



# iDreamSky Technology Holdings Limited

Stock code: 01119.HK

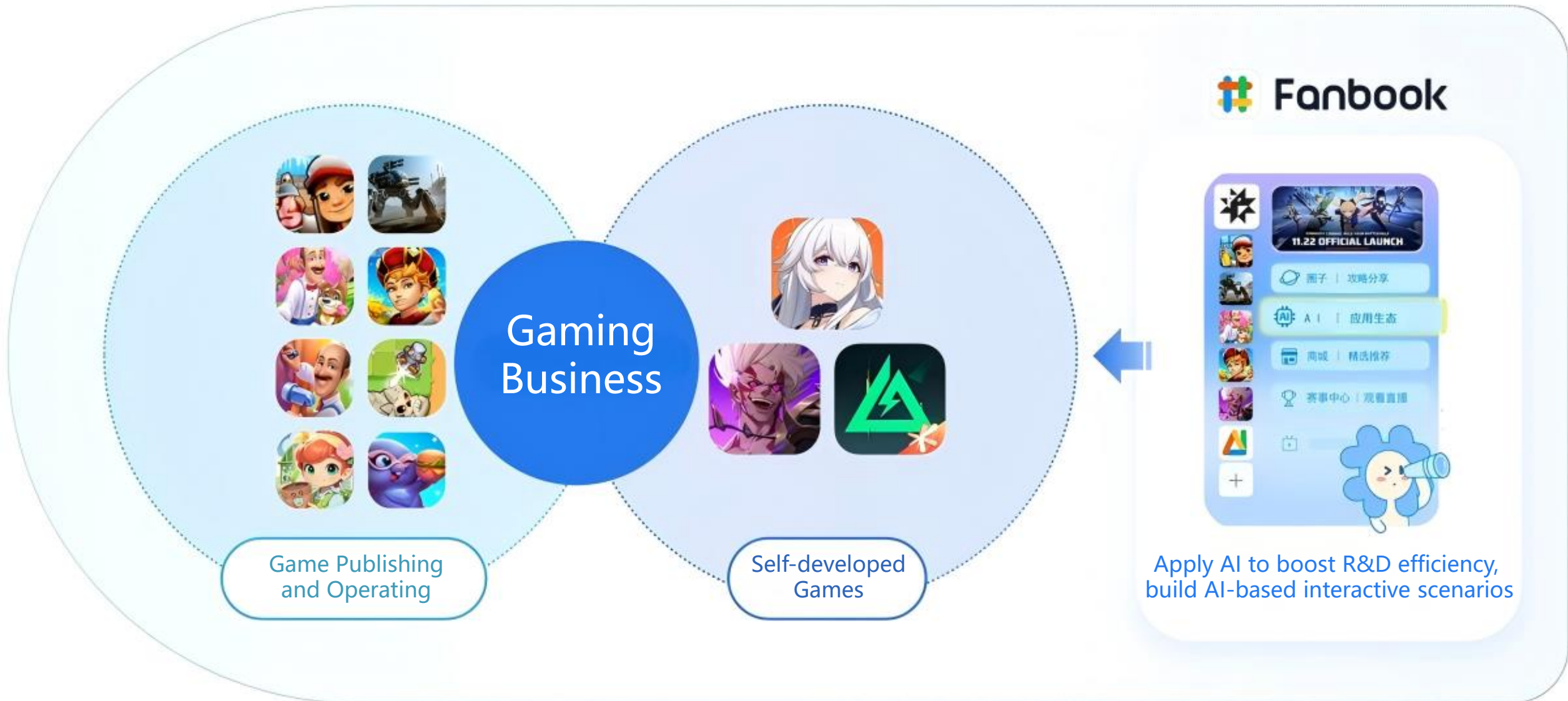
(Listed on the Main Board of HKEX)

March 2025





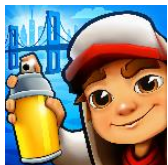
## Business Overview: a game company with global developing and operating capabilities



# Build strengths via overseas high-quality games publishing, enable growth by new games

Publishing overseas high-quality games is our mature business model. We pursue long-term operation and introduce uniquely advantaged, vertically segmented products. Through refined acquisition and services, content iteration, and LTV enhancement, we build a robust business base. In 2024, classic games continued to contribute revenue.

## Ongoing Content Updates



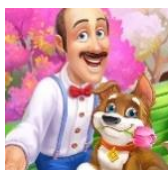
12

New Versions

45

New Characters

Subway Surfers



10

New Versions

Gardenscapes Homescapes

## IP Crossovers



Subway Surfers | Ultraman



Subway Surfers | Nailong



Gardenscapes | Dunhuang



Gardenscapes | Empresses in the Palace

## Community Operations



## Steady Growth

TOP10 of Hot Lists

40%+ Increase in version payout rate

Record High Revenue

10%+ Increase in average revenue per daily active user

\*LTV: Life Time Value

## Build strengths via overseas high-quality games publishing, enable growth by new games

In 2024, newly launched games War Robots and Shop Titans achieved brilliant results, becoming new evergreen games, and fueling sustainable growth for our distribution business. At present, we have reserved a number of overseas high-quality games to ensure strong revenue growth.



### War Robots

First mecha real-time combat game in China

**Chinese server version ranked Top 5 globally in mecha-shooting game revenue**

Cultivate mecha culture enthusiasts and strategy competition fans



### Shop Titans

Tool middle-platform and community fission reshape simulation business genre

**Launched in December 2024, with revenue far surpassing overseas for the same period**

Validate the innovative model of tool empowerment -- ecological back-feeding



# Drive global deployment via self-development, build barriers with multi-platform IPs



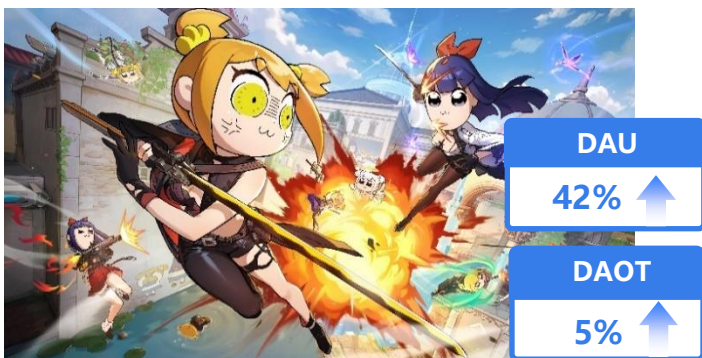
## Seasons Operating

Successfully delivered 21 characters, 21 maps, and 9 modes



## Mass Tournament System

Organized 4 college competitions with over 300 colleges participating



## Big Head Mode\*

(launched in November 2024)

DAU  
42% ↑  
DAOT  
5% ↑



## Zombie Mode

(launched in March 2025)



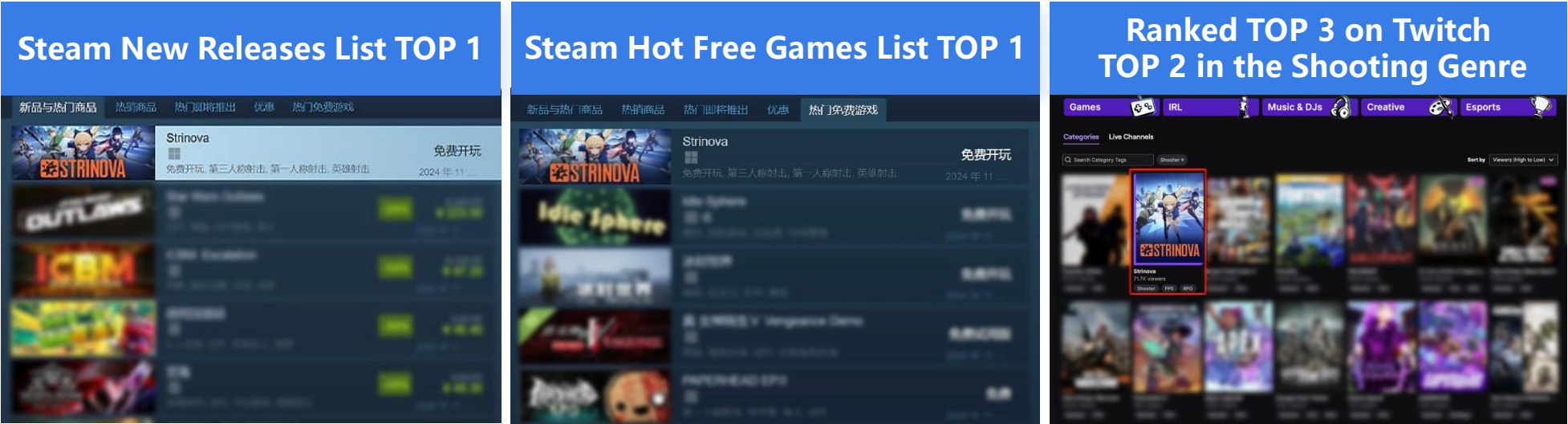
## Bomb Party Mode

( To be launched in H1 2025)

Strinova continuously introduces new casual gameplay to improve reputation and user activity

# Drive global deployment via self-development, build barriers with multi-platform IPs

Launched globally on 22 November 2024, Strinova’s PC server topped Steam’s relevant lists and ranked highly on Twitch. It has amassed many loyal users in regions like the US, Japan, and Europe, and ranked by revenue in the top 10 of the Steam Weekly Japanese Top Sellers Chart for four consecutive weeks.



	PC	Mobile	Console
Mainland China	Officially launched in February 2024	Entered testing stage; To be launched globally in 2025	Entered testing stage; To be launched on console platforms in 2025.
Oversea	Officially launched in November 2024 Platform: Steam, Epic Games, Direct Download		

# Fanbook drives improvement of user service, AI enables enhancement of development and operation efficiency

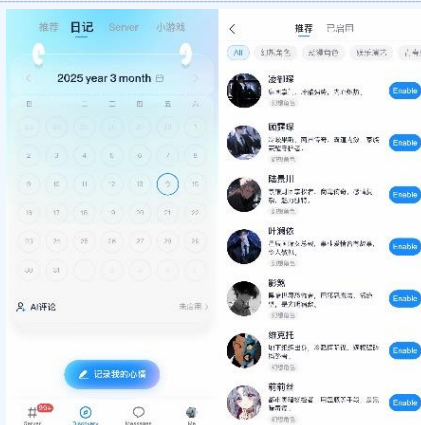


The community platform Fanbook bridges user connection, management, and service, accelerating AI tool adoption. We have integrated AI into game development and set up a joint lab with Tencent Cloud to boost quality and efficiency.

## Assist in Community Operation



### AI Customer Service

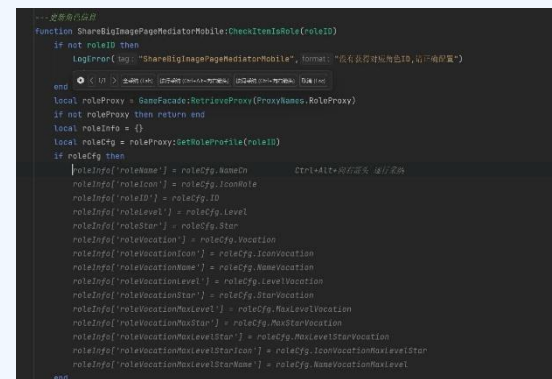


### AI Diary

## Empower R&D for Efficiency



### AI Coding Review

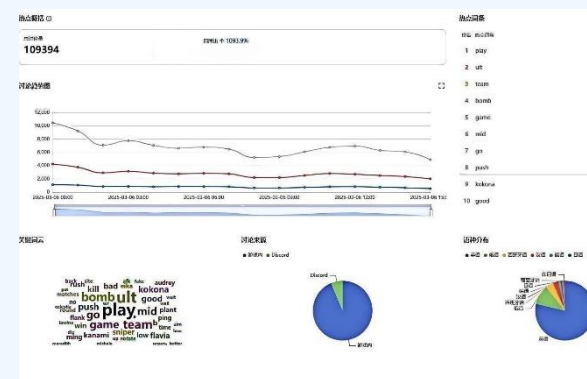


### Full-process Programming Intelligence

## Improve Operation Efficiency



### Deployment of Advanced Large Models



### User Voice AI Listening Platform

# Overview of the Performance in 2024



Revenue  
RMB 1514 Million



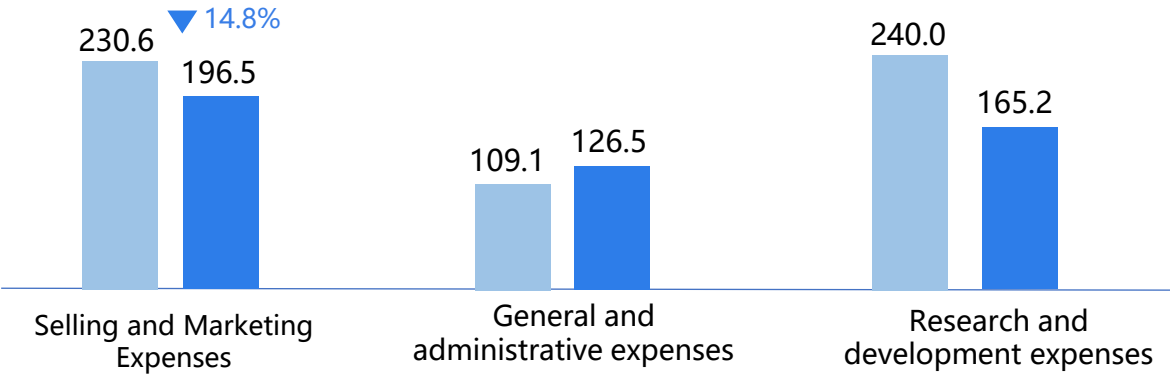
Net Operating Cash  
Inflow  
RMB 152 Million



Adjusted Net Loss  
RMB 30 Million

Expenses (In million RMB)

2023 2024



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

The slight increase is mainly due to the increase in fees such as professional services.

The decrease is mainly due to the reduced investment in Fanbook as its basic functions matured. And we integrated AI into every stage of R&D, boosting efficiency and cutting costs.



# 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**

Successfully released **War Robots** and **Shop Titans**. Officially launched the PC version of **Strinova** in China and globally; joined the **Esports World Cup**. Reached a strategic cooperation with SCCC to promote the development of gaming and e-sports in Saudi Arabia. Established a joint innovation laboratory with Tencent Cloud.

 iDREAMSKY

# Thank you

