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All references to “IGG” and “the Group” used in this presentation refer to IGG INC and its subsidiaries.
Agenda

1. IGG Overview
2. Business Review
3. Prospects
IGG Overview

A leading global developer and publisher of mobile games and applications

Global Market
- Mobile games in 23 languages
- Users across 200+ countries & regions
- Total users: 1.6bn+, gamers account for 1.3bn, app users of 300mn
- MAU: 38mn+, gamers account for over 18mn, app users of nearly 20mn

Global R&D
- Equipped with a global perspective and developing games tailored to global players’ preferences

Global Operation
- Core operation teams located in 12 countries
- Long-term relationship with over 100 business partners, including global platforms, advertising channels & vendors such as Apple, Google and Meta

Global Investment
- Strategic investments in the mobile internet and gaming sector

Note: Data as at 30 June 2023
In 1H23, the Group has approximately 2,160 employees, and R&D accounts for 60% of headcount.
During the period, the Group continues to optimize resource allocation and strengthen its R&D and operation capabilities to drive long-term growth.

### Global Branches

#### North America
- Revenue: 25%

#### Asia
- **Singapore**: Group headquarters; R&D & operation center
- **Greater China**: Localized R&D, IT & operation support
- **South Korea**: Localized operation support
- **Japan**: Localized R&D & operation support
- **Thailand**: Localized operation support
- **Indonesia**: Localized operation support
- **Philippines**: Customer service center

#### America
- **USA**: IT & localized operation support
- **Canada**: Localized R&D support
- **Türkiye**: Localized operation support
- **Brazil**: Localized operation support

#### Europe
- **Spain**: Localized operation support
- **Italy**: Localized R&D training & operation support

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**Note:** Data as at 30 June 2023
Business Review
Monthly Gross Billing of the Group and Hit Titles in 1H23

IGG: gross billing exceeded HK$500M in July
Doomsday: gross billing of HK$82M in July

HK$ 280M
Lords Mobile-Avg. monthly gross billing

HK$ 71M
Doomsday: Last Survivors-Avg. monthly gross billing in Q2

HK$ 53M
Viking Rise-Avg. monthly gross billing in Q2

HK$ 11M
Time Princess-Avg. monthly gross billing

HK$ 440M
Consolidated avg. monthly gross billing

IGG
Gross Billing
**Operational Data**

- **Castle Clash**
  - Strategy/Tower Defense
  - Available in 15 languages
  - Registered users: 300mn
  - MAU: 860k
  - Less than 5% of IGG’s revenue

- **Lords Mobile**
  - Strategy/RPG Game
  - Available in 20 languages
  - Registered users: 640mn
  - MAU: 10mn
  - 66% of IGG’s revenue

- **Time Princess**
  - Female-oriented Dress-up
  - Available in 13 languages
  - Registered users: 24mn
  - MAU: 460k
  - Less than 5% of IGG’s revenue

- **Doomsday: Last Survivors**
  - Strategy
  - Available in 16 languages
  - Registered users: 22mn
  - MAU: 3mn
  - 10% of IGG’s revenue

- **Viking Rise**
  - Strategy
  - Available in 16 languages
  - Registered users: 11mn
  - MAU: 3.5mn
  - 5% of IGG’s revenue

*Note: Data as at 30 June 2023*
Registered users: **300mn**

**MAU:** Nearly **20mn**

**Monthly Gross Billing of the APP Business in 1H23**

Gross billing exceeded **HK$63M** in July

➢ After a decade of perseverance, the APP Business is experiencing rapid growth this year.
## 1H23 Financial Analysis

<table>
<thead>
<tr>
<th>(HK$ million)</th>
<th>1H22</th>
<th>2H22</th>
<th>1H23</th>
<th>YoY (%)</th>
<th>HoH (%)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consolidated revenue</strong></td>
<td>2,486</td>
<td>2,105</td>
<td>2,499</td>
<td>+1%</td>
<td>+19%</td>
<td>- “Lords Mobile” with solid longevity since its debut 7 years ago</td>
</tr>
<tr>
<td><strong>Revenue from Games</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- The Group’s two blockbuster strategy games, “Doomsday: Last Survivors” and “Viking Rise”, each exceeded HK$70 million in monthly gross billing in 1H23.</td>
</tr>
<tr>
<td>Lords Mobile</td>
<td>2,439</td>
<td>2,048</td>
<td>2,310</td>
<td>-5%</td>
<td>+13%</td>
<td>- After a decade of perseverance, the APP Business is experiencing rapid growth this year, with monthly gross billing surged to HK$57 million in June, followed by a remarkable jump to HK$63 million in July.</td>
</tr>
<tr>
<td>Doomsday: Last Survivors</td>
<td>2,009</td>
<td>1,662</td>
<td>1,657</td>
<td>-18%</td>
<td>0%</td>
<td>- The two new games and APP Business are working in tandem to power the company ahead, ushering in a new chapter for IGG.</td>
</tr>
<tr>
<td>Viking Rise</td>
<td>4</td>
<td>38</td>
<td>250</td>
<td>&gt;100%</td>
<td>&gt;100%</td>
<td>- The Group’s two blockbuster strategy games, “Doomsday: Last Survivors” and “Viking Rise”, each exceeded HK$70 million in monthly gross billing in 1H23.</td>
</tr>
<tr>
<td>Other games</td>
<td>426</td>
<td>348</td>
<td>280</td>
<td>-34%</td>
<td>-20%</td>
<td>- The Group’s two blockbuster strategy games, “Doomsday: Last Survivors” and “Viking Rise”, each exceeded HK$70 million in monthly gross billing in 1H23.</td>
</tr>
<tr>
<td><strong>Revenue from APP Business</strong></td>
<td>47</td>
<td>57</td>
<td>189</td>
<td>&gt;100%</td>
<td>&gt;100%</td>
<td>- The Group’s two blockbuster strategy games, “Doomsday: Last Survivors” and “Viking Rise”, each exceeded HK$70 million in monthly gross billing in 1H23.</td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td>1,699</td>
<td>1,452</td>
<td>1,806</td>
<td>+6%</td>
<td>+24%</td>
<td>Revenue growth driven by new games and the APP Business</td>
</tr>
<tr>
<td>GP margin (%)</td>
<td>68%</td>
<td>69%</td>
<td>72%</td>
<td>+4ppts</td>
<td>+3ppts</td>
<td>Revenue contribution from the APP Business increased, while the channel cost decreased</td>
</tr>
<tr>
<td>Other net gains/(losses)</td>
<td>-88</td>
<td>-176</td>
<td>23</td>
<td>&gt;100%</td>
<td>&gt;100%</td>
<td>The Group launched marketing campaigns for the two new games in 1H23, which was essential for the Group’s sustained growth and long-term success.</td>
</tr>
<tr>
<td>Selling &amp; distribution exp.</td>
<td>-822</td>
<td>-880</td>
<td>-1,521</td>
<td>+85%</td>
<td>+73%</td>
<td>The Group launched marketing campaigns for the two new games in 1H23, which was essential for the Group’s sustained growth and long-term success.</td>
</tr>
<tr>
<td>Administrative exp.</td>
<td>-197</td>
<td>-166</td>
<td>-159</td>
<td>-19%</td>
<td>-4%</td>
<td>Optimize resource allocation to control costs</td>
</tr>
<tr>
<td>R&amp;D exp.</td>
<td>-738</td>
<td>-567</td>
<td>-500</td>
<td>-32%</td>
<td>-12%</td>
<td>- The Group recorded a net gain as certain investee companies generated profits during the period.</td>
</tr>
<tr>
<td>Share of results of associates and joint ventures</td>
<td>-8</td>
<td>11</td>
<td>7</td>
<td>&gt;100%</td>
<td>-36%</td>
<td>-Through the persistent optimization of resources and strategic application of AIGC technology</td>
</tr>
<tr>
<td>Income tax exp.</td>
<td>-14</td>
<td>-4</td>
<td>-13</td>
<td>-7%</td>
<td>&gt;100%</td>
<td>-Efficiency improved significantly after resource optimization</td>
</tr>
<tr>
<td>Net loss</td>
<td>-172</td>
<td>-332</td>
<td>-360</td>
<td>&gt;100%</td>
<td>+8%</td>
<td>- The Group recorded net loss margin (%)</td>
</tr>
<tr>
<td>Net loss margin (%)</td>
<td>-7%</td>
<td>-16%</td>
<td>-14%</td>
<td>-7ppts</td>
<td>+2ppts</td>
<td>- The Group recorded net loss margin (%)</td>
</tr>
<tr>
<td>Net loss for core business</td>
<td>-58</td>
<td>-119</td>
<td>-361</td>
<td>&gt;100%</td>
<td>&gt;100%</td>
<td>- The Group recorded net loss margin (%)</td>
</tr>
<tr>
<td>Gain/(Loss) on investments</td>
<td>-114</td>
<td>-213</td>
<td>1</td>
<td>&gt;100%</td>
<td>&gt;100%</td>
<td>Gain/(Loss) on investments</td>
</tr>
<tr>
<td>Loss per share (basic, HK$)</td>
<td>-0.1481</td>
<td>-0.2843</td>
<td>-0.3080</td>
<td>&gt;100%</td>
<td>&gt;100%</td>
<td>- The Group recorded net loss margin (%)</td>
</tr>
</tbody>
</table>
Cash & Cash Equivalents

- Net cash outflow used in operating activities of HK$44M
  - The Group launched marketing campaigns for the two new games, each exceeded HK$70 million in monthly gross billing.
  - Despite the marketing expenses increased, the investment in new games was essential for the Group’s sustained growth and long-term success

- Net cash outflow used in investing activities of HK$13M
  - Payment of construction costs for a self-use office building in Fuzhou, China, amounting to HK$47.9M
  - Cash inflow of HK$42.4M generated from disposal of investments

- Net cash outflow used in financing activities of HK$39M
  - Payment of lease rentals for right-of-use assets
The Group's total assets of over HK$3,500M

- Current assets of approximately HK$2,040M
  - Cash and cash equivalents of approximately HK$1,480M
  - Funds receivable of approximately HK$360M
- Non-current assets of approximately HK$1,520M
  - PP&E of approximately HK$600M
  - Land use rights (in Fuzhou, China) of approximately HK$210M
  - Investments – other financial assets of approximately HK$390M
  - Investments – equity investment in associates and joint ventures amounted to approximately HK$220M

Total Assets in 1H23

- Current Assets
  - HK$2,040M
- Non-current Assets
  - HK$1,520M
The global games market is expected to hit US$187.7 billion in 2023, representing a +2.6% yoy growth. The global games market is expected to hit US$212.4 billion in 2026.

- Mobile games are expected to grow to US$92.6 billion in 2023, 49% of global games market
- Console games are expected to grow to US$56.1 billion in 2023, 30% of global games market
- PC games are expected to grow to US$39.0 billion in 2023, 21% of global games market

Source: Newzoo, 2023 Global Games Market Report
Prospects
**R&D**

Strive for excellence and diversification

➢ Continue to release creative gameplay
➢ Deliver innovative and diversified product portfolio

Rapid growth of APP Business

➢ Develop creative applications across sectors
➢ Continually leveraging the synergies of platform-based business model

Strengthen global competitiveness

➢ Embrace changes and continue to elevate the teams’ global competitive advantage
➢ Explore the use of AIGC to save costs

**Operation**

Sharpen competitive edge

➢ Expand the scale and width of our marketing initiatives across the globe to drive the growth of new games and APP Business
➢ Localized and targeted marketing campaigns
➢ Adapting marketing tactics in each market segment

Long-term operation strategy

➢ Continue to acquire users for new games and APP Business across the globe
➢ Diversified marketing initiatives to extend the products’ longevity
New Game: Project PX (MMORPG)
New Game - Project PX (MMORPG)
New Game - Project PX (MMORPG)

Dream Sprite List

- Serpker (Lv. 37)
- Indra (Lv. 25)
- Firefly (Lv. 13)
- Firefly (Lv. 13)
- Serpker (Lv. 5)

- Florafae (Lv. 13)
- WalkingPaddy (Lv. 15)
- WalkingPaddy (Lv. 15)

- BlacebyButterfly (Lv. 8)
- WalkingPaddy (Lv. 8)
- WalkingPaddy (Lv. 8)

- SR Firefly Firefly

POWER: 123450

Sort | Release
New Game-Mafia King (SLG)
New Game-Mafia King (SLG)