

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited takes 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
ON EXECUTION OF LICENSING COOPERATION CONTRACT
FOR PUPU ALIENS IMAGES

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 Company of the latest business developments of the Group.

Reference is hereby made to the announcements of the Company dated December 29, 2020 and September 20, 2021 in relation to (among others) the renewal and amendment of the continuing connected transactions between Shenzhen iDreamSky Technology Co., Ltd., a subsidiary of the Company, and Shenzhen Tencent Computer System Co., Ltd., which include the renewal and amendment of the 2021 IP Cooperation Framework Agreement. According to the 2021 IP Cooperation Framework Agreement, the Group will have IP cooperation with Tencent Holdings Limited (“**Tencent**”) and its subsidiaries (collectively referred to as the “**Tencent Group**”) from time to time.

Execution of Licensing Cooperation Contract for PUPU ALIENS Images

The Board (the “**Board**”) of Directors (the “**Directors**”) of the Company hereby announces that Shenzhen iDreamSky Entertainment Co., Ltd. (深圳市创梦天地娱乐有限公司) (“**Shenzhen iDreamSky Entertainment**”) and Tencent Technology (Shenzhen) Company Limited (“**Tencent Technology**”) entered into the Licensing Cooperation Contract for PUPU ALIENS Images on January 17, 2022, which is under the 2021 IP Cooperation Framework Agreement.

Pursuant to the Licensing Cooperation Contract for PUPU ALIENS Images, Tencent Technology has authorized the Company to use the art materials of the PUPU ALIENS Images, which are designed by Tencent Technology, and the Company is responsible for the production, promotion and sales of licensed products relating to the PUPU ALIENS Images. The relevant product categories can cover all kinds of products. Sales channels include omni-channels such as physical stores, online e-commerce and live streaming, etc. in Mainland China.

Reasons and Benefits for Execution of Licensing Cooperation Contract for PUPU ALIENS Images

The Group is committed to enriching the reserve of high-quality IPs, promoting the development of the designer toy business and gaining market share. Shenzhen iDreamSky Entertainment is a PRC consolidated affiliated entity of the Group, which has developed “WePlay”, the first experimental entertainment retail block in China, together with Tencent, Nintendo and Sony, the world-renowned gaming companies.

Tencent Technology is a subsidiary of Tencent. Tencent, as a leading Internet value-added service provider in China, owns PUPU ALIENS Images which have a broad fan base. It is expected that Tencent Group and the Group can leverage the competitive advantages of resources and products of both sides to help the Group deeply cultivate the designer toy market, enrich the IP reserve, diversify the categories and sales channels of designer toy, and enhance the market popularity and share of offline business, and at the same time, enhance the brand value, increase the brand loyalty of users to “WePlay”, thus gradually expanding the new business model of designer toy with high-quality IP as the core, and leading the new consumption trend. The Directors of the Company believe that the Licensing Cooperation Contract for PUPU ALIENS Images with Tencent Technology was 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

The Group is a leading digital entertainment platform in China. With online gaming business, SaaS business and regular chain stores of “WePlay” offering offline entertainment experience and designer toy retail as its main business, it has created an “24/7 online & offline entertainment life circle”. Shenzhen iDreamSky Entertainment is a PRC consolidated affiliated entity of the Company, mainly engaged in the provision of console game experience, designer toy retail and other relevant services.

Tencent mainly provides value-added services, online advertising, financial technology and corporate services to users in China through its subsidiaries. As a subsidiary of Tencent, Tencent Technology is mainly engaged in providing value-added services in China.

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

Shenzhen, the PRC, January 17, 2022

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.