



ASX Release

18 January 2018

Crazy Defense Heroes earns over \$200k in first week

Highlights

- Crazy Defense Heroes launched on iPhone & iPad in Asian territories
- In its first seven days the game generated over A\$202,000
- Developed by wholly-owned Finland-based subsidiary TicBits
- Animoca Brands purchased TicBits in 2016

Animoca Brands Corporation Limited (ASX: AB1) announces the successful launch of **Crazy Defense Heroes**, the new tower defense and collectible card mobile game for iPhone® and iPad®, now available free on the App StoreSM in select Asian territories. Released on 8 January, the game generated over A\$202,000 in its first seven days, and about 260,000 downloads.

In Crazy Defense Heroes, sequel to Crazy Kings, players control an avatar that marshals defences against the attacks of orcs, serpent-people, birdmen, minotaurs, the undead, and other enemy factions.

Crazy Defense Heroes is developed by TicBits, the Finland-based subsidiary studio of Animoca Brands. It is among the Company's most successful Asia launches, generating about 260,000 installs and earning over A\$202,000 on the App Store in its first seven days (for the period 8-15 January 2018).

The game will be released for the rest of the world - including North America and Europe - later in the year. Based on the early success on iPhone and iPad, Animoca Brands will also develop a version for Android™ devices.

Crazy Defense Heroes is currently available on Apple's App Store in select Asian markets (China, Hong Kong, Japan, Korea, Macau, Singapore, Taiwan, Malaysia, Thailand, Vietnam, Indonesia, Cambodia, Laos, Brunei, Mongolia, Philippines).

About Crazy Defense Heroes

Crazy Defense Heroes is a mobile game for iPhone and iPad that blends the deck building of a collectible card game, the suspense and strategy of tower defense, the tactics of resource management, an RPG character and equipment system, and a fantasy storyline with over 500 levels of innovative gameplay.

In addition to hundreds of hours of play in the single player campaign, the game features multiplayer tournaments and competitions.



Players build defences and use magic to blast enemies, slow them down, reveal the unseen, or create other real-time effects to achieve victory. Like everything else in the game, magic and skills can be upgraded using resources collected as the player explores the game world.

There are 19 types of tower cards that players use to defend against the enemy hordes, and 20 individually controlled hero characters to unlock and level up. The game is free to play with optional in-app purchases.

Trailer: <https://www.youtube.com/watch?v=IhBlbSp7QvI>

Download link (iTunes): <http://itunes.apple.com/app/id1300027167>

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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 is based in Hong Kong. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#)

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