

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 Execution of Exclusive Agency Agreement

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 of the Company and potential investors of the latest business developments of the Group.

Reference is made to the announcement of the Company dated December 29, 2020 (the “**Announcement**”) concerning the renewal of the continuing connected transactions between Shenzhen iDreamSky Technology Co., Ltd., a subsidiary of the Company (“**Shenzhen iDreamSky**”) and Shenzhen Tencent Computer Systems Company Limited (“**Tencent Computer**”), which include the execution of the Game Cooperation Framework Agreement for 2021. Unless otherwise required by the context, the terms used in this announcement shall have the same meaning as those defined in the Announcement.

Execution of Exclusive Agency Agreement

The Board of Directors (the “**Directors**”) of the Company (the “**Board**”) hereby announces that on August 27, 2021, Shenzhen iDreamSky and Tencent Computer entered into an exclusive agency agreement under the Game Cooperation Framework Agreement for 2021 (the “**Exclusive Agency Agreement**”), based on which the Company engages Tencent Computer as our exclusive partner in Mainland China for the operation of CALABIYRU (the “**Licensed Product**”), which is a tactical shooting game, and authorizes Tencent Computer to exclusively release, operate and promote the mobile terminal version and computer client version of the Licensed Product according to the Exclusive Agency Agreement.

Reasons and Benefits for the Execution of Exclusive Agency Agreement

Tencent Computer is a subsidiary of Tencent Holdings Limited (“**Tencent**”). As a leading Internet value-added service provider in China, Tencent owns a large number of well-received game products and game platforms, and provides a variety of high-quality technology products and services. The Group is committed to the production and operation of popular games. It is expected that by taking advantage of the competitive advantages of their products and platforms, Tencent and the Group can make better efforts to publish the mobile games developed by the Group and achieve better results. The Directors of the Company believe that the Exclusive Agency Agreement with Tencent Computer has been entered into in the normal business course of the Group, on terms that are fair and reasonable, on general commercial terms or better, and in line with the overall interest of the Company and its shareholders.

Information on the Contracting Parties

As a leading digital entertainment platform in China, the Group has built a “24/7 online & offline entertainment life circle” through online gaming business and SaaS as well as the regular chain store “WePlay” with offline leisure experience retail. Shenzhen iDreamSky is a PRC consolidated affiliated entity of the Company, mainly engaged in the distribution and operation of games through mobile applications and websites.

Tencent provides value-added services, online advertising services and FinTech and business services to users in China through its subsidiaries. As a subsidiary of Tencent, Tencent Computer is mainly engaged in providing value-added services and Internet advertising services in China.

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

Shenzhen the PRC, August 27, 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.