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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 ON
STRATEGIC COOPERATION WITH MIGHTY JAXX

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.

Strategic Cooperation with Mighty Jaxx

The Board (the “**Board**”) of Directors (the “**Directors**”) of the Company hereby announces that iDreamSky Holdings (HK) Limited (“**iDreamSky Holdings (HK)**”), a wholly-owned subsidiary of the Company, has recently entered into an equity subscription agreement with Mighty Jaxx International Pte. Ltd. (“**Mighty Jaxx**”), pursuant to which iDreamSky Holdings (HK) acquired the shares planned to be issued by Mighty Jaxx (the “**Equity Subscription**”). Upon completion of the Equity Subscription, iDreamSky Holdings (HK) will directly hold 0.89% of equity interest in Mighty Jaxx.

Meanwhile, Shenzhen iDreamSky Entertainment Co., Ltd. (深圳市创梦天地娱乐有限公司) (“**Shenzhen iDreamSky Entertainment**”), a PRC consolidated affiliated entity of the Company, has recently entered into a procurement and distribution agreement with Mighty Jaxx, pursuant to which Shenzhen iDreamSky Entertainment has the distribution right of the relevant products of Mighty Jaxx and is entitled to sell the products of Mighty Jaxx in the PRC subject to such procurement and distribution agreement.

Reasons and Benefits for Strategic Cooperation with Mighty Jaxx

The Company has always been committed to enriching high-quality IP reserves to promote business development and gain market share. Mighty Jaxx is an award-winning future culture company that designs and manufactures tech-enabled collectibles and lifestyle products in partnership with the greatest creative talents in the world as well as global brands such as Formula 1, Netflix, Hasbro, Toei Animation, Cartoon Network, Nickelodeon, Warner Brothers and Adidas. Its licensed brands include “Formula 1”, “Manchester City”, “NBA”, “Transformers”, “My Little Pony”, “Mr. Potato Head”, “Spongebob Squarepants”, “Garfield”, “Looney Tunes”, “Care Bears” and “One Piece”. In addition to having a large number of globally recognisable, high-quality IPs, Mighty Jaxx also has an excellent product planning and creative team, which allows them to design and create well-received phygital products for consumers globally, all year round. The Company believes that being a strategic investor of Mighty Jaxx through equity investment can obtain substantial investment returns. The establishment of long-term strategic cooperation with Mighty Jaxx in distribution channels, user operation, IP cultivation and development, etc. is also beneficial for both parties to complement each other’s advantages, so as to secure long-term high-quality designer toy products suppliers for the Group’s offline entertainment business, further expand the Company’s global high-quality IP reserves, and build a sustainable and stable trendy product matrix. The Directors are of the view that the strategic cooperation with Mighty Jaxx was entered into in the ordinary course of business of the Group and 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 and regular chain stores of “WePlay” featuring offline entertainment experience and trendy product retail as its main business, it aims to bring joy to users through technology and creativity. Shenzhen iDreamSky Entertainment is a PRC consolidated affiliated entity of the Company, mainly engaged in the provision of console game experience, trendy product retail and other relevant services.

Mighty Jaxx is a private trading company incorporated in the Republic of Singapore with limited liability in April 2015 and is principally engaged in the development of phygital designer collectibles.

Listing Rules Implications

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, Mighty Jaxx and its ultimate beneficial owners are third parties independent of the Company and are not connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")) of the Company. Accordingly, the Equity Subscription does not constitute a connected transaction under Chapter 14A of the Listing Rules.

As all the applicable percentage ratios (as defined under Rule 14.07 of the Listing Rules) in respect of the Equity Subscription do not exceed 5%, the Equity Subscription does not constitute a notifiable transaction under Chapter 14 of the Listing Rules.

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

Shenzhen, the PRC, March 28, 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.