

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 TRIPARTITE COOPERATION CONTRACT FOR PANDA IMAGINATION FAMILY (JAPANESE NAME: PANDA’S ANA)

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.

Execution of Tripartite Cooperation Contract for Panda Imagination Family (Japanese Name: Panda’s Ana)

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**”), Dentsu TEC (Shanghai) Culture Communication Co., Ltd. (電通太科(上海)文化传播有限公司) (“**Shanghai Dentsu TEC**”) and Shanghai Feichang Kusuo Culture Technology Co., Ltd. (上海非常酷索文化科技有限公司) (“**Feichang Kusuo**”) reached a consensus on the cooperation of the “Panda Imagination Family” series products in Mainland China, and recently entered into a Tripartite Cooperation Contract for Panda Imagination Family (Japanese name: Panda’s Ana).

Pursuant to the Tripartite Cooperation Contract for Panda Imagination Family (Japanese name: Panda’s Ana), the parties to the Contract will carry out cooperation mainly in the following areas:

1. Existing gashapon product distribution: Shanghai Dentsu TEC authorizes Feichang Kusuo to be the agent of the “Panda Imagination Family” gashapon products in Mainland China, and then Feichang Kusuo authorizes Shenzhen iDreamSky Entertainment as the distributor of “Panda Imagination Family” gashapon products in Mainland China. Shenzhen iDreamSky Entertainment is responsible for all product sales and distribution of “Panda Imagination Family” gashapon products in Mainland China;

2. Copyright product licensing and sales: Shanghai Dentsu TEC will grant the exclusive license of “Panda Imagination Family” in Mainland China to Feichang Kusuo, and then Feichang Kusuo will exclusively sublicense to Shenzhen iDreamSky Entertainment, which will be responsible for the commercialized licensing operation of all the products of “Panda Imagination Family” in Mainland China; and
3. New product development: Shanghai Dentsu TEC has the right to authorize Shenzhen iDreamSky Entertainment and Feichang Kusuo to design, develop, produce and sell new series and new products of gashapon products in Mainland China. With regard to the development of new series based on the IP of “Panda Imagination Family”, in addition to the development of new series based on gashapon products, Shenzhen iDreamSky Entertainment and Feichang Kusuo can also develop garage kits, plush toys, light peripheral products and other derivatives. Besides, Shanghai Dentsu TEC permits Shenzhen iDreamSky Entertainment and Feichang Kusuo to sublicense the third party for new product development.

Reasons and Benefits for Execution of Tripartite Cooperation Contract for Panda Imagination Family (Japanese Name: Panda’s Ana)

Shanghai Dentsu TEC is the exclusive authorized operator of DENTSU TEC Corporation of various series of art works and gashapon products of the “Panda Imagination Family” and other series of peripheral derivative products in Mainland China. “Panda Imagination Family” is a gashapon brand produced by DENTSU TEC Corporation in cooperation with Takara Tomy A.R.T.S., a Japanese toy giant, and is a very high sales brand in Japan’s proprietary IP gashapon products. These cute and humorous creative IP images not only are active in the gashapon world, but also carry out extensive licensing cooperation in the fields of clothing, plush toys, gifts, stationery, animation, offline exhibitions, themed café, etc., attracting numerous fans in Japan, Asia and even the world.

The Group is committed to enriching the reserve of high-quality IPs to gain a higher market share. The Group believes that the entering into of the Tripartite Cooperation Contract for Panda Imagination Family (Japanese name: Panda’s Ana) is beneficial for the Group to further enrich its IP reserve and further enhance the Group’s market competitiveness and market share under the background of rapid development of the global designer toy market.

The directors of the Company are of the view that the entering into of the Tripartite Cooperation Contract for Panda Imagination Family (Japanese name: Panda’s Ana) with Shanghai Dentsu TEC and Feichang Kusuo is in the ordinary and usual course of business of the Group, the terms of which are fair and reasonable, on normal commercial terms or better and in the interests of the Company and the shareholders as a whole.

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” featuring 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.

Shanghai Dentsu TEC, a limited liability company incorporated in the PRC in May 2019 and a wholly-owned subsidiary of DENTSU TEC Corporation, is mainly engaged in cultural and artistic exchange and planning, performance brokerage, animation design, sports event planning and other businesses.

Feichang Kusuo, a limited liability company incorporated in the PRC in June 2021, is mainly engaged in digital & cultural creative content application services, digital & cultural creative software development, project planning and public relation services, digital & cultural creative technology equipment sales and other businesses.

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

Shenzhen, the PRC, January 27, 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.