



ASX Release

5 October 2017

Animoca Brands secures licence for *MasterChef*

Animoca Brands Corporation Limited (ASX: **AB1**) (the **Company** or **Animoca Brands**) is pleased to announce that it has signed a non-exclusive brand and content licence agreement with Endemol Shine North America for the hit culinary franchise *MasterChef*.

As part of the agreement, Animoca Brands gains the rights to use the *MasterChef* brand in a series of mobile products for a large global audience of *MasterChef* fans and culinary enthusiasts.

MasterChef is one of the world's top-rated competitive cooking reality TV shows, watched globally by over 250 million viewers. It is produced in over 50 countries worldwide and broadcast in over 200 territories.

Robby Yung, the CEO of Animoca Brands, commented: "MasterChef is a major global brand in both competitive culinary TV as well as reality TV, and we look forward to leveraging the power of the brand through a series of innovative and entertaining mobile apps."

- ENDS

About Animoca Brands

Animoca Brands (ASX: AB1) publishes globally a broad portfolio of mobile games and subscription products including several games and e-books based on popular intellectual properties such as Garfield, Thomas & Friends™, Ever After High and Doraemon. The Company's games have been downloaded over 300 million times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

About Endemol Shine North America

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. Endemol Shine North America is part of Endemol Shine Group, the global content creator, producer and distributor with a diverse portfolio of companies that are behind some of the most prominent hit television formats and series in the world.

Its Endemol Shine Studios division develops and produces original scripted television programming in the U.S. for global exploitation and Endemol Shine Latino oversees all Spanish-language sales and development in both the U.S. and Mexico, as well as all Spanish and Portuguese-language efforts across Latin America. Subsidiary production companies include Authentic Entertainment, Truly Original, and 51 Minds Entertainment. In addition, Endemol Shine North America has a strategic partnership with Ryan Seacrest Productions.

Endemol Shine Group's companies in North America are behind such hit series as Big Brother (CBS), Ink Master (Spike), Kingdom (AT&T Audience Network), MasterChef (FOX), MasterChef Junior (FOX), Swamp People (History), The Real Housewives of Atlanta (Bravo), T.I. & Tiny: The Family Hustle (VH1), Steve Austin's Broken Skull Challenge (CMT), Billion Dollar Buyer (CNBC), Fear Factor (MTV), Page Six TV (Syndicated), I'm Dying Up Here (Showtime) and upcoming Best.Cover.Ever. (YouTube) and Trading Spaces (TLC).

Animoca Brands Corporation Limited

ACN 122 921 813

Level 1, 61 Spring Street, Melbourne VIC 3000

<http://www.animocabrands.com/>