



## IGG Inc

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

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

### **Branching Out into More Market Segments throughout the World New Blockbuster Games Launches in sight**

#### **2015 First Quarterly Financial Highlights of IGG Inc**

- For the three months ended 31 March 2015, IGG achieved revenue of approximately HK\$420 million (equivalent to US\$53.6 million), up by 22% from approximately HK\$340 million (equivalent to US\$44.1 million) in the corresponding period of 2014.
- For the three months ended 31 March 2015, adjusted net income for the period was approximately HK\$115 million (equivalent to US\$14.8 million), up by 7.2% from approximately HK\$107 million (equivalent to US\$13.8 million) in the corresponding period of 2014.
- As at the end of the first quarter of 2015, the Group has regional offices in 9 countries and regions. The Group also has outsourcing arrangements in place with companies in Mainland China, Korea and Taiwan. The Group expects to launch about 30 games by the end of 2015, comprising both self-developed and outsourced mobile games ranging from mid-core games such as SLG, Trading Card and APRG types to casual games such as Shooting and Marble types.

(5 May 2015 - Hong Kong) IGG Inc (“IGG” or “the Group”, stock code: 8002.HK), a leading global developer and publisher of mobile online games, is pleased to announce the unaudited consolidated financial results of the Group for the three months ended 31 March 2015.

The Group has successfully expanded into numerous countries in the global mobile games market within a short period of time. As at 31 March 2015, the user community of the Group consisted of over 240 million user accounts from more than 200 countries and regions around the world, including a total MAU (monthly active user) of over 20 million. During the three months ended 31

March 2015, approximately 40%, 29% and 25% of the total revenue of the Group was generated from users with IP addresses in North America, Europe and Asia, respectively.

As at 31 March 2015, the Group has been operating about 20 mobile games. Revenue from mobile games accounted for about 93% of the total revenue in the first quarter of 2015. In particular, since the launch of the Group's hit title "Castle Clash" (a fast-paced tower defense game) at the end of July 2013, its monthly gross billing has grown significantly. With 15 language versions in total, "Castle Clash" is ranked top five in 13 countries and regions and top ten in 46 countries and regions in terms of daily revenue rankings generated via Google Play as at 31 March 2015, according to Appannie.com, an independent third party provider of mobile application analytics. The MAU of "Castle Clash" in March 2015 has exceeded 10 million. Another of the Group's mobile game series, "Clash of Lords", has also gained widespread popularity. With 9 language versions in total, its revenue in the first quarter of 2015 has surpassed US\$10 million, and its MAU in March 2015 was close to 4 million.

To strengthen its presence in Asia, the Group set up subsidiaries in Korea, Japan and Thailand in the first quarter of 2015, recruiting local talent for game development and operations. This will boost the Group's ability to produce and launch games to suit local market tastes and demands. To date, the Group has regional offices in 9 countries and regions. The Group also has outsourcing arrangements in place with companies in China, Korea and Taiwan to develop new games and operate its own games.

The Group has made several strategic investments into companies in the game industry that either have high growth potential, or with products and services that are complementary to the Group's business. One of the companies acquired by the Group is Nerd Kingdom, a game developer based in the United States. Nerd Kingdom was established in 2010 by a team comprising a data scientist, an economist, a nuclear engineer and computer scientist, and a gaming industry veteran. The company brings an interdisciplinary perspective to games and technology, and has created the Eternus engine, a game engine on which its flagship game, "TUG", is being built. "TUG" is a sandbox game, similar to the well-known game "Minecraft" that encourages social collaboration, learning, and competition within a real time virtual space. The game is currently in alpha stage. The Group will continue to seek potential merger and acquisition opportunities that could create synergies, accelerate its growth, or provide breakthroughs in its business.

The Group expects to launch about 30 games by the end of 2015, consisting both self-developed and outsourced mobile games ranging from mid-core games such as SLG, Trading Card and APRG types to casual games such as Shooting and Marble types. Starting from June 2015, the Group expects to launch a number of new blockbusters. This includes a major action-fantasy strategy title "Game of Kings", in which the avatars can fight automatically, but players will need to control their avatars' skills and time their attacks to win; players also need to manage their resources, build their home base, collect and train avatars, and strike a balance between attack and defense. Apart from

"Game of Kings", a semi-realtime RPG card game "Final Fable" adopting the themes of fairy-tale fantasies; a western fantasy turn-based RPG game "Brave Quest", and a war-strategy RPG game "Age of Kingdoms" are three other new titles to be launched in the coming months. It is expected these games will become the new growth engines of the Group.

~END~

### **About IGG Group**

Established in 2006, IGG Group is a global leading mobile games developer and operator with headquarters in Singapore and regional offices in the United States, Mainland China, Hong Kong, Canada, Japan, Korea, Thailand and the Philippines. We offer multi-language and multifarious products to users around the world. In addition to the main partners of 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", "Clash of Lords II", "Texas HoldEm Poker Deluxe", "Slot Machines" and "Deck Heroes".

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

For further information, please contact:

**Wonderful Sky Financial Company Limited**

Constance ZHOU/ Sylvia ZHANG

Tel : (852) 3970 2158 / 3970 2161

Fax: (852) 2598 1588

Email: [po@wsfg.hk](mailto:po@wsfg.hk) / [constancezhou@wsfg.hk](mailto:constancezhou@wsfg.hk) / [sylviazhang@wsfg.hk](mailto:sylviazhang@wsfg.hk)