



22 July 2021

ASX and Media Announcement

iCandy's New Game Claw Stars Records A\$299,570 Revenues In First 14 Days

Highlights:

- **Claw Stars has recorded A\$299,570 in revenues for the first 14 days since global launch**
- **iCandy's other hit game, Masketeers has recorded A\$265,000 in similar period**
- **Claw Stars has a high engagement rate, i.e. Day-3 Retention Rate of 25% (compared to Masketeers' Day-3 retention of 20%)**
- **Management is confident that Claw Stars will be one of its best performing titles in coming quarters**

iCandy Interactive Limited ("ICI", "iCandy" or the "Company") is pleased to announce that its new game Claw Stars, that has been globally launched on 30th June 2021, has recorded strong growth in revenue since its global launch.

Claw Stars has recorded initial revenues of A\$299,570 in the first 14 days since its global launch.

The unique characteristic of the Claw Stars is its heavy focus on player-to-player interactivity. It is the **first game by iCandy that is multi-player driven** and has a **high retention rate** as per previous announcements.

iCandy's other hit game, Masketeers has recorded A\$265,000 in similar period of operation. Claw Stars has demonstrated a higher interactivity and engagement rates among the gamer audience than Masketeers. For example, Day-3 retention rate for Claw Stars currently stands at 25%, whereas Masketeers' Day-3 retention rate is at 20%.

As such the management of iCandy is confident that Claw Stars could emerge as one of iCandy's best performing game titles in the coming quarters.

Claw Stars is a free-to-play game, where gamers can download the game for free, and the Company generates incomes from in-app purchases and advertising.

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



FINANCIAL REVIEW
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IN COOPERATION WITH **statista** 
*iCandy – Proudly Ranked 25th
of Australia's Fastest Growing*

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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

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