

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **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 SAUDI ESPORTS FEDERATION**

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 a memorandum of understanding with Saudi Esports Federation (“**SEF**”), pursuant to which both parties agree to have specified the following fields to cooperate therein: to plan, develop and execute potential growth plans, in the eSports sector of Saudi Arabia, in association with SEF and Saudi Esports Academy, in various sectors that includes but not limited to marketing, professional tournaments, education and community development. The parties will maintain close contact and will seek other areas or services within their respective institutions and customer bases where cooperation is mutually beneficial. Also, the parties will assess each opportunity to cooperate independently and decide on the method of cooperation therein.

SEF is a regulating body in charge of nurturing elite gaming athletes and developing the gaming community and industry in Saudi Arabia, and currently working on seeking dynamic partners in the fields of eSports community development and marketing for the purpose of fostering a thriving, competitive, and sustainable eSports ecosystem. Meanwhile, the Company is planning to establish its Middle East business headquarters in Riyadh, Saudi Arabia, and to launch Strinova (卡拉彼丘) (the world’s first anime-style competitive shooting game independently developed by the Company) globally in the fourth quarter of 2024 on PC.

The Company will leverage its advantages in game developing and operation, and complement the influence in the eSports industry of SEF, jointly create attractive eSports projects, cultivate and deliver high-quality talents for the eSports industry, promote the development of Saudi Arabia's gaming community and industry, and further enhance the Company's influence in the global gaming market.

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 has always been committed to bringing happiness to users through technology and creativity. The Directors are of the view that the memorandum of understanding 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, August 25, 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.*