



iDreamSky Technology Holdings Limited

Stock code: 01119.HK

(Listed on the Main Board of HKEX)



August 2024

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



**Gaming
Business**



Fanbook



**Focus on self-developing and
high-quality games operation**

**Concentrate on 3 genres:
Casual games + Competitive
games + RPGs**

**Focus 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

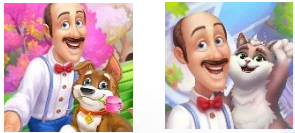
Our revenue has seen steady growth due to introduction of global high-quality games and our long-running games, in-depth update based on source code. War Robots ranked among Top 6 in Android's shooting genre. Gardenscapes's revenue grew over 14% YoY. Subway Surfers remained in the Top 10 on various channels, with a new global version underway.

Ongoing content updates



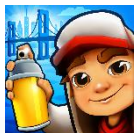
War Robots

10 New versions
New Release
 China's first realistic mecha real-time combat game



Gardenscapes Homescapes

10 New versions
7 New game skins



Subway Surfers

8 New versions
42 New characters

IP crossovers



War Robots
 | MacArthur played by influencers and Liu Peiqie



Gardenscapes
 | Dunhuang



Gardenscapes
 | Snake Off



Subway Surfers
 | GG Bond



Subway Surfers
 | Snake Off

Community operations



Steady growth

TOP6 of Android's shooting genre

14%+ increase in revenue

TOP3 of the genre

TOP20 of iOS Bestseller List

TOP10 on various channels

*Data up to the day of Announcement

High-quality Launch of Self-developed Games

We continuously launch high-quality games which are globally recognized, including *Glory All Stars* in 2021, *Strinova* in 2023, and the forthcoming *Delta Force*. These new games will drive strong performance growth and propel business to new heights.

Glory All Stars

Continuously generate great revenue

Ranked among the forefront side-scrolling ARPG mobile games

Continuously develop new contents

Launched 10 content versions in 2024H1



Strinova

Go global

The world's first multi-platform anime competitive shooting game

Release high-quality content through season+competitive events operations

Go global soon, entering a broader market



Delta Force

Upcoming release

The cross-platform tactical shooting game co-developed by iDreamSky and Tencent

To be launched in September 2024

Wishlist exceeds 30 million



Strinova will launch globally on multi-platforms



Seasons Operating

S1	S2	S3	S4	S5	S6
13 characters 7 maps 4 modes	1 new character 1 new map 1 new mode	1 new character 3 new maps 2 new modes	1 new character 2 new maps	2 new maps	1 new character 1 new map



Competitions Operating



Campus Competitions

Deepen the brand's influence among young generations



Starlight Cup

Choose the best domestic team to compete in EWC



Esports World Cup (EWC2024)

4 global teams: China, America, Japan's Nova Guardians, Saudi Arabia's Twisted Minds



Data for July 2024 (month-on-month)

Daily Active Users (DAU)	Number of Paying Users	Average Revenue per Paying User	Daily Average Online Time
40% ↑	30% ↑	40% ↑	120m

Strinova will launch globally on multi-platforms

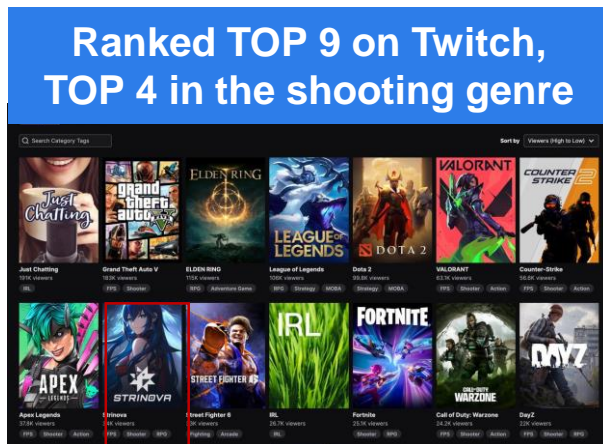
Strinova is scheduled to be launched on PC globally in Q4 2024. During CBT1, we tested market response and user profiles in North America and Japan; CBT1.1 extended our testing in South Korea, Europe, South America, and Southeast Asia.



Launch globally on multi-platforms

	PC	Mobile	Console
Mainland China	Officially launched in February 2024	Entered small-scale testing stage To be launched in Q1 2025	Already compatible with PlayStation To be launched in 2025
Oversea	To be launched in Q4 2024 Platform: Steam, Epic Games, Direct Download	To be launched in 2025	

CBT Highlights



AI applications: enhance developing and operating efficiency

We have integrated AI throughout game development and user experience enhancement, streamlining production and boosting cost-efficiency and experience.

Upgrade gaming experience



AI application in Strinova

Enhance development efficiency



AI code assistant



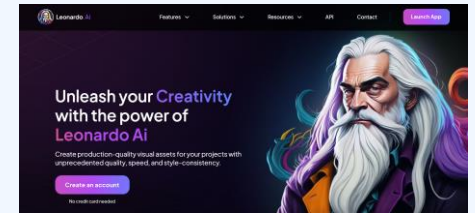
AI design tool

Lower costs effectively



AI translation platform

Assist community operations



User-generated content (UGC)



Stimulate community activity

Performance Highlights in 2024H1



Revenues

RMB 845.2 million

Compared with 2023H2

5%↑



Adjusted profit

RMB 3.3 million



Net cash generated from operating activities

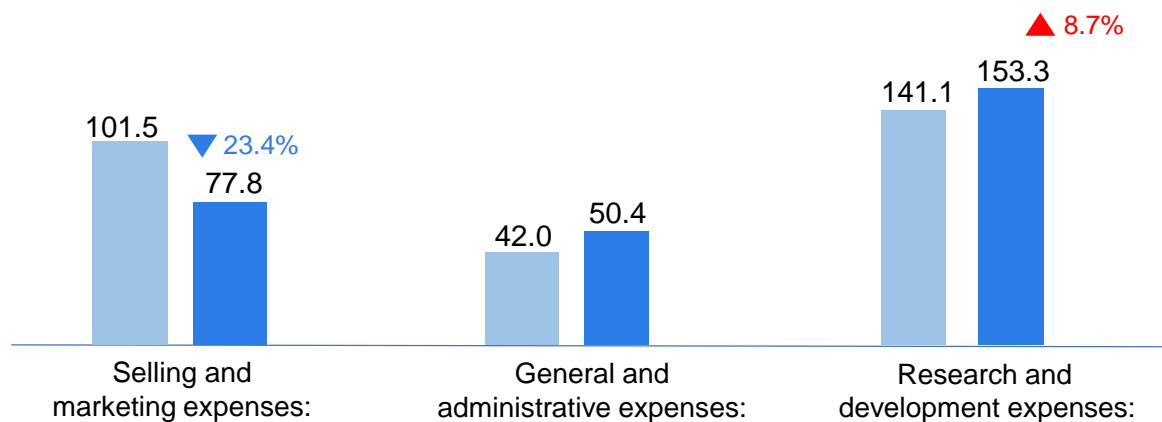
RMB 33.8 million

Compared with 2023H2

365%↑

Expenses (In million RMB)

■ 2023H1 ■ 2024H1



Continuous improvement in user acquisition efficiency and refined operation leads to the significant decrease.

The slight increase over the same period is mainly due to higher employee stock incentive expenses.

The increase was mainly due to the investment in Strinova's multi-platform development; with its global launch and the application of AI to enhance quality and efficiency, we expect the R&D expenses to revenue ratio to decrease.

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.



THANK YOU!



August 2024