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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 GAME BUSINESS UPDATES

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 is pleased to announce that on Wednesday, January 11, 2023, Shenzhen iDreamSky Technology Co., Ltd., a PRC consolidated affiliated entity of the Company, officially launched a new game “Final FireFly” (小心火燭) in mainland China. This is a strategy card mobile game with a nijigen urban fantasy style. Featuring a cyberpunk style and a variety of stories and gameplays, the Final FireFly is dedicated to bringing players a rich gaming experience.

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. The Group focuses on the independent research and development and operation of match-three puzzle games and competitive games, and develops the RPG games through deep cooperation under the model of “Investment + Customization”. We accumulate many core capabilities and resources in the game industry over the years.

The Company believes that strategy card games are in line with the development strategy of the Group’s game business and will bring good performance returns to the Group and more returns to the shareholders of the Company.

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

Shenzhen, the PRC, January 12, 2023

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.