



IGG INC

(Incorporated in the Cayman Islands with limited liability)

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

Lords Mobile Monthly Gross Billing Topped HK\$300 Million IGG Half-year Profit Surged 205% YoY Total Dividend of HK35 cents per Ordinary Share Declared

2017 Interim Financial Highlights of IGG Inc.

- For the half year ended 30 June 2017, IGG achieved revenue of HK\$2.13 billion, surging 117% year-over-year from HK\$980 million in the same period of 2016, primarily due to the significant revenue contribution of the hit title “Lords Mobile”, which topped HK\$300 million in monthly gross billing ended June 2017.
- Profits for the half year ended 30 June 2017 was HK\$592 million, soaring 205% year-over-year from HK\$194 million in the same period of 2016. 1H17 net profit surpassed 2016 annual profit of HK\$556 million.
- The Board of Directors declared a total dividend of HK35 cents, representing 80% of the net profit for the first half of 2017, comprising an interim dividend of HK13 cents per ordinary share (30% of 1H17 net profit) and a special dividend of HK22 cents per ordinary share (50% of 1H17 net profit).

(27 August 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 unaudited consolidated financial results of the Group for the half year ended 30 June 2017.

For the first half of 2017, the Group has been proactively expanding its global presence and has achieved remarkable growth, with revenue surged 117% to HK\$2.13 billion and net profit soared 205% to HK\$590 million. As at 30 June 2017, it has approximately 430 million registered users with over 18 million Monthly Active Users (MAU). For the first half of 2017, 48%, 27% and 22% of the Group’s revenue came from Asia, North America and Europe, respectively.

As at 30 June 2017, mobile game revenue accounted for over 99% of total revenue. Lords Mobile, the Group's blockbuster title, continues its explosive growth since its launch in March 2016. Monthly gross billing soared from HK\$240 million to HK\$310 million in the first half of 2017. Lords Mobile accounted for 69% of total revenue. It is currently available in 18 languages, with 48 million registered users and over 6.5 million MAU one and half years after its launch. As IGG's another marquee title, Lords Mobile has received critical acclaim. Amidst strong competition worldwide, Lords Mobile was nominated for **Best Multiplayer Game** at Google Play Awards 2017 in April this year. This follows the **Most Competitive Game of 2016** award it garnered across 73 countries in December 2016. Recently, it was selected as the **Most Popular Game of 2017 (First Half)** by Toutiao, a popular online news and information platform. As for market performance, Lords Mobile was ranked 20th globally in terms of revenue for iOS and Google Play in June 2017 by third-party analytics firm App Annie, up from 26th in January 2017. In addition, according to App Annie, the game ranked among the top 5 in 21 countries and top 10 in 66 countries as at 30 June 2017 on Google Play.

For other signature games, Castle Clash, the Clash of Lords series and other games continue to deliver solid performances. Most commendably, since its launch 4 years ago, Castle Clash has amassed 200 million registered users and 8 million MAU, and during the first half of 2017 contributed nearly HK\$100 million monthly gross billing. According to App Annie, Castle Clash ranked among the top 10 in 17 countries on Google Play as at 30 June 2017.

To extend its leadership position, IGG continues to focus on quality, innovation and excellence. The Group is continually striving to optimize and refine its new products, which include casual game and war strategy games. At the same time, IGG will try to increase its market share in the mainstream markets of North America, Europe and Asia. New marketing strategies include endorsement by top-tier celebrities, live-streaming of games by internet influencers, producing cinematic-quality advertisements, engaging world-famous music artistes to produce the game soundtrack, organizing international tournaments, and more. To further increase user loyalty and enhance IGG's brand image globally, the Group is setting up a new business division to produce merchandise based on its IP. The Group is confident that it will continue to deliver good results in the second half of 2017.

Approaching the 4th anniversary of its IPO this year, IGG was selected for Shenzhen-Hong Kong Connect. Thanks to the interest of investors, IGG was regularly placed among the top 10 Most Actively Traded Stocks on the southbound traffic of Shenzhen-Hong Kong Connect.

Embracing the corporate spirit of "Innovators at Work, Gamers at Heart", the Group will relentlessly pursue its strategy of quality, innovation and excellence to create more original, entertaining 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 "Lords Mobile", "Castle Clash", "Clash of Lords II".