



## **IGG INC**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 799.HK)

### **Lords Mobile Continuously Ranked #1 War Strategy Game Worldwide New Record High Revenue and Net Profit Dividend of HK16.7 cents per Ordinary Share Declared**

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

- For the year ended 31 December 2018, IGG achieved revenue of HK\$5.9 billion and net profit of HK\$1.5 billion, an increase of 23% and 22% year-on-year, respectively, primarily attributable to the revenue growth from all-time hit title “Lords Mobile”.
- “Lords Mobile” recorded robust revenue growth to HK\$4.7 billion in 2018, an increase of 37% year-on-year. As of February 2019, Lords Mobile has maintained its position as the top-grossing war strategy game worldwide for 19 consecutive months, and one of the world’s top 10 grossing mobile games on iOS and Google Play.
- The Board of Directors declared a second interim dividend of HK16.7 cents per ordinary share, representing approximately 30% of the net profit for the second half of 2018. The Group repurchased over 57 million shares, which accounts for nearly 4.5% of issued shares, for a consideration of nearly HK\$600 million. The full year dividends declared plus share buy-backs accounted for 70% of annual net profit.

(6 March 2019 – 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 audited consolidated financial results of the Group for the year ended 31 December 2018.

Amid the brief regulatory hiatus for games in China in 2018, IGG continues to maintain its competitive edge in the global market by leveraging its years of experience in global operation. The Group’s revenue grew by 23% year-on-

year to HK\$5.9 billion and net profit increased by 22% year-on-year to HK\$1.5 billion. Both revenue and net profit reached new heights. As at 31 December 2018, the Group's mobile games are available in 21 languages globally, with 620 million registered users and over 19 million monthly active users (MAU) across more than 200 countries and regions worldwide. Following the establishment of a local team in Indonesia in the first half of 2018, the Group is continuing to establish local operation teams in Brazil, Turkey and Western Europe. For the year, 46%, 27% and 23% of the Group's revenue were generated from Asia, North America and Europe respectively.

Launched three years ago, "Lords Mobile", the Group's blockbuster title, is immensely popular among gamers and has amassed 180 million registered users and 13 million MAU worldwide. Its revenue grew 37% year-on-year to a new record high in 2018. During the year, the Group continued to update game content, introducing creative features such as "War for the Chalice", "Guild Fest-Master Gauntlet" etc. The Group continued to expand the scale and width of its marketing initiatives across the globe, including teaming up with Walmart to promote our game in over a hundred of its stores in Brazil, cooperating with the well-known food enterprise "Bimbo" in Spain, organizing the "Lordsgiving Show" and "Lucky Lord" events. High-quality game content and innovative marketing campaigns led to breakthroughs in many markets, including India, Spain, Italy and Brazil. According to third-party analytic firm App Annie, "Lords Mobile" maintained its position as the top-grossing war strategy game worldwide for 19 consecutive months, and was constantly among the top 10 grossing mobile games on iOS and Google Play<sup>1</sup>. As at 31 December 2018, "Lords Mobile" ranked among the top 5 grossing games in 49 countries and top 10 grossing games in 81 countries on Google Play; and ranked among the top 5 grossing games in 18 countries and top 10 grossing games in 45 countries on iOS<sup>1</sup>. "Lords Mobile" has also won numerous awards. After winning the remarkable "Android Excellence Game of 2017" awarded by Google Play, "Lords Mobile" was nominated for the "User's Choice Game of 2018". "Lords Mobile" was also selected as the "Most Popular Game 2018" by "Toutiao", and "Top 10 Most Popular Game Overseas" and "Top 10 Most Popular E-Sports Games" at the 2018 China Game Industry Annual Conference.

The Group's other hit game "Castle Clash" continued to maintain its popularity with a large and robust user base, and delivered steady revenue almost six years after it was first released. Frequent content updates and regular addition of new features successfully sustained the game's appeal and extended its lifespan. As at 31 December 2018, the game ranked among the top 20 grossing games in 30 countries on Google Play<sup>1</sup> and in 7 countries on iOS<sup>1</sup>.

The Group released a new strategy game, "Mobile Royale", in early 2019 after two years of development and enhancements. It offers players a refreshing game experience through an innovative combination of the role-playing and strategy genres, incorporating a rich story, unique guild airships, and top-notch 3D graphics. It has been featured globally on Apple's App Store and Google's Play Store and has attracted over 4 million registered users within two months

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<sup>1</sup> Ranking source: App Annie, the third-party analytic firm

of its launch. Besides strategy games, the Group has a sandbox game at internal testing stage. We are committed to bringing gamers a fresh experience by adding social networking and community features into the game, on top of basic features such as combat, resource gathering, and construction. A number of casual games under development and are expected to be ready for release within this year.

In 2018, IGG continued to be recognized by both the games industry and capital market, winning the “2018 Golden Wing Award — Most Valuable Listed Company” under Hong Kong Stock Connect Scheme, “GMGC Tianfu Award — Best Mobile Game Company”, the “2018 Golden Gyro Award – Best Overseas Mobile Game Publisher”, and the “2018 You Ding Award — Leading Overseas Game Developer”. Furthermore, IGG has been listed by App Annie as one of the “Top 52 Publishers” for four consecutive years, and was ranked 22<sup>nd</sup> in 2018. The Group was also selected as one of the “Best Under A Billion” companies by Forbes Asia.

Moving forward, the Group continues to recruit talents globally by launching the “Inter-G” talent program in early 2019, aiming to cultivate 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”, “Mobile Royale” and “Clash of Lords II”.