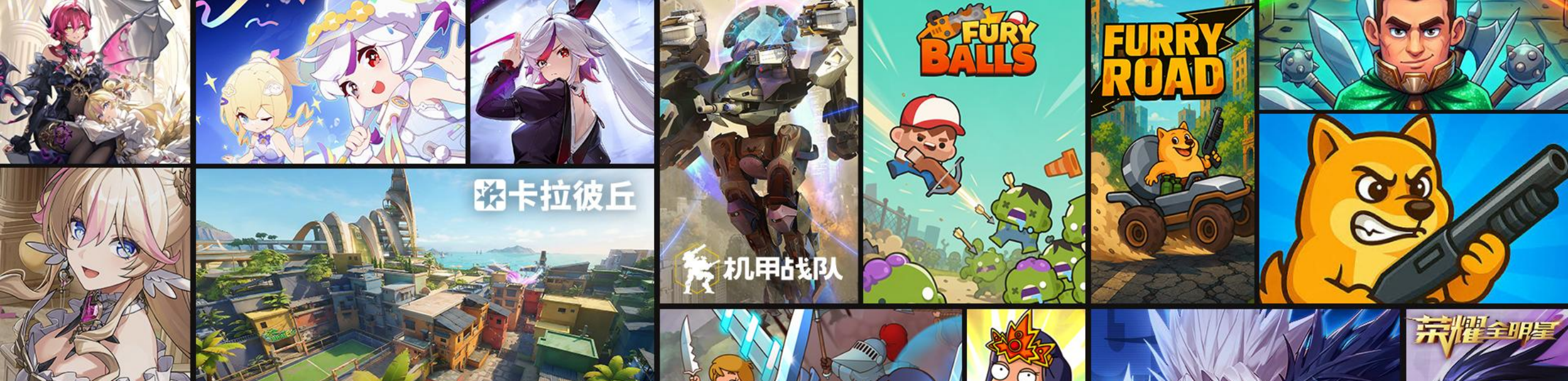
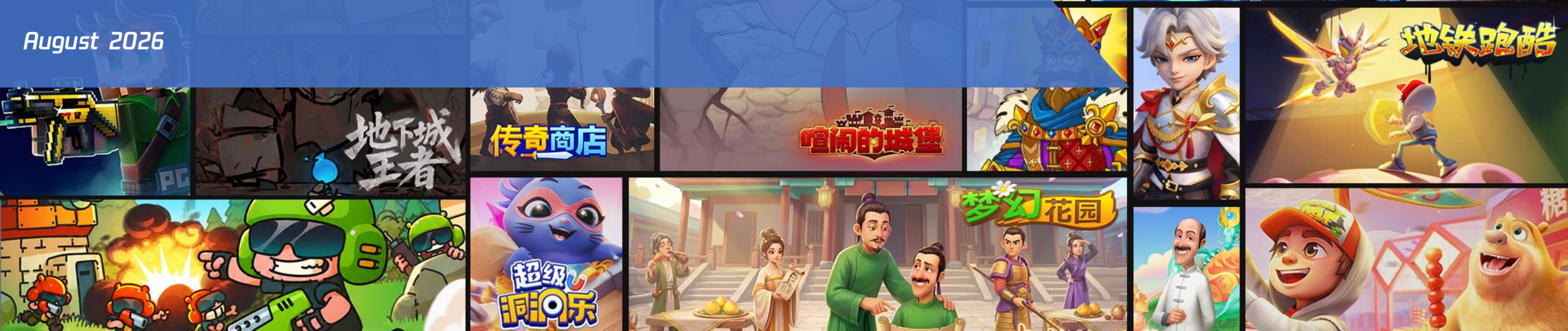




iDreamSky Technology Holdings Limited

Stock Code: 1119.HK [Listed on the Main Board of HKEX]

August 2026



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

Publishing Business



*Subway Surfers
"Shan-Shan"*



*Gardenscapes
Austin*



War Robots

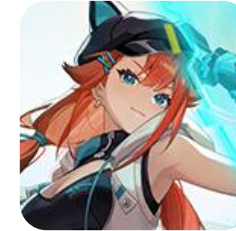
Multiple new games to launch in 2H 2026

- *Multiple evergreen games under the publishing model form iDreamSky's operational foundation*

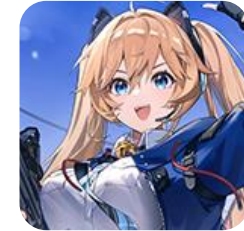
Self-developed Business



Nora



Cielle



Michele

Strinova

- *Strinova has built a differentiated moat in the anime-style shooter genre, and the self-developed business has entered its value realization phase, driving global engagement*

AI optimizes the R&D Pipeline, improves operational efficiency, and creates better user interaction experiences

Evergreen games sustain growth with more high-quality games being introduced

Continuous content updates



Subway Surfers

5
brand-new
versions

32
new original
characters

- Continuously improving gameplay and progression experience
- Partnered with Huawei HarmonyOS to expand home big-screen entertainment scenarios



Gardenscapes

4
brand-new
versions

2
brand-new
self-developed
skins

- Mini-game edition nearing launch
- Daily average ARPU and users' average monthly active days per user hit all-time highs

Renowned IP collaborations



- Collaborations with renowned IPs including Brawl Stars and Boonie Bears
- "Subway Surfers Shan-Shan" topic views approached **150 million**
- 33,000** "Shan-Shan" user-generated submissions



- Collaborations with **Strange Tales of Tang Dynasty III** and Harbin cultural tourism
- Launched the "Really Giving Away Gold" marketing campaign

Refined community operations



- Creator partnerships establish a stable content co-creation mechanism
- Exploring a semi-managed model of official content supply, creator-first releases and asset return



- Deepening Private-domain operations increased community users' average daily online time by **13%**

- Multi-platform launches drive growth: Subway Surfers Mini-game reached 15% of full-platform revenue; Gardenscapes Mini-game is nearing launch
- "High-quality content updates + renowned IP collaborations + refined community operations" reinforce the advantages of evergreen games

Evergreen games sustain growth with more high-quality games being introduced



6
brand-new
versions

14
brand-new
mechs

War Robots

- DAU increased by **27%**; cumulative cross-platform exposure exceeded **300 million**
- Launched China-server-exclusive "**Ultimate Mech Festival**" in July
- Launched the first **AI-powered comic drama featuring mechs** in August



Shop Titans

Collaborations with classic Sony Pictures IPs, frequent version iterations and gameplay refinements



All in Hole

Enriching the Company's casual game product matrix

- "High-quality content updates + renowned IP collaborations + refined community operations" reinforce the advantages of evergreen games

Evergreen games sustain growth with more high-quality games being introduced

Accelerated publishing cadence



- The new games span diverse genres, including management strategy, action shooting and arcade games, and will be delivered through apps and mini-games
- Multiple games are scheduled to launch in 2H 2026, continuously enriching the product matrix

Strinova sustains steady growth as self-developed business delivers value

Positioned as the world's first anime-style shooter, Strinova has built a differentiated moat in the anime-style shooter genre

The gameplay is constantly evolving

"Extraction" mode



Bomb mode maps



Biohazard mode maps



1 "Extraction"
new mode

2
new characters

2
new maps

7
version updates

PVE content exploration

- The PC version grew significantly, with new-user acquisition and active-user retention both improving year-on-year; monthly average ARPU rose 41% and DAU increased 30% year-on-year; the mobile version maintained steady growth
- Strinova's performance in the China market improved markedly
- Launched a trial version of the "extraction" mode and reserved room for PVE content exploration

Strinova sustains steady growth as self-developed business delivers value

Expanded character roster

New characters "Cielle" and "Nora" launched



Player ecosystem development



The 2nd Strinova Carnival was successfully held



Cuter Me



Strinova AI Lounge

- UGC creator support initiative delivered strong results: the number of platform creators increased nearly eightfold year on year, with monthly average content impressions exceeding 28 million, continuously engaging younger users
- Player ecosystem development delivered strong results, with global engagement continuing to rise

AI FOR GAME: Efficiency-oriented AI agents drive quality and efficiency gains

We combine proprietary game scenarios and user behavior data with cutting-edge large models to build differentiated AI capabilities



- Three AI agent products work in concert across operational decision-making, content production and customer service, covering the full value chain to help game teams reduce costs, enhance efficiency, continuously optimize and drive growth
- Monthly token consumption exceeded 500 billion; AI is now embedded across game R&D, content production, customer service, marketing operations and internal collaboration

AI IN GAME: IP character AI agents create new interaction experiences

We combine proprietary game scenarios and user behavior data with cutting-edge large models to build differentiated AI capabilities

AI desktop-pet assistant



- The first version of Strinova's AI desktop-pet assistant has been developed
- The first-round beta trial opened during the August Strinova Carnival; Rollout to all users will be accelerated thereafter

"Shan-Shan AI Agent" launched in Subway Surfers



- The "Shan-Shan AI Agent" was officially launched in Subway Surfers, enabling real-time conversational interactions
- This further validates iDreamSky's ability to deploy agents in games with very large DAUs

Strinova Lounge



- Emotional companionship: the Strinova AI Lounge brings players a new interactive experience

- IP character AI agents represent our most distinctive opportunity and a key avenue for deep integration between AIGC and our content assets
- Building on proprietary IPs including "Shan-Shan" and Strinova, we continue to evolve how AI-empowered characters engage with users. We will explore more innovative interaction formats and have the potential to develop more of our distinctive IP characters into AI agents

2026 H1 Financial performance overview

Profitability and operating quality continued to improve after turning profitable in 2025



Total Revenue

RMB 720m



QoQ +10.1%
compared with 2H 2025



Net cash inflow from operating activities

RMB 36.6m



QoQ +289%
compared with 2H 2025



Net Profit

RMB 21.2m

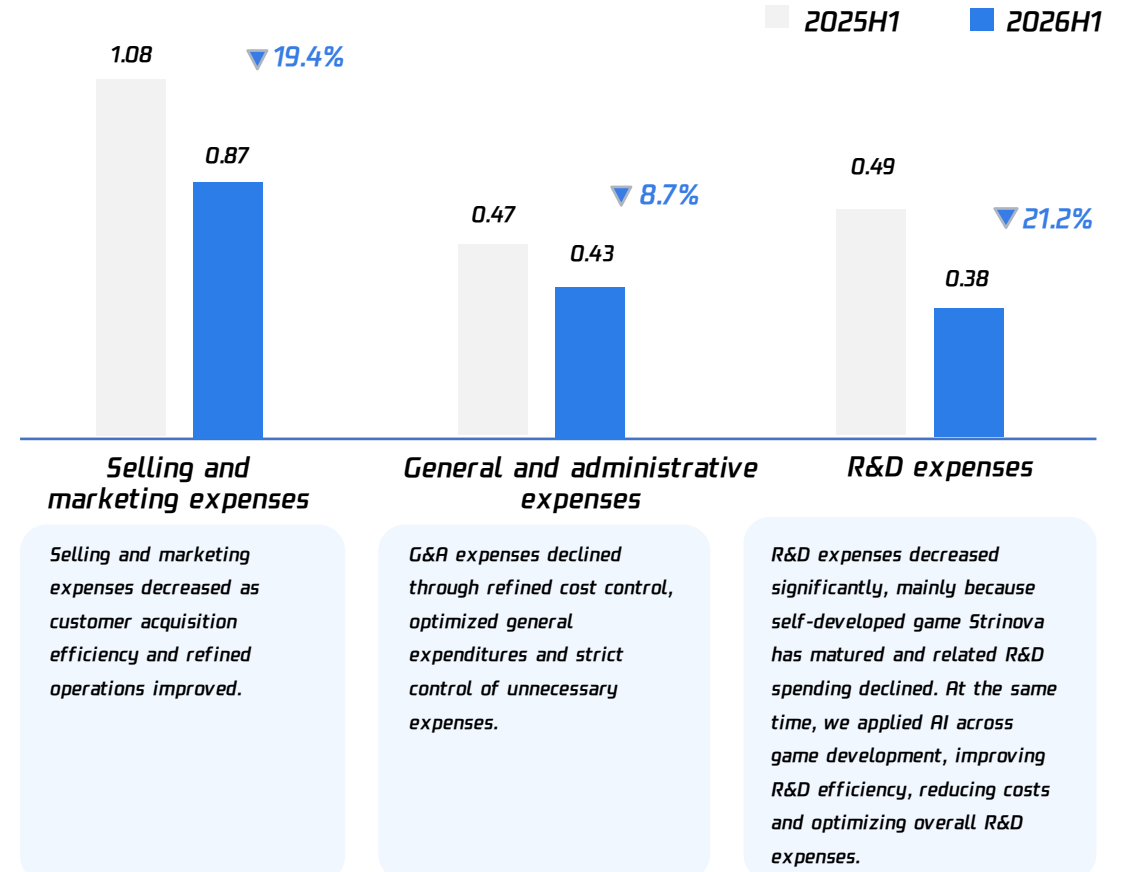


Remained Profitable

Adjusted Net Profit

RMB 28.2m

Costs & expenses (RMB Billions)



Company development 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.

2012-2013

- Started operating online games.
- Successfully released Temple Run.
- 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 in which Tencent invested.

2014

- Successfully listed on Nasdaq and became the youngest listed company in Nasdaq's history at the time.

2021

- Self-developed games such as Glory All Stars and Super Animal Royale were 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.

2019-2020

- Expanded our efforts on self-development and started self-developing products such as Glory All Star.
- Hosted the Game Daily Connect Global Game Developer Conference.
- Entered into 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.

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.

2015-2017

- Successfully released Monument Valley and Skyland: Heart of the Mountain.
- Recognized by Deloitte as the fastest-growing high-tech company in Shenzhen.
- 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.
- Successfully released Gardenscapes, which ranked among the top 10 global mobile games by revenue.
- Opened the first Tencent Video Great Moments Voyage in cooperation with Tencent.

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.

2023

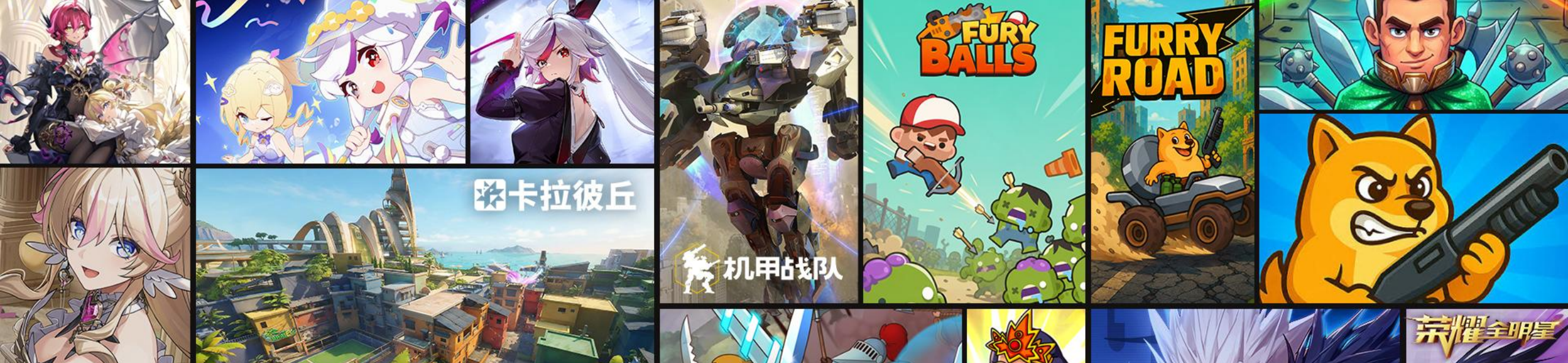
- Strinova and Delta Force: Hawk Ops obtained their publishing licenses.
- The number of users in Fanbook exceeded 10 million, with the DAU exceeded 1 million.
- Self-developed game Strinova began closed beta testing on PC on 3 August 2023.
- QQ family realized independent operation.

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.

2025-2026

- Mobile version of Strinova topped multiple platform charts upon its October launch.
- Premium overseas games such as Rush Royale, All in Hole and Castle Duels are set to launch sequentially.
- New "Extraction" mode launched for trial in Strinova.
- AI-agent initiatives rolled out.
- Multiple new games are in the pipeline.



IDREAMSKY

Thank you

