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iDreamSky Technology Holdings Limited

创梦天地科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1119)

VOLUNTARY ANNOUNCEMENT

This announcement is issued voluntarily by iDreamSky Technology Holdings Limited (the “**Company**”, together with its subsidiaries and its PRC consolidated affiliated entities, collectively referred to as the “**Group**”) to inform shareholders and interested investors of the latest business developments of the Group.

Reference is hereby made to the announcement of the Company dated March 11, 2021, concerning the QQ Family Cooperation Agreement between Shenzhen iDreamSky Entertainment and Tencent Technology. Unless otherwise required by the context, the terms used in this announcement shall have the same meaning as those defined in the announcement dated March 11, 2021.

The Company’s first QQ Family-themed offline flagship store (the “**Flagship Store**”) is located at the Happy Coast of Nanshan District, Shenzhen, and commenced phased trial operation on July 10, 2021 and officially commenced operation on July 24, 2021. From July 10, 2021 to August 9, 2021, the total sales of the Flagship Store reached RMB2,170,887. New QQ Family-themed offline standard stores will be opened this year mainly in Guangzhou, Shenzhen and surrounding areas, and the Group is preparing for national expansion.

The above unaudited data has been prepared on the basis of preliminary internal information of the Group and may differ from the figures disclosed in the audited or unaudited consolidated financial statements published by the Company on an annual or semi-annual basis. The above data is for the reference of the shareholders of the Company and interested investors only. Shareholders and interested investors are reminded to exercise caution when dealing in the securities of the Company.

By order of the Board
iDreamSky Technology Holdings Limited
CHEN Xiangyu
Chairman of the Board

Shenzhen, the PRC, August 12, 2021

As at the date of this announcement, the Board of the Company comprises Mr. Chen Xiangyu as Chairman and Executive Director; Mr. Guan Song and Mr. Jeffrey Lyndon Ko as Executive Directors, Mr. Ma Xiaoyi, Mr. Zhang Han, Mr. Yao Xiaoguang and Mr. Chen Yu as Non-executive Directors, and Ms. Yu Bin, Mr. Li Xintian, Mr. Zhang Weining and Mr. Mao Rui as Independent Non-executive Directors.