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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
BUSINESS COOPERATION AGREEMENT WITH SHENZHEN WANLITONG

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.

ENTERING INTO A BUSINESS COOPERATION AGREEMENT

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

REASONS FOR AND BENEFITS OF ENTERING INTO THE BUSINESS COOPERATION AGREEMENT

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 always been committed to bringing better user experience to users in the Fanbook community. Entering into the Business Cooperation Agreement with Shenzhen Wanlitong will help enhance user acquisition, activity and retention in the Fanbook community, further creating the ecosystem for point consumption in the Fanbook community. The Directors believe that the Business Cooperation Agreement was entered into during the ordinary course of business of the Group, the terms of which are fair and reasonable, on normal or better commercial terms and in the interests of the Company and the shareholders as a whole.

INFORMATION ON THE PARTIES

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. Shenzhen Ledou Gaming is a subsidiary of Shenzhen iDreamSky (a PRC consolidated affiliated entity of the Company) and is principally engaged in retailing business.

As a member of Ping An Insurance Group, Shenzhen Wanlitong provides comprehensive customer loyalty program services for its partners. "Wanlitong" is a general loyalty points platform with scenarios of points usage covering more than a thousand online and offline merchants, and is a well known platform for points integration in China.

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

Shenzhen, the PRC, December 19, 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.