



ASX Release

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Exclusive Licence and Distribution Agreement with Axiom Zen to publish CryptoKitties in China

Highlights

- Animoca Brands signs an Exclusive Licence and Distribution Agreement with Axiom Zen to publish CryptoKitties in China
- Axiom Zen is the publisher of CryptoKitties, the first major blockchain game. The total value of transactions of CryptoKitties trade was about US\$20 million in its first month.
- Represents a move into blockchain gaming sector and aligns strongly with the Company's strategy to expand and diversify its global business.

Animoca Brands Corporation Limited (ASX:**AB1**, **Animoca Brands** or the **Company**) has entered into a one year renewable exclusive licencing and distribution agreement (the **Agreement**) with Axiom Zen to publish CryptoKitties in China.

CryptoKitties is the first major video game based on blockchain, the underlying technology of cryptocurrencies like BitCoin and Ethereum. CryptoKitties allows players to adopt, raise, and trade virtual cats, and it represents one of the earliest attempts to deploy blockchain technology for recreational and leisurely purposes. Based on the limited number of cats going into circulation, the main goal of the game is to collect and exchange cats. It is accessible now to USD and crypto currencies holders. The total value of transactions of CryptoKitties trade was about US\$20 million in its first month. In December 2017, one CryptoKitties virtual cat sold for a record ETH 250 (approximately A\$330,000 at present value).

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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 +](#)

About Axiom Zen

Founded in 2013. Headquartered in Vancouver, BC. Axiom Zen is an award-winning venture studio. Axiom Zen specializes in new venture creation – building products and companies at the cutting edge of technology. The team of eighty founder-quality engineers, designers, and product leads combine a wealth of experience from fast-growing startups as well as companies like Apple, Google, and Microsoft. Companies that use Axiom Zen's products include Microsoft, Adobe, Sony, Sega, Uber, and Google. For more information please visit <https://www.axiomzen.co/work/>.