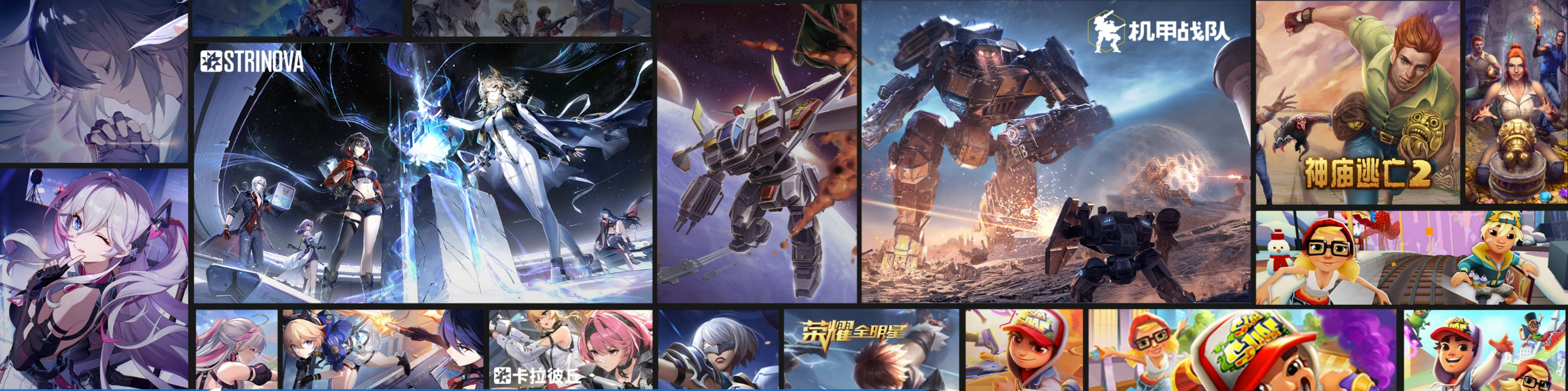

iDreamSky

iDreamSky Technology Holdings Limited

Stock code:1119.HK(listed on the Main Board of HKEX)

March 2026

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iDreamSky is a game company with integrated global R&D and operation capabilities

Subway Surfers

Gardenscapes

War Robots

Under the publishing model, we have multiple long-lifecycle games, solidifying iDreamSky's operational foundation

Shanshan

Kanami

Michele

Self-developed titles have launched on multiple platforms and entered commercial operation, laying a solid groundwork for future performance growth

AI optimizes the R&D pipeline, improves operational efficiency, and creates a better user interaction experience

Stable performance of high-quality game publishing business — a sustainable and growing business model

Sustainable content updates

By developing proprietary characters and iterating game versions, we have improved user stickiness and willingness to pay.

Subway Surfers

13 New versions

51 New proprietary charecters

Through the strategy of "seasonal themes + precision collaborations", we deepen user value and widened commercial boundaries.

Gardenscapes

Homescapes

16 Themed versions

IP collaboration

Original IP character " Shan-Shan" attracted cross-platform exposure over 200 million times

Gardenscapes
Empresses in the Palace

Gardenscapes
Harbin Culture&Tourism

Community Operation

Steady growth

Record high — Daily payment conversion rate

23%+ — Year-on-year improvement

Highest revenue — Seasonal themes of Empresses in the Palace

22% — Year-on-year growth of community users

Our long-established platform capabilities form the core competitiveness of our publishing model. Through unified platform management, we achieve a closed-loop ecosystem covering user acquisition, monetization, content updates and user services.
This not only improves the success rate of new product launches, but also ensures the long-term operation of our products.

Stable performance of high-quality game publishing business — a sustainable and growing business model

War Robots

Ranked top in mecha-themed shooting games;
PC version expected to launch this summer.

Shop Titans

In collaboration with classic IPs, we will launch more game versions and gameplay modes.

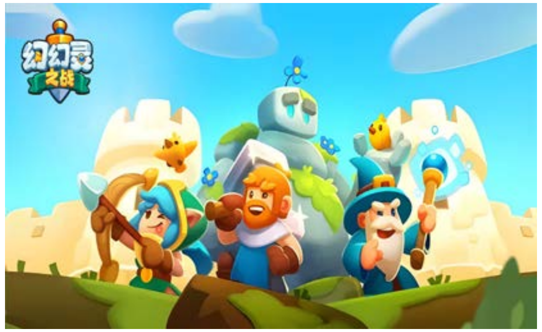
The life cycle of multiple games is expected to exceed five years, demonstrating the Company's long-term operation capabilities.

All in Hole

Payment testing for WeChat and TikTok mini-programs has been completed, with cross-platform launch and operations to commence in the second quarter.

Rush Royale

A PVP strategic tower defense game;
Already completed two rounds of small-scale closed beta testing.



Castle Duels

Combines three key mechanics:
card-building, real-time PVP, and auto-chess.

Rich product pipeline continuously unlocks business growth potential.

Strinova has been launched across multiple platforms, entered commercial operation and started generating profit, with its Bilibili follower count exceeding one million

Carnival National College Competition

Nearly 5,000 players participated, with the peak number of online live stream viewers exceeding 1 million.

Collaboration with Harbin Culture & Tourism

A winter-limited was launched, driving a recovery in user activity alongside the New Year’ s Day update.

PC Version

40%*	year-on-year growth of daily activity
90%*	year-on-year monthly revenue growth
73.8%	Monthly Active ARPU Increase
100w+	The milestone breakthrough in Bilibili official fanbase

Mobile Version

ranked No.1 upon its debut

on various platform charts such as iOS, TapTap, Bilibili

Outbreak

Sustained content updates, balance adjustments and expanded gameplay diversity.

Map Workshop

Gameplay satisfaction ranks top, with nearly 40,000 creators participating, which has ignited players' creative enthusiasm and boosted community engagement.

Extraction Operation

Enhance capabilities in large-scale map development, and unlock new possibilities for the long-term evolution of the product.

*For the period January to February 2026 compared with the same period in 2025

Taking characters as the core and games as the carrier, we continuously expand the IP value of our characters

Strinova AI Lounge

Collectible figure of Celestia in Strinova

Spectacular fan turnout

We use AI technology to reshape character interaction and immersive experiences, deepening emotional connections with users.
We unlock the full commercial value of our IP across all channels, building a closed loop of "content – experience – consumption" to support long-term IP operation and rising brand value.
Driven by AI, we innovate user experience; empowered by an IP ecosystem, we unlock sustainable long-term growth.

iDreamSky Gaming AI: Reshaping Game Development, Live Operations and Player Interaction Experience

AI for Game—Research&Development

AI in Game—New Player Ecosystem

R&D

- A self-developed AI battle engine based on reinforcement learning to improve matchmaking quality across all ranks.
- In-depth collaboration with world-leading AI model providers to systematically integrate cutting-edge large model capabilities into the R&D pipeline, comprehensively accelerating content production and engineering efficiency.

Operation

- We use AI for voice-of-player analysis, KOC management and scalable high-quality content production.
- Content production costs have been reduced and significantly decision-making efficiency has been improved.

- **Emotional Companionship——Strinova AI Lounge**
- Our technical architecture offers the potential of full-matrix reuse, transforming evergreen IP characters into sustainably manageable digital assets.
- We have opened up differentiated monetization channels such as character subscriptions and in-depth emotional services, building barriers in user relationships.

2025 Financial Performance Overview

Total Revenue

1.338 billion yuan

Net cash inflow from operating activities

67.27 million yuan

Returned to profitability

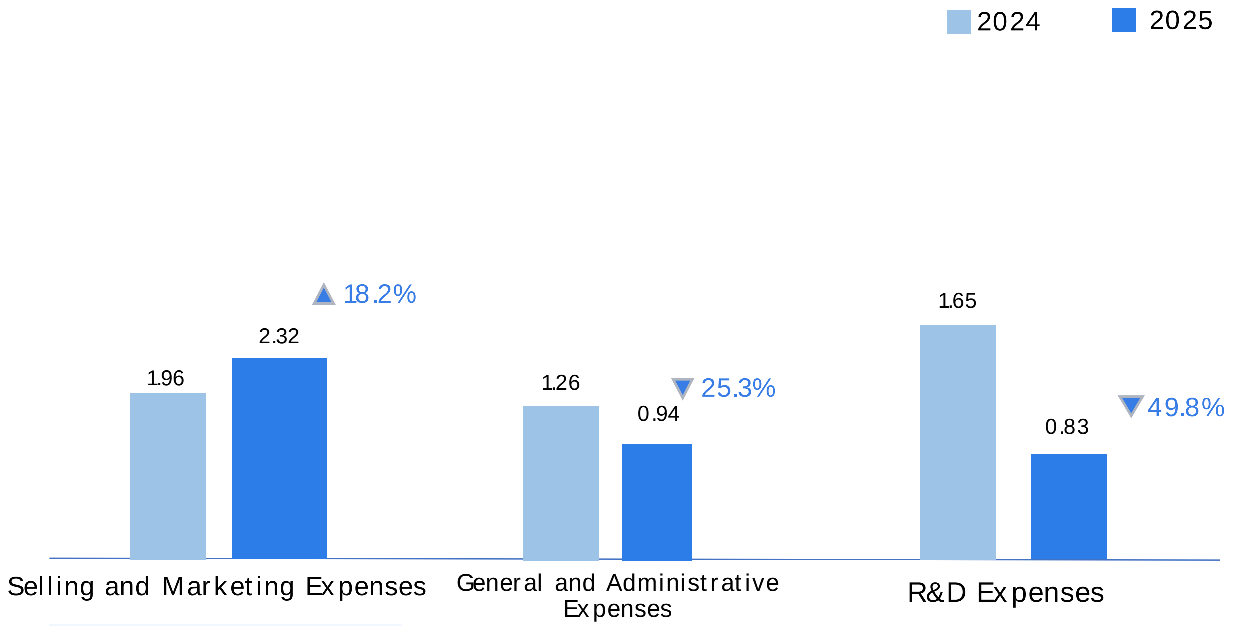
Net Profit

19.92 million yuan

Adjusted Net Profit

201 million yuan

Costs and Expenses (in 100 million yuan)



The increase in marketing expenses was mainly driven by higher promotional spending on the PC and mobile versions of Strinova, as well as newly launched games.

The decrease in general and administrative expenses was attributable to our refined cost control measures, including the proactive optimization of public expenses and strict control over non-essential expenses, achieving scientific cost reduction and efficiency enhancement.

R&D expenses decreased significantly compared with the same period last year, mainly due to the maturing of our internally developed game Strinova, which resulted in lower related R&D spending. Meanwhile, the full adoption of AI technologies across all stages of game development has effectively improved R&D efficiency, further reduced R&D costs, and driven the optimization of overall R&D 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

Successfully released War Robots and Shop Titans.
Officially launched the PC version of Strinova in China and abroad; 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.

2025

Strinova has launched a paid test for its mobile version, and the nationwide launch process will commence sequentially upon completion of the test.
Premium overseas games such as **Rush Royale**, **All in Hole** and **Castle Duels** All in Hole will be launched one after another.

iDREAMSKY

Thanks For Listening