



**IGG INC**

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

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

**Successfully Listed on the Main Board on 7 July**

**New Games Launching on Schedule**

**Interim Dividend of HK4 cents per Ordinary Share Declared**

**2015 Interim Financial Highlights of IGG Inc**

- For the six months ended 30 June 2015, IGG achieved revenue of approximately HK\$805 million (equivalent to US\$104 million), up by 13% from approximately HK\$713 million (equivalent to US\$92 million) in the corresponding period of 2014.
- For the six months ended 30 June 2015, adjusted net income was approximately HK\$204 million (equivalent to US\$26 million), down by 22% from approximately HK\$261 million (equivalent to US\$34 million) in the corresponding period of 2014, primarily due to an increased investment in research and development; expenses in relation to the Transfer of Listing; and increase in rental fee and staff costs as a result of business expansion.
- The Board of Directors declared an interim dividend of HK4 cents per ordinary share, accounting for approximately 30% of the net profit for the first half of 2015.

(27 August 2015 - Hong Kong) **IGG Inc** ("IGG" or "the Group", stock code: 799.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 six months ended 30 June 2015.

On 7 July 2015, IGG was successfully listed on the Main Board of Stock Exchange of Hong Kong Limited. **Chairman of the Board and CEO Mr. Cai Zongjian** commented, "The main board listing marks an important milestone in IGG's history. It provides a new opportunity and broader platform for us to continue our expansion and further entrench ourselves in mobile online game markets worldwide. We will build on our strengths in global games development and publishing, and actively seek out the best possible partners from around the world, with a view to enhancing shareholder value."

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The Group has successfully expanded into numerous countries in the global mobile games market within a short period of time. As at 30 June 2015, the user community of the Group consisted of over 260 million user accounts from more than 200 countries and regions around the world, including a total MAU (monthly active user) of over 17 million. During the six months ended 30 June 2015, approximately 39%, 31% and 25% of the total revenue of the Group was generated from users with IP addresses in North America, Europe and Asia, respectively.

During the six months ended 30 June 2015, revenue from mobile games over the total revenue of the Group increased to about 93% from approximately 82% in the corresponding period of 2014. In the second quarter of 2015, the monthly gross billing from the Group's hit title "Castle Clash" remained over US\$10 million. The monthly gross billing of the Group's mobile game series "Clash of Lords" was about US\$3.5 million. According to Appannie.com, an independent third party provider of mobile application analytics, "Castle Clash" was ranked top five in 14 countries and regions and top ten in 42 countries and regions, while "Clash of Lords II" was ranked top ten in 8 countries and regions, in terms of daily revenue rankings generated via Google Play as at 31 July 2015. In addition, three more language versions of another in-house developed game "Deck Heroes" were launched on the iOS platform in the first half of 2015. The Group also collaborated with several Korean mobile gaming channels and forged a partnership with a leading Japanese gaming operation platform, Voyage Group, for this game. The revenue of "Deck Heroes" in the second quarter of 2015 amounted to about US\$4 million, an increase of over 30% quarter on quarter, and accounted for more than 6% of the Group's total revenue.

As of August 2015, more than 10 new games have been brought out to the market by the Group, including "Final Fable", a semi-real time RPG card game based on fairy tale themes. The game will be tested in the Japanese market in the coming months. By the end of this year, several new card-battle and SLG games will be launched, including a war-strategy role-playing game "Lords Online". With the launch of these new titles, the Group's product portfolio will be more diversified and revenue concentration will continue to edge lower.

The Group took part in the 13th annual China Digital Entertainment Expo and Conference ("Chinajoy") at the end of July 2015 and had its own booth to showcase its products. Chinajoy is jointly organized by the General Administration of Press and Publication, the Ministry of Commerce and other related government agencies of the PRC, and is a leading global event well attended by people in the games industry from around the world. Compared to the mature markets in North America and Europe, Asian markets have tremendous growth potential. The Group is seeking business partnership and co-operation opportunities, including licensing, outsourcing and investments in Asia. This will raise the Group's brand awareness and reputation in China, Japan, Korea and Southeast Asia.

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## **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.**

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