



ASX Release

15 February 2018

Crazy Defence Heroes & Crazy Kings generate significant revenues of A\$1.26 million in first month

Highlights

- The mobile games *Crazy Kings* and recently launched sequel *Crazy Defence Heroes* together generated over A\$1.26 million revenue between 8 January and 11 February 2018, exceeding management expectations
- *Crazy Defence Heroes* is available for iPhone and iPad to markets in Asia, Oceania, and Africa
- *Crazy Kings* is available for iPhone and iPad globally
- Animoca Brands to launch *Crazy Defence Heroes* in the Americas, the Middle East, and Europe
- Android version of *Crazy Defence Heroes* to be completed in Q3 2018
- Both games and associated revenues are wholly owned by Animoca Brands

Animoca Brands Corporation Limited (ASX:AB1, “the Company”) is pleased to provide an update on the performance of its highly successful mobile game franchise Crazy Kings, which includes **Crazy Kings** and the recently launched **Crazy Defence Heroes** (together, “the Games”). The Games are available on the App StoreSM for iPhone[®] and iPad[®].

The Games, which together generated revenues of over A\$1.26 million during the period of 8 January to 11 February 2018, are tower defence and collectible card fantasy mobile games developed by TicBits Oy, the Finnish mobile games company acquired by Animoca Brands in 2016. The Company’s management is encouraged by these results, which are ahead of internal forecasts.

Specifically, the recent addition to the franchise, *Crazy Defence Heroes*, generated A\$905,548 in revenue from launch on 8 January 2018 to 11 February 2018.

Crazy Kings, the original game launched in 2015 and which typically generates about A\$90,000 per month, recently experienced a significant increase in revenue, generating A\$354,958 during the period 8 January to 11 February 2018. The Company attributes the increase in revenue and downloads to increased interest in the franchise, and seasonal game updates and promotional efforts.

Crazy Kings, *Crazy Defence Heroes*, and revenues generated by the Games are the property of Animoca Brands. The Games were not among the titles sold to iCandy Interactive Limited (ASX:ICI) (refer to the ASX announcement of 15 November 2017).

Crazy Kings is available free on the App Store globally. *Crazy Defence Heroes* is available free on the App Store across Asia, Oceania, and Africa. The Company will fast-track the distribution of *Crazy Defence Heroes* to the rest of the world over Q1/Q2 2018.



Animoca Brands is developing a version of *Crazy Defence Heroes* for Android™ devices, estimated to be completed in Q3 2018. The Company believes the Android version will increase the uptake for the franchise and generate significant revenues.

The Company wishes to advise that it is highly encouraged by the performance of the Games and will continue to invest in the Games to drive their revenue and distribution. The Company does not commit to providing regular updates on a weekly or monthly basis, however it may at its own discretion issue relevant updates about the Games, development and publishing pipelines, revenue growth, or other products.

While the Company is highly encouraged by the early performance of the Games and will continue to invest in the Crazy Kings franchise to drive distribution growth and revenue, it notes that it will provide updates solely at its own discretion. The Company will provide other relevant updates about the Games, development and publishing pipelines, revenue growth and other products as developments materialise, in a less frequent manner.

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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 and Finland. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#)

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