



**IGG INC**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: **799.HK**)

**Explosive Growth of Lords Mobile  
IGG Revenue and Profits Hit Record High  
Total Dividend of HK 13.4 cents per Ordinary Share Declared**

**2016 Annual Financial Highlights of IGG Inc.**

- For the year ended 31 December 2016, IGG achieved revenue of approximately HK\$2.50 billion, up 59% year-over-year from approximately HK\$1.57 billion in 2015, primarily due to the significant revenue contribution from the new title “Lords Mobile” and robust growth of “Castle Clash”.
- Profits for the year ended 31 December 2016 was approximately HK\$560 million, up 74% year-over-year from approximately HK\$320 million in 2015, primarily due to the net profit contribution from “Lords Mobile” and “Castle Clash”.
- The Board of Directors declared a second interim dividend of HK\$8.0 cents and a special dividend of HK\$5.4 cents per ordinary share, representing 30% and 20% of the net profit in the second half, respectively.

(23 March 2017 – Hong Kong) **IGG Inc.** (“IGG” or “the Group”, stock code: 799.HK), a leading global developer and publisher of mobile games, is pleased to announce the audited consolidated financial results of the Group for the year ended 31 December 2016.

In 2016, the Group continued to rapidly expand into several strategic regions in the global mobile games market. As at 31 December 2016, the Group has over 380 million registered users with about 17 million Monthly Active Users (MAU) across over 200 countries and regions. During the year, approximately 33%, 31% and 32% of the Group’s revenue came from users in Asia, North America and Europe (based on IP address), respectively.

As at 31 December 2016, mobile game revenue accounted for 98% of total

revenue, compared to 94% revenue contribution in 2015.

Lords Mobile, a real-time strategy war game launched in March 2016, recorded revenue of nearly HK\$1 billion in 2016. The game has become the new growth driver for IGG with 39% revenue contribution during the year. Lords Mobile is currently available in 16 languages, ranks top 10 in 28 countries in terms of gross revenue on Google Play<sup>1</sup>, and was selected as the **Most Competitive Game of 2016** on Google Play in 73 countries. Lords Mobile reached unprecedented heights in 2016, bringing in nearly HK\$100 million in gross revenue in the 5<sup>th</sup> month after its launch, almost HK\$150 million in the 8<sup>th</sup> month, and substantially exceeded HK\$200 million in the 10<sup>th</sup> month. Lords Mobile achieved significant breakthroughs for the Group with huge success on the iOS platform and in Asia. Going forward, IGG will make continuous efforts to promote Lords Mobile in countries around the world, and is confident the game will continue to build on its success in 2017.

The Group's global presence and operations gave it a competitive advantage and helped Castle Clash, the Clash of Lords Series, Deck Heroes and other existing signature games deliver solid performances in 2016. In particular, the Group's hit title Castle Clash continues to grow in popularity three years after its launch. It has approximately 9 million monthly active users and monthly gross revenue of nearly HK\$100 million. The Group's most profitable game to date grew revenue by 12% in 2016 and accounted for 42% of total revenue. Castle Clash was ranked top 10 in 35 countries on 20 March 2017 on Google Play by third-party analytics firm App Annie.

From 2016, IGG's strategy is to focus on quality, innovation and excellence. The Group continues to strengthen its capabilities on global marketing and operations. With more than 500 R&D talents around the world and over a decade of experience in the games industry, IGG will strive for continuous innovation and excellence in creating games of the highest quality for the global market.

Operationally, the Group has adopted a more diverse approach in its marketing strategies globally, expanding beyond online advertising to new channels and media, such as offline events, TV advertisements, print media, live streaming platform, and social media influencers.

IGG received several awards in 2016, including the "2016 China Securities Golden Bauhinia Award: Best Growth Potential", the "Golden Hong Kong Stocks Award: Best Listed Company on Market Value Management", and the "2016 China Financial Market Listed Companies Award: Listed Company with the Most Potential". In addition, the Group has recently been selected for the "Hang Seng Stock Connect Hong Kong Index", "Hang Seng Stock Connect Hong Kong MidCap & SmallCap Index" and "Hang Seng Stock Connect Hong Kong SmallCap Index". These important recognitions from the capital market is a vote of confidence for IGG's overall development.

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<sup>1</sup> Revenue ranking is adopted by third-party analytics firm App Annie on Google Play on 20 March 2017.

Looking ahead, IGG aims to raise the bar and scale new heights in the games industry, and will relentlessly pursue its strategy of quality, innovation and excellence to passionately create innovative yet classic games that will endure the test of time.

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## **About IGG Inc.**

Established in 2006, IGG Inc. is a leading global mobile games developer and operator with headquarters in Singapore and regional offices in the United States, Hong Kong, Mainland China, Canada, Japan, Korea, Belarus, Thailand and the Philippines. We offer multi-language and multifarious products to users around the world. In addition to main partners Apple, Google, Microsoft and Amazon, the Group has established long-term partnerships with more than 100 other game promotion platforms worldwide, to execute its global marketing strategy in an effective manner. IGG's most popular games include "Castle Clash", "Lords Mobile", "Clash of Lords II" and "Deck Heroes".

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