



**IGG INC**

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

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

**New Record High Annual Revenue and Profits  
Lords Mobile #1 War Strategy Games Worldwide  
Dividend of HK14.0 cents per Ordinary Share Declared**

**2017 Annual Financial Highlights of IGG Inc.**

- For the year ended 31 December 2017, IGG achieved record high revenue of HK\$4.73 billion and net profit of HK\$1.21 billion, surging 89% and 117% year-over-year, respectively, primarily attributable to the strong growth from all-time hit game “Lords Mobile”, as well as solid performance of “Castle Clash”.
- “Lords Mobile” maintained its position as the top-grossing war strategy game worldwide since the third quarter.
- The Board of Directors declared a second interim dividend of HK14.0 cents, representing 30% of the net profit for the second half of 2017. The Group repurchased over 37 million shares, for a total consideration of nearly HK\$300 million in 2017. The full year dividends plus share buy-backs accounted for 79% of annual net profit.

(11 March 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 audited consolidated financial results of the Group for the year ended 31 December 2017.

2017 marked another year of significant achievements for IGG. The Group’s revenue and net profit hit record highs. Revenue surged 89% to HK\$4.73 billion and net profit soared 117% to HK\$1.21 billion. As at 31 December 2017, IGG has 480 million registered users with over 19 million Monthly Active Users (MAU) across over 200 countries and regions worldwide. For the year, approximately

49%, 26% and 21% of the Group's revenue was generated from Asia, North America and Europe respectively.

"Lords Mobile", the Group's blockbuster title, continues to grow robustly since its launch in March 2016. Monthly gross billing leapt from HK\$240 million at the beginning of the year to HK\$400 million. Revenue in 2017 was HK\$3.41 billion, representing a 252% increase year-over-year. "Lords Mobile" combines distinctive game design, compelling real-time gameplay, beautiful graphics and frequent updates, all of which contributed to the game's worldwide appeal. As at 28 February 2018, the game has nearly 100 million registered users and in excess of 10 million Monthly Active Users (MAU). Recently, Lords Mobile was featured extensively by Google Play across 83 countries and regions after a new "Familiar System" was added. According to third-party analytics firm App Annie, Lords Mobile became the top-grossing war strategy game worldwide in the third quarter, a position it still maintains. It was ranked 16<sup>th</sup> globally in terms of revenue for iOS and Google Play by App Annie, up from 26<sup>th</sup> in January 2017. As at 28 February 2018, Lords Mobile ranked among top 5 in 57 countries and top 10 in 86 countries. The ongoing success of Lords Mobile has earned widespread critical acclaim and various awards, including "Android Excellence Game of 2017" by Google Play and the "Top 10 Most Popular Games Overseas" at the China Game Industry Annual Conference.

The Group's other hit game "Castle Clash" continues to deliver solid results four and half years after its launch. Monthly gross billing reached nearly HK\$100 million and MAU remains above 8 million. According to App Annie, "Castle Clash" ranked among the top 20 in 37 countries as at 28 February 2018. In addition to strategy games, the Group also released "Sweet Maker" in December 2017, a puzzle game for casual gamers. As the first match-3 game with user-generated content, Sweet Maker is fast gaining popularity among players, and was featured many times on Apple's App Store and Google Play.

IGG has further expanded its scale and marketing initiatives across the globe. Effective regional to global marketing campaigns enabled the Group to increase its market share in Europe, North America, Southeast Asia and the Middle East, and further led IGG to achieve significant breakthroughs in dozens of countries, including South Korea, Vietnam, Indonesia, Thailand, France, the United Kingdom, Brazil, and Saudi Arabia. One innovative strategy was to invite Hollywood composer Klaus Badelt and the London Symphony Orchestra to produce soundtracks for Lords Mobile. In another first, IGG's online store opened its doors to the public in early 2018 after many months of preparation. At the same time, we will continue to establish local operations and customer service teams to be closer to our customers and to better serve them.

In 2017, the Group continued to gain global recognition. IGG has been listed by App Annie as one of the "Top 52 Publishers" since 2015. It was ranked 21<sup>st</sup> in 2017, up from 27<sup>th</sup> in 2016 and 34<sup>th</sup> in 2015. In addition, the Group ranked 19<sup>th</sup> in the Pocketgamer.biz "Top 50 Mobile Game Developers of 2017", and 16<sup>th</sup> on the list of "BrandZ™ Top 50 Chinese Global Brand Builders 2018" by Google. IGG received various awards, including the "Google: Fastest Growing Mobile Game Brand", and the "2017 China Financial Market Listed Companies

Award: Best Investment Value on Shenzhen-Hong Kong Stock Connect and Best Investor Relations”.

Going forward in 2018, IGG will embrace the corporate spirit of “Innovators at Work, Gamers at Heart”, to continue our quest for excellence. Operationally, IGG will further tap into Lords Mobile’s global potential to reach new heights. In the area of game development, a number of new, high-quality projects, including “Castle Clash 2”, “Clash of Lords 3”, “Galaxy” and “Reborn” will be released in near term.

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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 and the United Arab Emirates. We offer multi-language and multifarious products 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”, “Clash of Lords II” and “Sweet Maker”.

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

For further information, please contact:

**Wonderful Sky Financial Group Limited**

Jenny Cui / Tina Jia

Tel: (852) 3970 2158/ (852) 3757 4737

Fax: (852) 2865 1638

Email: jennycui@wsfg.hk / tinajia@wsfg.hk