



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

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**ASX and Media Announcement**

## **Successful Completion of Trial for Claw Stars & Starting Pre-Registration**

### **Highlights:**

- **Claw Stars has completed successful trial with Google Play**
- **Trial results breaks new high for iCandy, with Day-1 and Day-7 retention reaching up to 46% and 18% respectively**
- **Global Launch set for June 2021. Currently accepting pre-orders and pre-registration on Apple App Store and Google Play Store**

iCandy Interactive Limited ("ICI", "iCandy" or the "Company") is pleased to announce the completion of the early access trial ("Trial") for its new game, Claw Stars.

### **Encouraging Highest Retention Rates**

During the Trial, iCandy's studio team had been gathering feedback and input from gamers and making adjustments to Claw Star's game-play and mechanic, leveraging from iCandy's previous experience in Masketeers.

Claw Star's retention rate has outperformed Masketeers, recording **Day-1 and Day-7 retention rate of up to 46% and 18%** respectively. For comparison, the Day-1 and Day-7 retention rates of Masketeers during its early access trial was approximately 37% and 8% respectively.

Day-1 retention and Day-7 retention measures the fraction of users that returns to the mobile game 1 day and 7 days after installation. These two retention rates are closely watched within the mobile gaming industry as they are potential early indicators of a mobile game's future monetization metric. Longer duration retention rates are not typically tracked in the industry, especially for mobile game genre of casual mobile game that Claw Stars fall under.



FINANCIAL REVIEW  
**FAST 100 2020**  
IN COOPERATION WITH **statista**  
*iCandy – Proudly Ranked 25<sup>th</sup>  
of Australia's Fastest Growing*

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## **Launch Scheduled in June 2021**

Claw Stars is currently scheduled for a global launch in **June 2021**. It has started accepting pre-orders and pre-registration on the Apple App Store and Google Play Store, and has recorded more than 78,000 pre-order within its first week.

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

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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 info visit [www.icandy.io](http://www.icandy.io)

**For more information, please contact:**

[ir@icandy.io](mailto:ir@icandy.io)