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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: 01119)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of iDreamSky Technology Holdings Limited (the “**Company**”, together with its subsidiaries and PRC consolidated affiliated entities, the “**Group**”) wishes to inform the shareholders of the Company and potential investors, based on preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2018 and other information currently available to the Board, it is expected that the Group will record an unaudited increase of over 60% in the consolidated profit attributable to owners of the Company for the year ended December 31, 2018 as compared to that for the year ended December 31, 2017. Such increase is primarily attributable to the increase in the Group’s game revenue due to the continuous solid performance of its existing games, such as *Gardenscapes* (夢幻花園), as well as the publication of a number of new popular high-grossing games, including *FIFPro World Players’ Union* (全民冠軍足球), *Homescapes* (夢幻家園) and *Cross Gate* (魔力寶貝).

As the Company is still in the process of finalizing the annual results of the Group for the year ended December 31, 2018, the information contained in this announcement is only a preliminary assessment by the management of the Company based on information currently available to the Group, including the unaudited consolidated management accounts of the Group for the year ended December 31, 2018, which have not been audited or reviewed by the independent auditor or the audit committee of the Company and may be subject to adjustment or amendment. The annual results of the Group for the year ended December 31, 2018 is expected to be published by the end of March 2019.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

Shenzhen, the PRC, March 13, 2019

The English names of the PRC nationals, enterprises and entities are translation and/or transliterations of their Chinese names and are included for identification purposes only. In the event of inconsistency between the Chinese names and translations and/or transliterations, the Chinese names shall prevail.

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Chen Xiangyu as Chairman and Executive Director; Mr. Guan Song, Mr. Jeffrey Lyndon Ko and Mr. Lei Junwen as Executive Directors, Mr. Ma Xiaoyi and Mr. Du Feng as Non-executive Directors, and Ms. Yu Bin, Mr. Li Xintian and Mr. Zhang Weining as Independent Non-executive Directors.