



## IGG Inc

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

(Stock Code: **8002. HK**)

### **Nine months' Revenue Surged 181% while Adjusted Net Income Soared 325% Diversified Revenue Streams from Outstanding Performance of New Games**

#### **2014 Q3 Financial Highlights of IGG Inc**

- For the nine months ended 30 September 2014, IGG achieved revenue of approximately HK\$1.1 billion (about US\$144 million), up 181% from approximately HK\$390 million (about US\$51.3 million) in the corresponding period in 2013. For the third quarter, revenue was approximately HK\$400 million (about US\$52.2 million), up 132% from the same period in 2013.
- For the nine months ended 30 September 2014, profit for the period was approximately HK\$390 million (about US\$51.3 million). For the third quarter, the profit for the period was approximately HK\$140 million (about US\$18.3 million), up 307% from the same period in 2013.
- For the nine months ended 30 September 2014, the Group's adjusted net income was approximately HK\$410 million (about US\$52.7 million), representing an increase of 325% over the corresponding period in 2013. For the third quarter, the adjusted net income was about HK\$150 million (about US\$19.0 million), up 265% from the same period in 2013.

(10 November 2014 - Hong Kong) IGG Inc ("IGG" or "the Group", stock code: 8002.HK), the rapidly growing developer and publisher of mobile online games, is pleased to announce the unaudited consolidated financial results of the Group for the nine months ended 30 September 2014.

As a leading global developer and publisher of mobile online games, the Group has successfully expanded into many countries in the global mobile games market within a short period of time. The Group operates more than 40 games, of which 80% were developed in-house. According to Distimo.com, an independent third party provider of mobile application analytics, the Group ranked among the top 5 in 25 countries and among the top 10 in 43 countries in terms of quarterly gross sales as of the third quarter ended 30 September 2014. During the third quarter, 39%, 29% and 26% of the Group's total revenue was generated from players with IP addresses in North America, Asia and Europe respectively.

During the period under review, the Group stepped up its research and development efforts to produce new and innovative mobile games, as well as to update and improve the Group's existing games. Revenue from mobile games accounted for approximately 87% of the Group's total revenue during the third quarter. The Group's top-performing game "Castle Clash", a fast-paced tower defense game, has achieved revenue of approximately HK\$250 million (about US\$32 million) worldwide for the third quarter. According to Appannie.com, an independent third party provider of mobile application analytics, as at 30 September 2014, the game ranked among the top ten games in 31 countries and regions, of which it was among the top five games in 12 countries and regions, in terms of daily revenue rankings generated via Google Play. Another mobile game series, "Clash of Lords", has also achieved widespread popularity among gamers. Revenue from the series has been rising steadily. For the third quarter, revenue from this game series was almost US\$10.0 million and accounted for 20% of total mobile games revenue.

In mid-October 2014, the Group launched two major games, namely "Clash of Gangs" and "Gods Rush", both of which were developed in-house. "Clash of Gangs" is a 3D combat strategy game set in the underworld produced by the Group's development team in North America, while "Gods Rush" is a card-based strategy game based on Greek mythology. As of 31 October 2014, both games have attracted more than 1.2 million registered users each, and were among the top ten free downloads list of Google Play in 6 countries. Meanwhile, the major licensed game "Brave Trials" (English version) has witnessed steady growth since its launch in August 2014, further diversifying the revenue streams of the Group. In the fourth quarter of 2014, the Group will continue to launch new mobile games in different genres, including tower defense, strategy, shooting and pinball games.

In August 2014, the Group launched a location-based social networking and instant messaging mobile application 'Link' to facilitate interaction and communication among the users of the Group, and to foster a strong sense of community among them. Since then, Link has attracted not only gamers and but many non-gamers as well, especially in Southeast Asia. In the fourth quarter of 2014, the Group will continue to improve and refine the product's functions and features, and allocate the appropriate marketing resources to increase its user base and turn it into a social networking platform, in preparation for its eventual monetization.

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## **About IGG Inc**

Established in 2006, IGG is a fast-growing global mobile games developer and operator with headquarters in Singapore and regional offices in the United States, China, Canada and the Philippines. We offer multi-language and multifarious products to users around the world. IGG has established a user community of about 200 million user accounts, including a total MAU of about 20 million as at 31 October 2014. In addition to the main App Stores of Apple App Store and Google Play, 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", "Clash of Lords II", "Texas HoldEm Poker Deluxe", "Slot Machines" and "Galaxy Online II".

This press release is issued by **Wonderful Sky Financial Company Limited** on behalf of **IGG Inc.**

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