



iDreamSky Technology Holdings Limited

Stock code: 1119.HK

(Listed on the Main Board of HKEX)

March 2024



Business Overview: a game company with global developing and operating capabilities

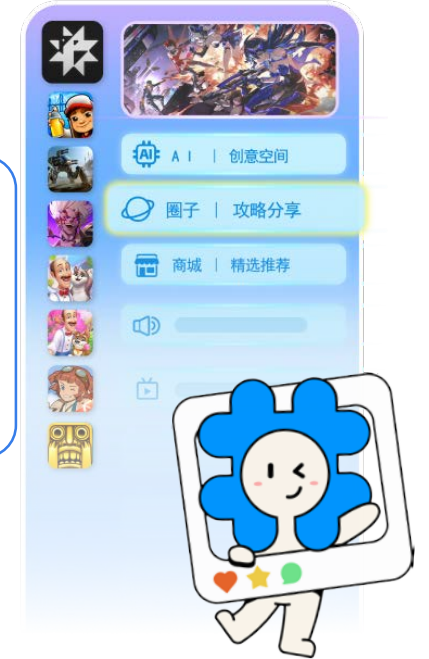


Gaming business

Focused on self developing and high-quality games operation
Concentrated on 3 genres:
Casual games + Competitive games + RPGs

Fanbook

Focused on community-driven product growth
A channel-based community with millions of users



Large user base, long lifecycle, high user stickiness

Steady growth of long-running games



Our long-running games have seen steady growth due to ongoing content updates, strategic IP crossovers, and the refined management of our Fanbook community. In 2023, the revenue of Gardenscapes and Homescapes saw year-on-year rises of more than 50%, steadily ranking among Top 3 of the genre and the Top 20 of the iOS Bestseller List. Subway Surfers remained in the Top 10 of the iOS Download List. War Robots ranked No.7 in the shooting genre.

Ongoing content updates



Gardenscapes



Homescapes

10

New Versions

9

New Themes



Subway Surfers

12

New Versions



War Robots

New Release

The only realistic mecha real-time combat game in China

IP crossovers



Subway Surfers X Ultraman



Subway Surfers X Conan



Subway Surfers X Plants vs Zombies



Gardenscapes X The Imperial Palace



Gardenscapes X Budding Pop

Community operations



Steady growth

50%+ increase in revenue

TOP3 of genre

Top20 of iOS Bestseller List

Top10 of iOS Download List

No.7 of shooting genre

High-quality Delivery of Self-developed Games



Strinova stood firm in the anime shooting genre and became the world's first anime competitive shooting game.



Multi-platforms

	PC	Mobile	Console
Mainland China	Officially launched in February 2024	To be launched in 2024	To be launched
Oversea	Closed-Beta Testing in Japan, Korea, Europe and the US in April 2024 To be launched in Q4 2024		



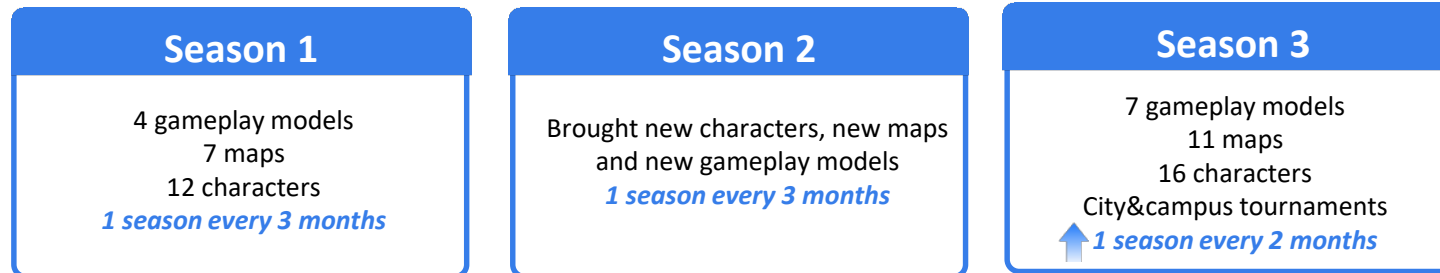
Strinova were selected as a representative project at 2023 China Game Industry Annual Conference.



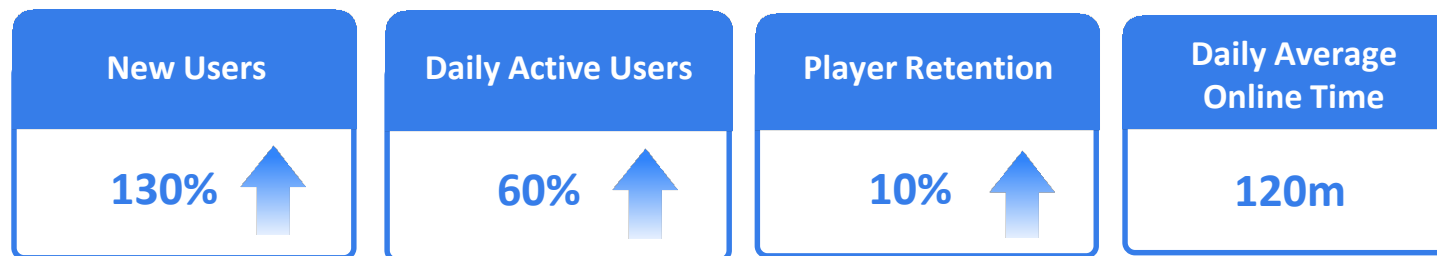
Strinova at the LEAP Tech Event



Seasons Operating



Datas of the officially launching



*Data up to the day of Announcement

High-quality Delivery of Self-developed Games



Glory All Stars

Ranked No.1 among the side-scrolling ARPG
mobile games

IP crossover with *the Overseas Immortal Mountain*

Chapter of Journey of the Young Vigilantes

Continuously developing new contents, introduce

new gameplay and new careers



Ni No Kuni: Cross Worlds

Jointly developed and operated
by iDreamSky and Tencent

Launched on 28th February 2024

Global IP, with deep-localized contents

for Chinese market



Delta Force: Hawk Ops

Large-scale PC testing has begun

Multi-platforms game

To be launched in Q4 2024

Fanbook: a magnificent platform for driving product-growth



AI applications: boost developing efficiency in various scenarios



We continue to integrate AI into various scenarios, by taking advantage of our multiple products' diverse user interaction and mass data.

AI boosts efficiency



Character design for Ni No Kuni: Cross Worlds

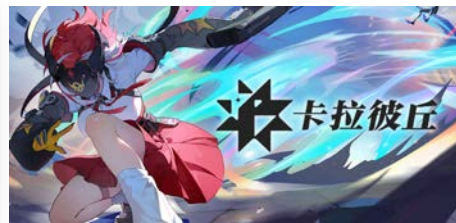


Character design for Gardenscapes

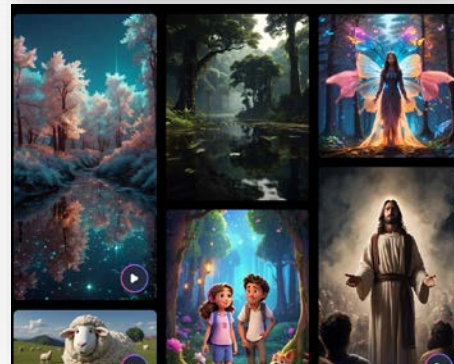
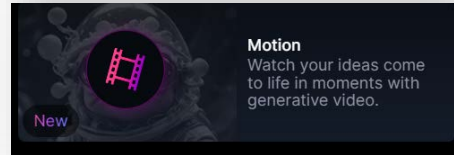
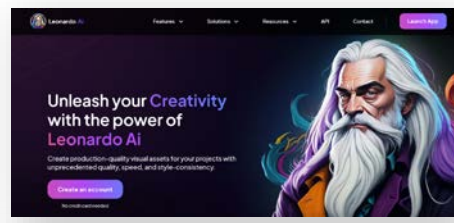


KV for Subway Surfers

AI NPC



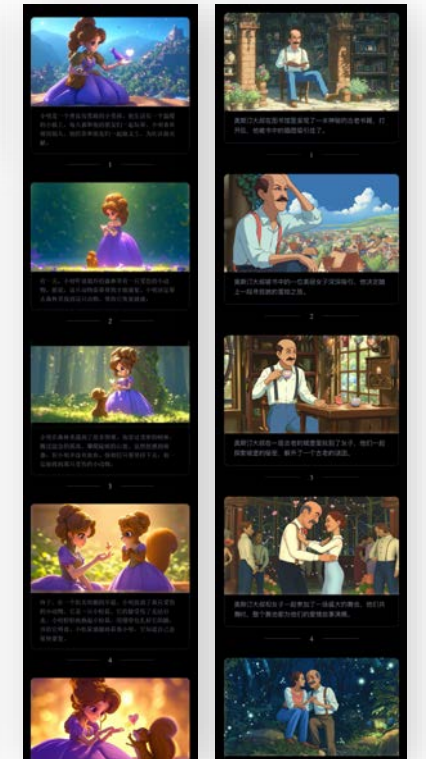
Leonardo AI



AI Companion



AI Picture Book Master



Performance Highlights in 2023



	Gross revenue RMB1,916 million	Gross margin 37.3% <small>(Adjusted)</small>
	Adjusted profit RMB140 million	Turnaround
	Net cash generated from operating activities RMB253 million	Year-on-year 169.4%
	Growth in revenue from core casual games year-on-year 47%	

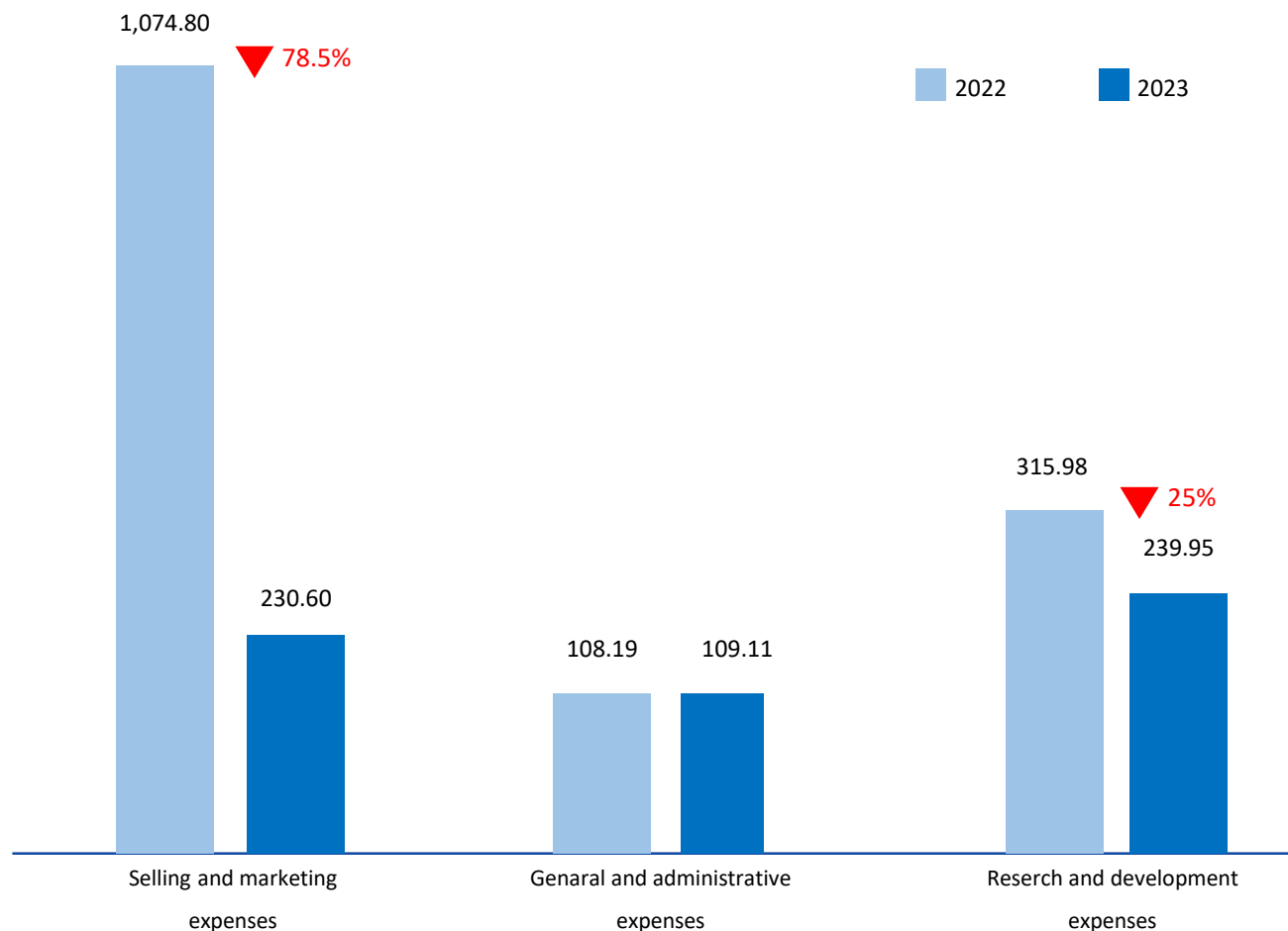


Due to continuously focusing on the core business, we achieved steady growth in gross margin and revenue from our core casual games (increase 47% year-on-year).

Our core casual games in 2023:
Gardenscapes, Homescapes, etc

Performance Highlights in 2023

Expenses (In million RMB)



Selling and marketing expenses:

our continuous improvement in user acquisition efficiency and refined operation leads to the significant decrease in selling and marketing expenses.

General and administrative expenses:

we continued to optimize the Group's internal operating structure and increased the focus on front-end business, while improved organizational management efficiency.

Research and development expenses:

with the maturity of Fanbook's core functions, we have invested less in it. We also have applied AIGC to game development, which has effectively improved the efficiency and reduced expenses.

Company History



2009

Established Shenzhen Mengyu Technology Co, Ltd, mainly engaged in mobile Internet business.

2011

Established Shenzhen iDreamSky Technology Co, Ltd. Successfully released popular mobile games such as **Fruit Ninja** and **Angry Birds**.

2012

Started operating online games. Successfully released **Temple Run**.

2013

Successfully released the global classic running mobile game **Subway Surfers**. Received investment from THL A19 Limited, a subsidiary of Tencent. Became the only domestic mobile game publishing company that Tencent invested in.

2014

Successfully listed on NASDAQ and became the youngest listed company in NASDAQ's history.

2015

Successfully released **Monument Valley** and **Skyland: Heart of the Mountain**. Recognized by Deloitte as The fastest-growing high-tech company in Shenzhen.

2016

Developed large-scale self-developed MMO mobile games and successfully released products such as **Tank Battles** and **Saint Seiya-Assembly**. Completed privatization and delisted from NASDAQ in September.

2017

Successfully released **Gardenscapes**, which ranked among the top 10 global mobile gaming revenues.

Opened the first Tencent Video Great Moments Voyage in cooperation with Tencent.

2018

Listed on the HKEX in December (stock code:1119), with Sony and JD as cornerstone investors.

Sponsored the first Macau Esports Carnival. Successfully released **Homescapes** and authorized Tencent to distribute **FIFPro World Players' Union** and **Cross Gate**.

2019

Expanded our efforts on self-development and started self-developing products such as **Glory All Star**.

Hosted the GameDaily Connect Global Game Developer Conference.

2020

Reached a strategic cooperation with Tencent Cloud.

Released the self-developed RTS mobile game **Art of War III**. Jointly held the 2020 JD National Campus League with JD. Cooperated with Tencent WeGame to launch a new version of the **Warframe** for the Chinese market.

2021

Self-developed games such as **Glory All Stars** and **Super Animal Royale** released. Authorized our self-developed game **Strinova** to be exclusively distributed by Tencent in mainland China. Cooperated with Tencent to operate **Black Desert**. Reached a strategic cooperation with Huawei to explore high-quality content ecology. Reached a strategic cooperation with e-Star gaming to build a professional esports event ecosystem. Obtained QQfamily IP authorization from Tencent, and opened the first QQfamily flagship store.

2022

9-year-old **Subway Surfers** returned to the top and ranked 1st on the iOS Download List for 33 days.

Self-developed Chinese style casual mobile game **Merge Endless** launched. The revenue of the side-scrolling ARPG **Glory All Stars** exceeded RMB1 billion.

The QQfamily stores expanded from the Greater Bay Area to the whole country, with 40 stores nationwide.

2023

Strinova and **Delta Force: Hawk Ops** obtained their publishing licenses.

The number of users in **Fanbook** exceeded 10 million, with the DAUs exceeded 1 million.

Self-developed game **Strinova** launched the closed beta test for PC on 3 August 2023.

QQfamily realized independent operation.

2024

War Robots launched in China on 18th January 2024.

Strinova officially launched for PC on 1st February 2024.

Ni No Kuni: Cross Worlds Launched on 28th February 2024.

Reached a strategic cooperation with SCCC to promote the development of gaming and e-sports in Saudi Arabia.

Entered the Middle East market, exhibiting **Strinova** at the LEAP Tech Event.

iDREAMSKY

THANK YOU!



March 2024