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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

STRINOVA OFFICIALLY JOINED THE ESPROTS WORLD CUP

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 iDreamSky Technology Co., Ltd., a PRC consolidated affiliated entity of the Company, has recently entered into an agreement (the “**Agreement**”) with Esports World Cup Foundation (the “**EWCF**”), pursuant to which Strinova, a game independently developed by the Company which is the world’s first anime-style competitive shooting game, has officially joined the world’s first Esports World Cup. After intense competition worldwide, Strinova stood out with its unique innovation and product strengths and was recognized by global professional esports teams and the esports industry in many overseas countries, becoming one of the most eye-catching products of this year’s Esports World Cup.

EWCF is a non-profit organization, and it organises and hosts the Esports World Cup, one of the largest esports tournaments in the world. The 2024 Esports World Cup will be held in Riyadh, Saudi Arabia in July and August. Meanwhile, the Company plans to establish its Middle East business headquarters in Riyadh, and to launch Strinova on PC globally in the fourth quarter of 2024. Strinova’s joining in the Esports World Cup will greatly enhance the game’s global visibility and aid in its development of overseas markets. The Company also plans to continue deep integrating Strinova within the esports ecosystem in different districts, further enhancing its competitiveness overseas.

As a leading digital entertainment platform in China, the Group is principally engaged in self-development and operation of high-quality games and Fanbook, a self-developed community management platform of the Company, and continues its commitment to bringing happiness to users through technology and creativity. The Directors are of the view that the Agreement 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.

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

Shenzhen, the PRC, 23 July 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.