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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**

#### **FANBOOK BUSINESS UPDATES IN RELATION TO THE COOPERATION ON POINT RIGHTS**

This announcement is made by iDreamSky Technology Holdings Limited (the “**Company**”, together with its subsidiaries and PRC consolidated affiliated entities, the “**Group**”) on a voluntary basis to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby announces that Shenzhen Ledou Gaming Co., Ltd., a subsidiary of Shenzhen iDreamSky Technology Co., Ltd. (a PRC consolidated affiliated entity of the Company), has recently entered into a point rights cooperation agreement (the “**Agreement**”) with a point integrated payment service provider to carry out China Mobile point exchange activities in the Fanbook community. Based on the Agreement, China Mobile’s points are connected to the points of the Fanbook community, and China Mobile users can exchange virtual goods (such as in-game items) and physical goods in the Fanbook community.

As a leading digital entertainment platform in China, the Group’s main businesses include the online game business and “WePlay”, a regular chain store for offline entertainment experience and designer product retailing. The Group has always been committed to bringing joy to users through technology and creativity. Fanbook is the efficiency collaboration and customer operation tool developed by the Company. Deepening the promotion of Fanbook related business is one of the important strategic layout of the Company, and the Company has been committed to bringing better user experience to users in Fanbook community. The entering into of the Agreement will help to create a new ecosystem for point consumption in the Fanbook community and enhance user engagement and loyalty in the Fanbook community. The Directors consider that the entering into of the Agreement is in the ordinary 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.

By Order of the Board  
**iDreamSky Technology Holdings Limited**  
**Chen Xiangyu**  
*Chairman*

Shenzhen, the PRC, December 7, 2022

*As at the date of this announcement, the Board 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.*