



## **IGG INC**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 799.HK)

### **Lords Mobile Leapt into the World's Top 10 Grossing Mobile Games New Record High for Revenue and Net Profit Dividend of HK17.7 cents per Ordinary Share Declared**

#### **2018 Interim Financial Highlights of IGG Inc.:**

- For the half year ended 30 June 2018, IGG achieved revenue of HK\$3.04 billion and net profit of HK\$770 million, an increase of 42% and 29% year-on-year, respectively, primarily due to significant revenue growth of its hit title “Lords Mobile”.
- Average monthly gross billing of “Lords Mobile” rose to HK\$440 million for the first half of 2018, firmly establishing it as the top-grossing war strategy game worldwide for twelve consecutive months and one of the world’s top 10 grossing mobile games on iOS and Google Play.
- The Board of Directors declared an interim dividend of HK\$17.7 cents per ordinary share, representing approximately 30% of the net profit for the first half of 2018.

(8 August 2018 – 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 2018.

In 2018, IGG continued its outstanding performance with interim results climbing to another record high. The Group’s revenue and net profit grew by 42% and 29% to HK\$3.04 billion and HK\$770 million, respectively. The Group now operates mobile games in 21 languages globally. As at 30 June 2018, the Group has 550 million registered users with over 22 million monthly active users (MAU) across more than 200 countries and regions worldwide. For the first half of 2018, 47%, 27% and 22% of the Group’s revenue were generated from Asia,

North America and Europe respectively.

“Lords Mobile”, the Group’s blockbuster title, continued to grow robustly. For the first half of 2018, its revenue grew 64% year-on-year to a new record high, with average monthly gross billing of HK\$440 million. The Group continued to expand its scale and marketing initiatives across the globe in the first half of 2018, including establishing local teams in Indonesia and Brazil, cooperating with French tennis star Gaël Monfils—a big “Lords Mobile” fan, and organizing offline gaming tournaments in Asia. At the same time, game content was updated frequently, and a series of soccer-inspired in-game events were conceived to leverage the popularity of the 2018 FIFA World Cup. Lords Mobile’s exciting and immersive game play contributed to the game’s worldwide appeal. Coupled with frequent recommendations on Google Play and Apple’s App Store, the game achieved significant breakthroughs in Russia, Brazil, Turkey, Egypt and Ukraine in the past half year. As at 30 June 2018, “Lords Mobile” has attracted 130 million registered users, up from 82 million in December last year, while MAU surged to 14 million from 9.6 million. According to third-party analytic firms, “Lords Mobile” leapt into the top 10 grossing mobile games on iOS and Google Play<sup>1</sup> in June, maintained its position as the top-grossing war strategy game worldwide for twelve consecutive months<sup>1</sup>, and topped the overseas mobile game by Chinese publishers<sup>1</sup>. As at 30 June 2018, “Lords Mobile” ranked among the top 5 grossing games in 55 countries and top 10 grossing games in 88 countries on Google Play; and ranked among the top 5 grossing games in 27 countries and top 10 grossing games in 45 countries on iOS<sup>1</sup>. “Lords Mobile” has also won numerous awards, including the remarkable “Android Excellence Game of 2017” awarded by Google Play amidst strong competitions, “The Best Overseas Game of 2017” and “The Most Popular and Profitable Game” by 17173.com, as well as “The Best International APP of 2017” by Xiaomi MIUI.

The Group’s other hit game “Castle Clash” continued to deliver stable revenue five years after it was first released, steadily contributing almost HK\$100 million of monthly gross billing. As at 30 June 2018, the game ranked among the top 20 grossing games in 34 countries on Google Play and in 12 countries on iOS<sup>1</sup>. The Group’s “Conquerors: Clash of Crowns”, an Arabian-style war strategy mobile game, also delivered commendable results in the Middle East region. As at 30 June 2018, its MAU was 1.3 million, and the game contributed monthly gross billing of nearly HK\$10 million.

In the first half of 2018, IGG earned recognition from both the industry and capital market, including “Sina Game—Best Overseas Mobile Game Publisher of 2017”, “Golden Hong Kong Stocks—Most Valuable TMT Company of 2017”, and “Finet—Top 100 Hong Kong Listed Companies Selection 2017”.

Going forward, the Group will release high-quality games of different genres and themes, such as strategy, first person shooting, casual and sandbox games. Meanwhile, the Group will continue to recruit talents globally. The “G-Star” incubation program, an annual summer internship event, was initiated this year

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<sup>1</sup> Source: App Annie, third-party analytic firm

to recruit interns from around the world, with the aim of promoting gaming culture and creativity and cultivating new talents for the future. Embracing the corporate spirit of “Innovators at Work, Gamers at Heart”, IGG will relentlessly pursue its strategy of quality, innovation and excellence to create innovative yet classic games.

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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, Thailand, Belarus, the Philippines, the United Arab Emirates and Indonesia. IGG offers multi-language and multifarious games 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. IGG’s most popular games include “Lords Mobile”, “Castle Clash” and “Clash of Lords II”.