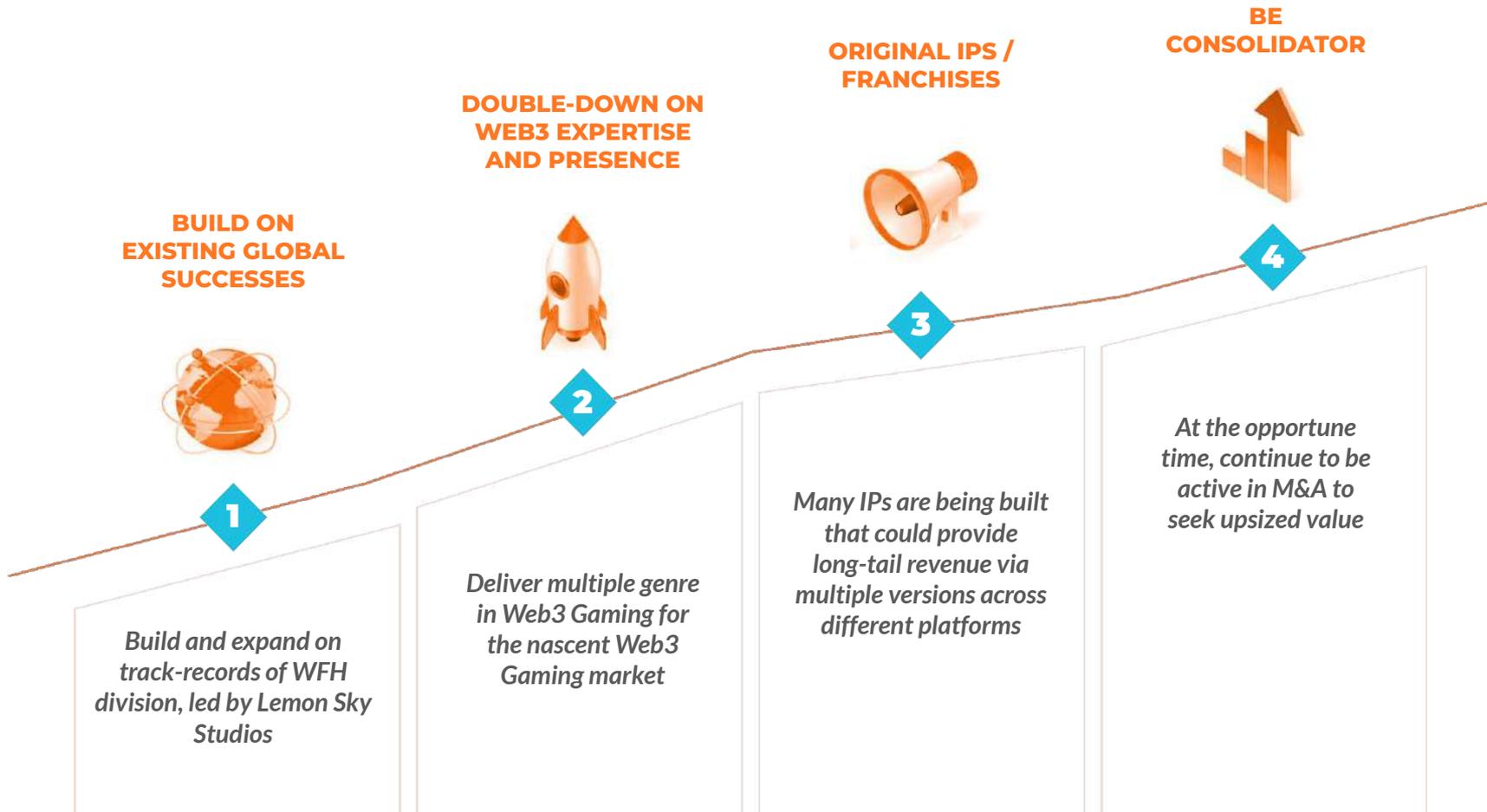
3

Global Partnership

A diagram showing three numbered boxes on the left, each with a line extending to a central vertical line. A horizontal line then extends from this central line to a black square, which is followed by the text "Catalysts for Growth in 2024".

**Catalysts for Growth in  
2024**

# OUR DNA - MULTIPLE DRIVERS FOR GROWTH





# Q & A

**Thank  
You**