

Financial Tear Sheet

Corporate Profile

iDreamSky is the largest independent mobile game publishing platform in China based on the number of active users in the first quarter of 2015, with a market share of 28.1%, according to the Analysys Report. In the first quarter of 2015, the Company had average MAUs of 118.6 million, compared to average MAUs of 98.3 million in the first quarter of 2014. iDreamSky's mission is to deliver fun and engaging mobile games and entertainment to mobile users, thereby enriching their mobile lifestyle.

iDreamSky believes that it has redefined the role of a game publisher by redesigning and optimizing third-party games and delivering them to users through its proprietary distribution channels as part of its broader publishing solution. The Company's proprietary distribution channels include in-game cross promotions and the self-operated iDreamSky Game Center (“乐逗游戏中心”) and www.uu.cc. Well-known international and domestic mobile game developers grant iDreamSky access to the source code of their games, allowing for greater control and efficiency in redesigning their games for the China market. iDreamSky distributes its games through both its proprietary distribution channels and third-party channels, such as app stores and device pre-installations. In addition, in 2014, iDreamSky began to launch games developed by subsidiaries of one of its VIEs and, in 2015, the Company began to launch games developed by itself based on non-game entertainment content.

iDreamSky also operates games as a service, where the Company offers live game services, engages in live user communications and gains user insights through its multi-dimensional data analysis engine to drive ongoing game optimization and monetization. The Company is committed to bringing the best mobile entertainment to users. iDreamSky frequently releases graphics, functional and promotional updates for its existing game titles to surprise and engage its users, enhancing their enjoyment of its games. The Company provides its users with live game services and connect them through friend lists, message boards, leaderboards and user tournaments, enabling in-game interaction and social networking. iDreamSky analyzes user data to gain insights into user habits and preferences and improve our games and services. The fun games, continuous updates, live game services and social connectivity that it offers on its platform allow the Company to build a large, highly active and loyal user base.

iDreamSky is focused on becoming the partner of choice for global game developers seeking to launch its games in China. The Company's partnerships with game developers typically take the form of exclusive licensing, game acquisition, strategic investments and joint operations. iDreamSky's proven platform offers a one-stop solution, including game redesign and porting, ongoing optimization, marketing, distribution, monetization, payment support and user-related services, which is especially valuable for overseas game developers. iDreamSky's solutions help game developers acquire and monetize a large user base in China. A substantial majority of the Company's games are free to download and play, and it monetizes its game offerings and user base and generates revenue primarily through sales of in-game virtual items. Through its in-depth understanding of China's mobile game users, distribution channels that access a large user base, strong publishing and operation capabilities and data-driven product and service optimization that leads to more effective monetization, iDreamSky believes it brings, and will continue to bring, compelling value to its game developer partners.

In addition to its proprietary distribution channels, iDreamSky also distributes games by partnering with major app stores, mobile social network apps and mobile browsers in China, such as YingYongBao, Tencent's app store, Weixin, Qihoo 360 Mobile, mobile device makers and retailers such as Xiaomi, Lenovo and Huawei, mobile carriers and mobile advertising agents. The Company believes this third-party distribution network allows it to reach substantially all of the Android- and iOS-based mobile Internet population in China. iDreamSky also partners with almost all major payment service providers in China, including all three mobile carriers and major third-party payment service providers such as Alipay, Weixin Payments, Tenpay, China UnionPay and Yeepay. iDreamSky's high-quality game portfolio and large user base incentivize its distribution and payment partners to work with it. This helps the Company provide easy access to its games and convenient payment solutions to its users, as well as seamless game publishing and monetization to its game

Primary IR Contact

ICR, Inc.
Vera Tang
Phone: +1 646-450-5180
E-mail: ir@idreamsky.com

developer partners.

Unique Value Proposition as Publishing Platform

For Users

iDreamSky is committed to bringing the best mobile entertainment to users. The Company currently offers over 50 casual and mid- and hardcore mobile games of various genres. The Company frequently releases graphics, functional and promotional updates to its existing game titles to surprise and engage users, enhancing their enjoyment of iDreamSky's games. iDreamSky provides its users with live game services and connects them through friend lists, message boards, leaderboards and user tournaments, enabling in-game interaction and social networking. The Company analyzes user data to gain insights into user habits and preferences in order to improve its games and services. The fun games, continuous updates, live game services and social connectivity that iDreamSky offers on its platform, allow it to build a large, highly active and loyal user base.

For Game Developers

iDreamSky is focused on becoming the partner of choice for global game developers, especially overseas game developers seeking to launch their games in China. The Company's partnerships with game developers typically take the form of exclusive licensing, joint operations and strategic investments. iDreamSky's proven platform offers a one-stop solution, including game redesign and porting, ongoing optimization, marketing, distribution, monetization, payment support and user-related services, which is especially valuable for overseas game developers. iDreamSky's solutions help game developers acquire and monetize the large user base in China. All the Company's games are free to download and play, and generate revenues primarily through sales of in-game virtual items. Through its in-depth understanding of China's mobile game users, proprietary distribution channels that access a large user base, strong publishing and operation capabilities and data-driven product and service optimization that leads to more effective monetization, iDreamSky believes it can, and will continue to bring, compelling value to its game developer partners.

Collaboration with Distribution and Payment Channels

In addition to its proprietary distribution channels, iDreamSky also distributes games by partnering with major app stores and mobile browsers in China, such as Tencent App Store, Qihoo 360 Mobile, 91 Wireless and UCWeb, mobile device makers and retailers, such as Lenovo, Huawei, ZTE and Suning, mobile carriers and mobile advertising agents. The Company believes this third-party distribution network allows it to reach substantially all of the Android- and iOS-based mobile internet population in China. The Company also partners with almost all major payment service providers in China, including all three mobile carriers and major third-party payment service providers such as Alipay, Weixin Payments, China UnionPay and Yeepay. iDreamSky's high-quality game portfolio and large user base incentivize its distribution and payment partners to work with it. This helps the Company provide easy access to its games and convenient payment solutions to its users, as well as seamless game publishing and monetization to its game developer partners.

Stock Performance

DSKY (ADS)

Exchange NASDAQ (US Dollar)

Price **\$13.93**

Change (%) 0.00 (0.00%)

Volume 0

52 Week High \$13.94

52 Week Low \$12.20

Market Cap \$0

Rolling EPS 0.18

PE Ratio 76.19

Shares Outstanding 0

Data as of 09/07/16 4:00 p.m. ET

Chart is not available for this symbol

Copyright © 2014 iDreamSky Technology Limited. All Rights Reserved.