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

STRATEGIC COOPERATION IN GAME AI WITH TENCENT CLOUD, LAUNCHING A JOINT INNOVATION LABORATORY

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 strategic cooperation agreement (the "**Agreement**") with Tencent Cloud Computing (Beijing) Co., Ltd ("**Tencent Cloud**") to launch a joint innovation laboratory centered around the theme of "Leveraging AI to Enhance Game Development Quality and Efficiency", further deepening the collaboration based on existing AI code assistants and AI-driven development efficiency tools, etc. By integrating the Group's real-world gaming scenarios with Tencent Cloud's technological strengths, a long-term strategic partnership of both parties is established to jointly commit resources and innovate in the realm of game AI, facilitating the practical implementation of technologies.

Tencent Cloud, a product of Tencent Holdings Limited, offers developers and businesses cloud services, cloud data, cloud operations and other service solutions. In recent years, the Group has been dedicated to applying AI technology to our games to enhance character interactivity and integrate AI into various aspects of game development, leading to a more efficient and intelligent production process. The collaboration will focus on the following key areas:

(1) Exploring the application of AI code assistants in Unreal Engine (UE) white box testing scenarios, which will facilitate code analysis, generate test cases, automate execution, and analyze results, thereby aiding developers in their UE white box testing efforts;

(2) Leveraging the Group's experience in UE, Unity, and other development projects to jointly optimize specialized models for game development scenarios, enhancing game code completion and improving the effectiveness of technical dialogue scenes;

(3) Merging the Group's gaming practice data with Tencent Cloud's large-scale language model (LLM) knowledge engine to co-create a comprehensive game RAG knowledge base, providing game professionals with richer and more accessible gaming knowledge; and

(4) Collaboratively advancing the integration of AI-driven development efficiency tools, intelligent non-player characters (NPCs), and game risk management solutions, tailored to the specific needs of the Group's projects.

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 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 its shareholders as a whole.

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

Shenzhen, the PRC, 20 November, 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.