



# iDreamSky Technology Holdings Limited

Stock code: 1119

*(Listed on the Main Board of HKEX)*

August 2023



# Business Overview

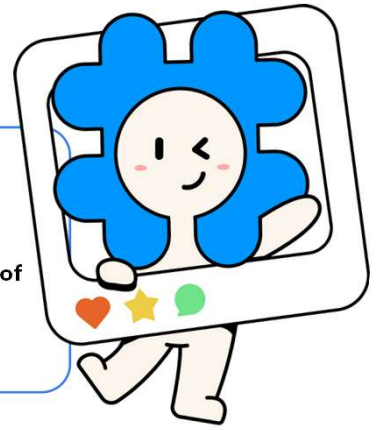


 **Gaming business**

 **Fanbook**

Focusd on self R&D and high-quality games operation  
Concentrated on 3 tracks:  
Match-three puzzle games + Competitive games + RPGs

Community-driven product growth  
An essential tool for users operation with tens of millions of users growth



**Large user bases & Long lifecycles & High user stickiness**

# Strategy of High-quality Games



## Localized publication of global high-quality games



**Gardenscapes**



**Homescapes**



**Subway Surfers**



**Temple Run**

## Self-developed games for global market



**Glory All Stars**



**Calabiyau**



**Delta Force: Hawk Ops**



**Ni No Kuni: Cross Worlds**



# Steady Growth of Online Operation High-quality Games



## Continuous version updates based on source code



## Collaborations with IPs



Ultraman Detective Conan The King of Fighters



Budding Pop The Imperial Palace

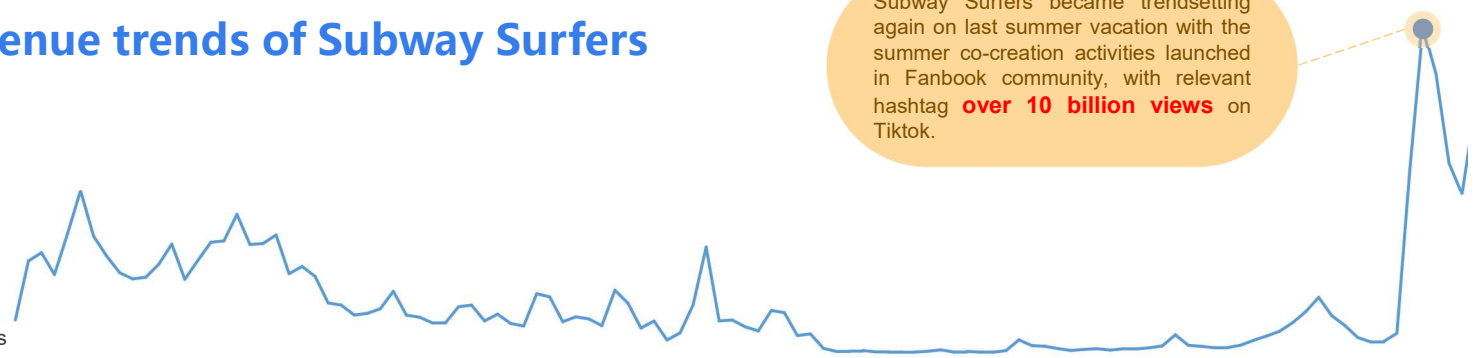
## Community operations





## Revenue trends of Subway Surfers

- Continuous optimization via version updates
- With high social attributes
- With successful operation strategies
- With more possibilities of dissemination and referral

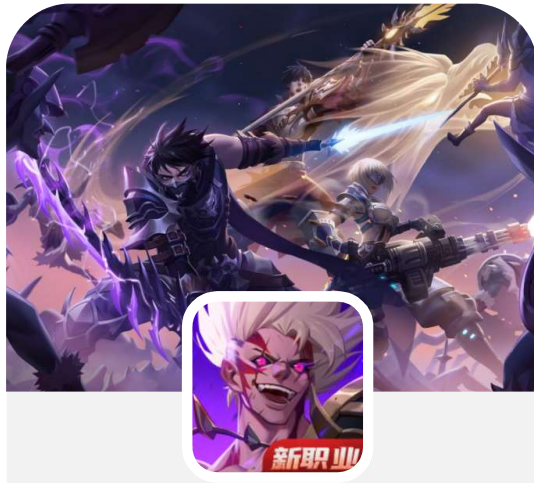


## Revenue trends of Gardenscapes and Homescapes

- Continuous launching of high-quality contents
- Steady optimization of social functions
- Accurately met the in-depth needs of users



# High-quality Delivery of Self R&D Games

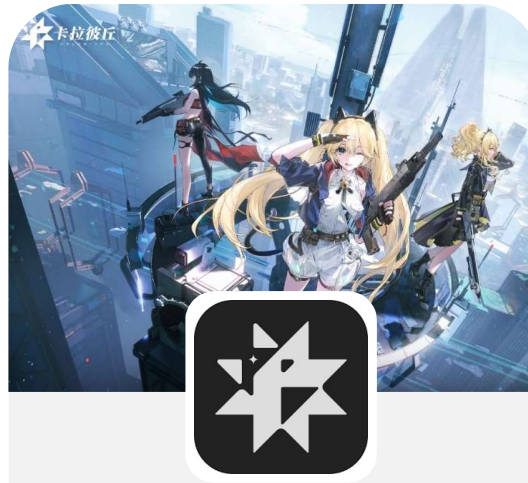


## Glory All Stars

Maintained stable growth after launching for 2 years

Ranked the top on AAG chart

**Planned to publish globally in the future**

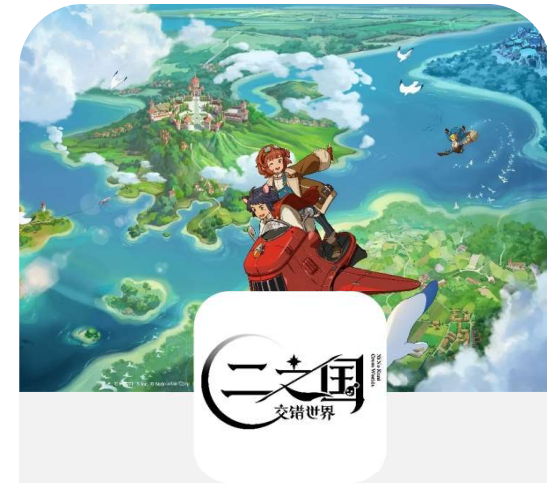


## Calabiyau

The first anime-style competitive shooting game with "string" gameplay

Officially launched the closed beta test for PC on 3 August 2023

**Planned to launch mobile version and publish globally in the future**



## Ni No Kuni: Cross Worlds

A Ghibli-style Isekai fantasy adventure RPG (mobile)

**Obtained its publishing license already and planned to launch the paid test in Q3 2023**

# Calabiyau: the First Anime-style Competitive Shooting Game with Unique Gameplay of "String"



For multiterminal

	PC	Mobile	Console
Mainland China	Launched closed beta test on 3 August 2023 *Released by Tencent	Planned to launch in 2024 *Released by Tencent	To be launched
Oversea	Planned to publish globally in 2024	To be launched	To be launched



Content-driven growth

## 01. Multiple gameplays

2 gameplay models and 4 maps now available, with continual introduction of new gameplay models in the future

## 02. Various characters

12 characters now available, with continual introduction of new characters in the future

## 03. Diverse activities

Three months for one competition season.  
The competitive ecosystem gradually deepens with season updates.



Datas of closed beta test

## WAU

Over **700 thousand**

## DAOT

Over **120 minutes**

## ARPPU

(since the open beta)

Over **RMB200**



# Fanbook: Driving Product Growth with User Communities

Working with the users in R&D, promoting growth through reputations among communities and embracing AI to improve efficiency

**Turnover**

Over  
100 million

**Newly increased Communities**

Over 2,000

Over 4,000  
in July and August 2023

**Outstanding Creators**

Over 3,000

Over 230 creators  
received millions of views

**Views of works**

Over 1 billion

Total views of all works  
in all platforms


**AI Paintings**

Over 1 million


Implemented generative AI  
capabilities, such as texts to  
images, images to images,  
and texts to videos

**Scale of Communities**

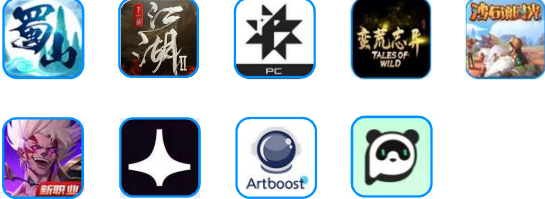
Over 10 communities with **1 million users**



Over 22 communities with **100 thousand users**



Over 100 communities with **10 thousand users**





\*The above datas are all for H1 2023



# Performance Highlights in H1 2023



	<b>Gross revenue</b> RMB1,120 million	<b>Gross margin</b> 45.1%
	<b>Adjusted profit</b> RMB200 million	<b>Period-on-period</b> 495.5%
	<b>Net cash generated from operating activities</b> RMB250 million	<b>Period-on-period</b> 9969.3%
	<b>Growth in revenue from core games period-on-period</b> 20%+	



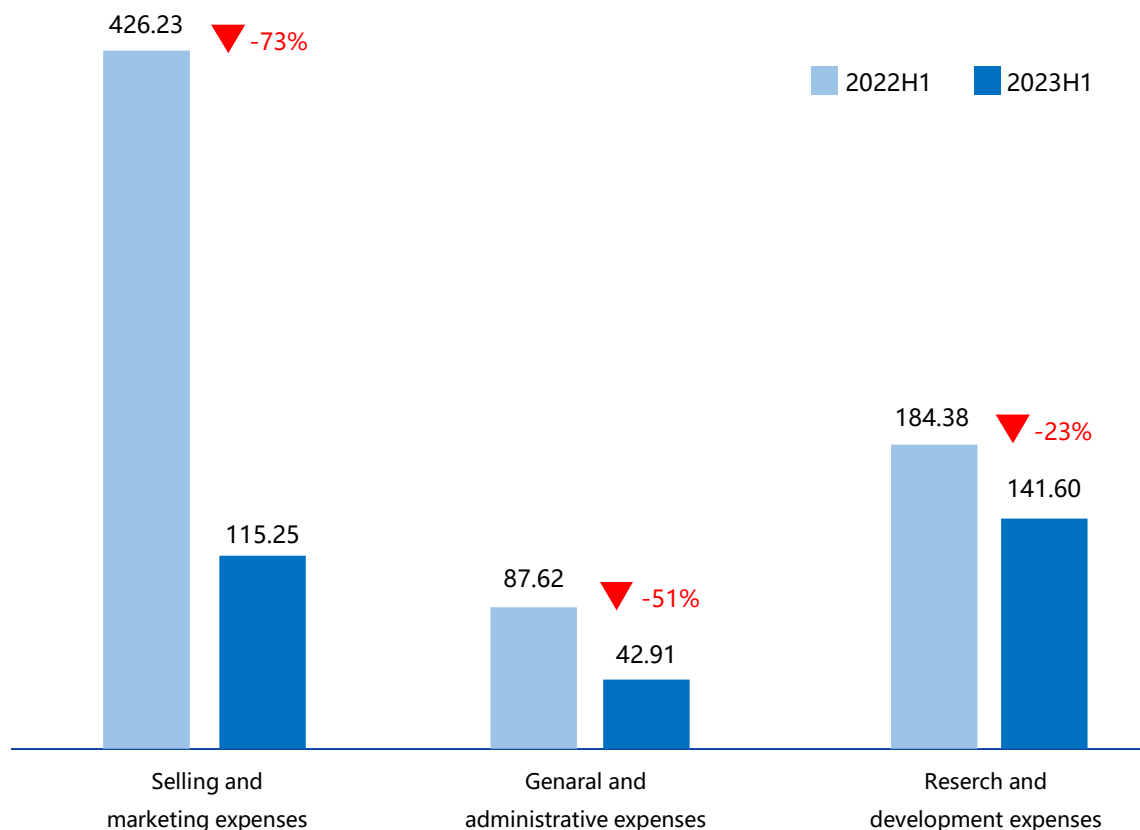
Due to continuously focusing on the core business, we achieved steady growth in revenue from our core games, representing an increase of 20% period-on-period, with improved gross margin as well.

Our core games in H1 2023:  
《Glory All Stars》 《Subway Surfers》  
《Gardenscapes》, etc.

# Performance Highlights in H1 2023



Expenses (In million RMB)



### Selling and marketing expenses:

our continuous improvement in customer 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 effect and profit to achieve scientific cost reduction and efficiency enhancement.

### Research and development expenses:

we focused on the development of key projects since H2 2022 and suspended some ongoing projects.

# Company History



**2009**

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

**2011**

Formally 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 of from THL A19 Limited, a subsidiary of Tencent, becoming the only domestic mobile game publishing platform invested by Tencent.

**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-Collection**.

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 licensed Tencent to distribute **FIFPro World Players' Union** and **Cross Gate**.

**2019**

Expanded our efforts on self-development and launched self-developed 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**

Released self-developed games such as **Glory All Stars** and **Super Animal Royale**.

Licensed our self R&D game **Calabiyau** 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 App Store free game chart for 33 days.

Launched the self R&D national customs casual synthesis mobile game **Merge Endless**.

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.

**Ni No Kuni: Cross Worlds** obtained the publishing license.

**2023**

**Carabiyau** 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 **Carabiyau** officially launched the closed beta test on 3 August 2023.

iDREAMSKY

THANK  
YOU!

August 2023

