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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 COOPERATION WITH SCCC IN GAMING AND ESPORTS SECTORS**

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 on March 6, 2024, the Company entered into a memorandum of understanding (the “**MOU**”) with Saudi Cloud Computing Company (the “**SCCC**”), pursuant to which the Company and SCCC wish to leverage their respective strengths to achieve the following initiatives to support the development of gaming & esports sectors of both parties in Saudi Arabia: (1) support the Company on the launching and operations of Calabiyau and other future gaming pipelines by SCCC via its hyperscale cloud computing offering; (2) Collaborate on Kingdom-wide network performance optimization for gaming & esports in general; (3) launch, host and promote the Company’s SaaS tools for the game development community in Saudi Arabia; and (4) explore other potential projects, including but not limited to Fanbook, ad mediation, co-marketing initiatives, SCCC game launcher, growing the esports community, supporting in delivering esports content.

SCCC, based in Riyadh, Kingdom of Saudi Arabia, is positioned to emerge as a prominent leader in Cloud computing and artificial intelligence with comprehensive services including e-Commerce, big data, database management, Internet of Things, Object Storage, Kubernetes, and tailored data solutions. The Company, as a leading digital entertainment platform in China, has developed, localized and published various high-quality games, applications and tools worldwide, with a focus on the Chinese market. In addition, the Company has developed a detailed distribution plan, tailored to different cultures, user needs and market size in different countries and regions, and has formulated corresponding market strategies. With developing gaming industry being proposed in the Saudi Vision 2030, the Company believes that Chinese gaming manufacturers have broad development space in Saudi Arabia. The cooperation between the two parties will support the Company in game launching and operation in Saudi Arabia, especially for Calabiyau, the Company's first self-developed anime-style competitive shooting game, which has quickly gone viral in field of anime games and shooting games after its launching in August 2023 in China. Through the in-depth cooperation with SCCC, the two parties will jointly promote the localization process of Calabiyau and other game products, ensuring the attractiveness and competitiveness of these products in different markets. SCCC will also rely on its own resources to assist in the Company's promotion of Fanbook, AI application services, and SaaS tools in the Saudi Arabian. We believe the cooperation mentioned above will help the Company to open the Middle East market, attract numerous potential users and provide good experience and game performance for users there. This is an important step for the Company to move towards globalization.

As a leading digital entertainment platform in China, the Group is principally engaged in the online high-quality game business and the Fanbook (which is the Company's self-developed efficiency synergy and customer operation tool), and has always been committed to bringing happiness to users through technology and creativity. The Directors are of the view that the MOU 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 its shareholders as a whole.

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

Shenzhen, the PRC, March 6, 2024

*As at the date of this announcement, the Board comprises Mr. Chen Xiangyu as chairman and executive Director, Mr. Guan Song, Mr. Jeffrey Lyndon Ko and Mr. Yang Jialiang as executive Directors, Mr. Zhang Han and Mr. Yang Ming as non-executive Directors, and Ms. Yu Bin, Mr. Li Xintian, Mr. Zhang Weining and Mr. Mao Rui as independent non-executive Directors.*