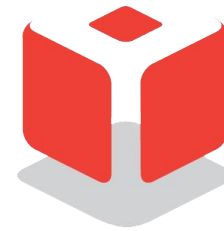




animoca  
BRANDS



iCLICK  
INTERACTIVE

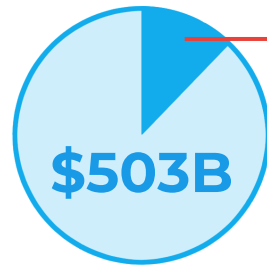


Animoca Brands and iClick Collaboration  
December 2018

# OPPORTUNITIES IN CHINA



## World's 2nd largest marketing industry



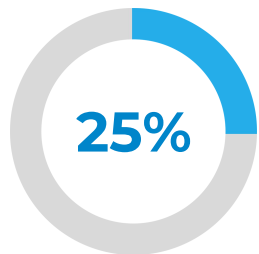
Global advertising spending in 2015

12.2%  
China  
\$70 Billion



Advertising spending in China in 2020

## World's largest mobile gaming market



China share of global game revenue



2018

Mobile games domestic revenue

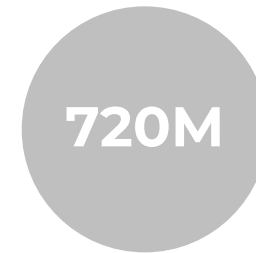


2022



2018

Number of mobile gamers

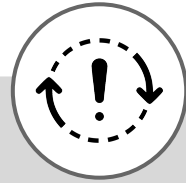


2021

# MARKETING CHALLENGES IN CHINA



**Lack of quality and deployable data**



**Rapidly evolving media scene** has dramatically **changed the way consumers interact with brands**



**Intense media fragmentation** makes it difficult for marketers to consistently deliver their message to the right audience in China

## Brands require appropriate solutions



### Data

In-depth, multi-dimensional audience knowledge

- **Demographics**
- **Geographies**
- **Psychographics**



### SEM

Search Engine Marketing helps brands to move from rigid predefined audience categories to **intuitively defining** their own custom target segments.



### Media

Brands can activate the data right away on the same platform via iClick's **massive media network** in China

# ANIMOCA BRANDS AND iCLICK PARTNERSHIP



## STRATEGIC PARTNERSHIP

**Animoca Brands** will **resell iClick's online marketing services** worldwide, and will **provide services to iClick and its partners and clients.**

**iClick** is China's largest independent online marketing platform by gross billings.

### Diversification of business model

- ✓ **generates revenue** in other parts of the **gaming, media and technology ecosystem**
- ✓ **expands footprint in China**



## ZEROTH COLLABORATION

Both parties will leverage data provided by **Animoca Brands'** AI subsidiary **Zeroth** in the analysis and **application of data through artificial intelligence** systems and approaches



## NEW BUSINESS OPPORTUNITY

**Animoca Brands** expects that the partnership with **iClick** will lead to **new initial revenue** of US\$8 million (approx. **A\$11 million**) in the calendar year 2019.

## MANAGEMENT COMMENTARY

*"By partnering with iClick, we aim to significantly expand the marketing and distribution capabilities of Animoca Brands in China... and to utilise this rare opportunity to leverage - including through our AI subsidiary Zeroth - the valuable data assets of over 780 million Chinese user profiles."*

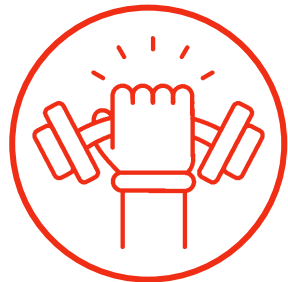


**Yat Siu**, co-founder and chairman

# ABOUT iCLICK

**China based, NASDAQ-listed online marketing platform**

Net revenues estimated at **US\$180 million** for the full year 2018



**The LARGEST...**



**Largest Chinese independent online marketing technology platform** in terms of gross billing - with annual gross billings of over US\$400 million



**Largest China market share** by gross billing

*Frost & Sullivan, in terms of gross billing for Q1-Q3 2018*



**Largest Chinese consumer data:** 780 million profiles



**Largest independent provider of advertising content** to Tencent's **WeChat** platform and **Alibaba**



**Largest number of multinational clients** to the Chinese market - over 2200 clients

## Industry recognition in China and worldwide

**Tencent 腾讯**

Best Brand and Performance Award by Tencent's Advertising and Marketing Service

**Google**

Growing Business Online, Shopping, Display and Search Innovation Awards by Google Premier Partner Awards 2018

**THE DRUM**

Best Audience Measurement Platform by The Drum Digital Trading Awards APAC 2018

**Mumbrella Asia AWARDS**

Marketing Technology Company of the Year - Highly Commended by Mumbrella Asia Awards 2018

# iCLICK: LEVERAGING DATA AND MARKET INTELLIGENCE

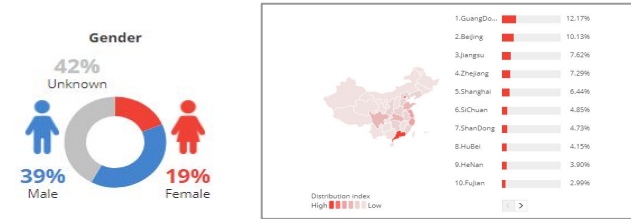


19  
**Attributes analyzed per person**

## Data Set

Real-time data of online user behavior from iClick

- Search**  
700M+ search users/ 1.5M search terms
- Surf**  
400,000+ sites tracked/ reach 98.7% netizens
- Social**  
450M+ social users/ Tencent & Sina Weibo partnerships
- Shop**  
Branded ecommerce platforms data
- Ads**  
2200+ clients campaigns



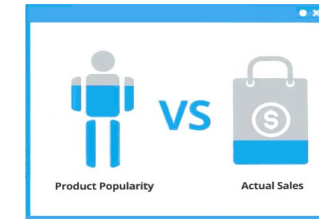
## The Market

From Business intelligence to Market intelligence

- **Size up** total accessible market opportunity, and decide if it is the right match.
- **Learn** about competitors and your standing in the market.
- **Measure** the level of competition on desired audience segments.

### Intuitive grasp of the market landscape

- iClick's **live database** help clients reach the right target at the right time and at the right place
- **Profile** the demographics of desired markets
- **Understand** the psychographics of the audience
- **Measure** the level of competition for desired audience segments



## Brands & Products

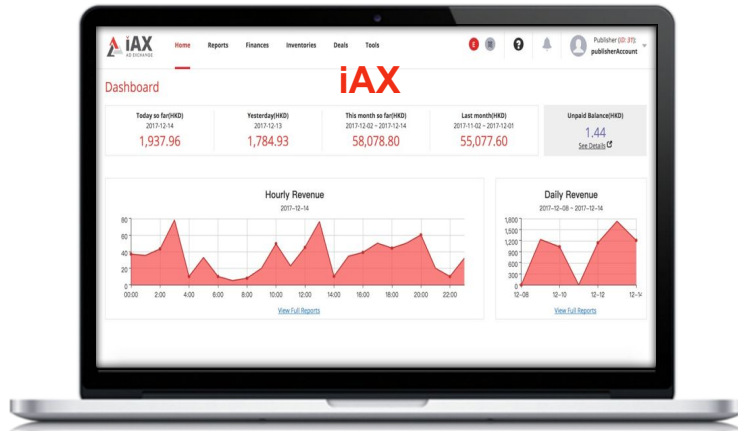
Data management platform

- **Monitor** the changes in audience segment over time
- Demand-side platform with programmatic self-serve **ad delivery system**
- **Rank and sort** product portfolio followers vs. actual sales
- **Understand** the intricate differences of the same people who love your brand, but who want different products
- **Multiple ad formats** deliver the right ads to the right audience

NASDAQ: ICLK  
A NEW CHAPTER BEGINS



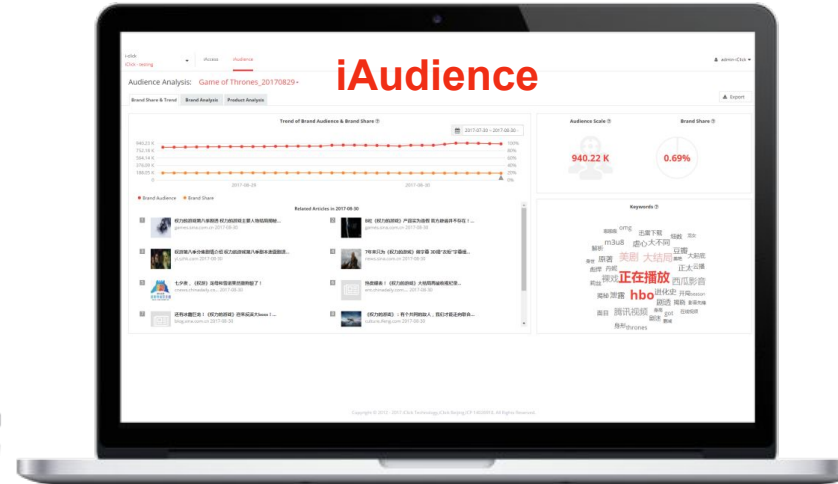
# ADVANTAGES OF iCLICK



## Ad Exchange

### AD EXCHANGE (ADX)

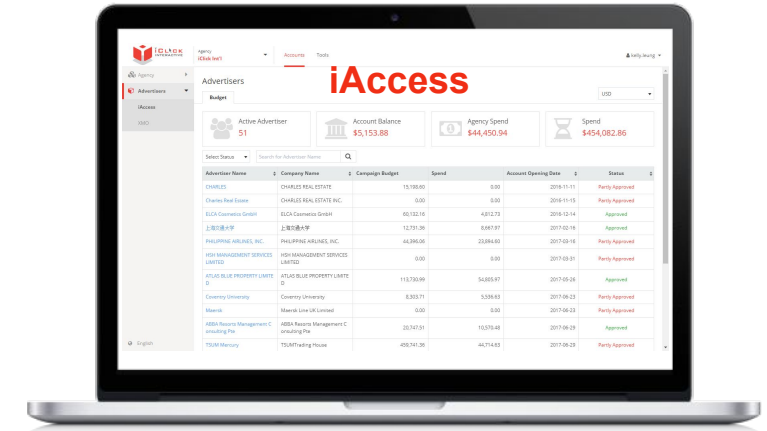
Enables publishers to manage their own supply-side digital inventory. Supports both desktop and mobile inventory as well as multiple ad formats. The ad exchange is integrated with iClick's DSP and DMP for quick-to-market media buy automation and ad monetization.



## Data & AI

### DATA MANAGEMENT PLATFORM (DMP)

Enables marketers and business owners to make smarter digital marketing decisions. The platform provides insights into audience segments relative to the businesses of both the clients and their competitors.



## Media Buying

### DEMAND-SIDE PLATFORM (DSP)

Cross-channel targeting through a single interface with access to premium inventory, leveraging the audience data from iClick's DMP.

- **Animoca Brands' gaming ad inventory to be made available**

# iCLICK ACCESS TO PREMIUM MEDIA INVENTORY IN CHINA



**98.7%**  
of Chinese netizens

**93.1%**  
of mobile users

**96%**  
of social users

**95%**  
of OTV audience



## ADX



## Main Portal



## Vertical



## OTV



## Mobile App



## Mobile DSP



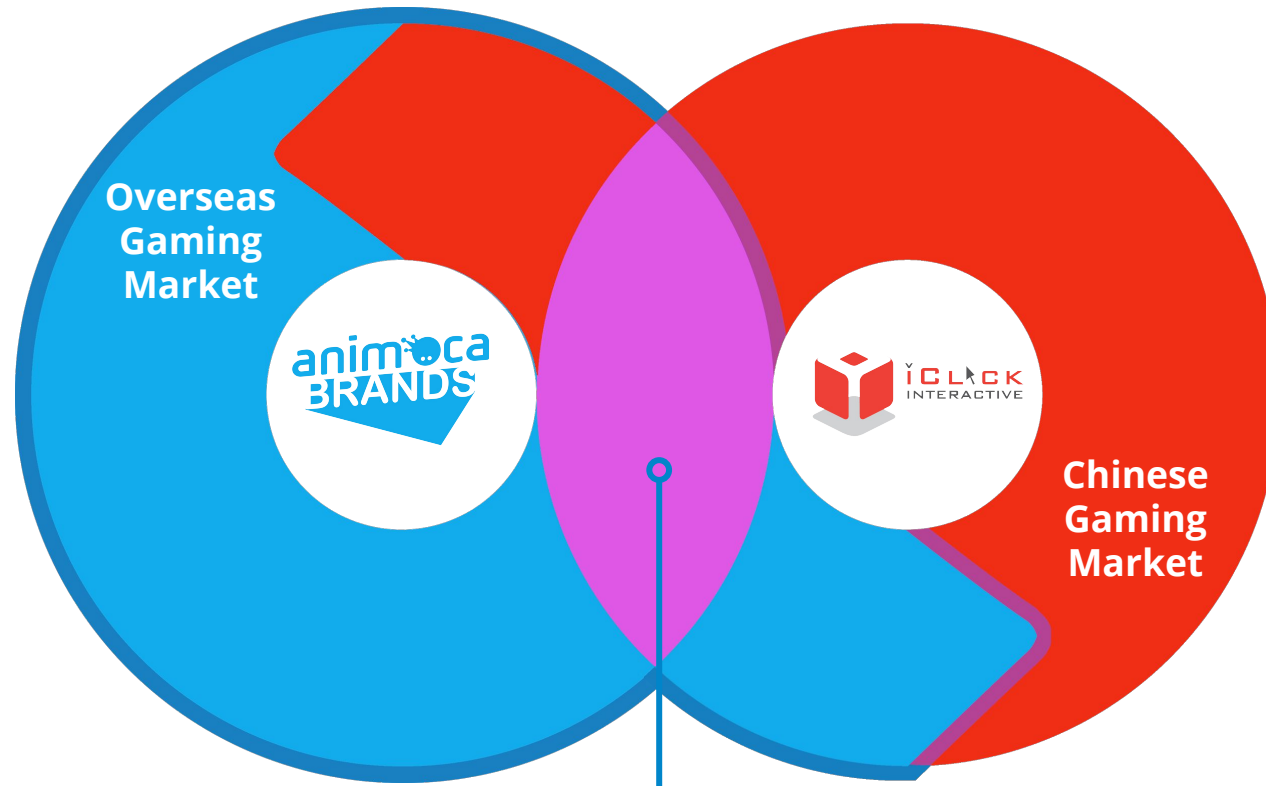


# SYNERGY WITH ANIMOCA BRANDS



**Animoca Brands** will empower iClick to expand the scope of its activities in the gaming sector in international markets

- Animoca Brands** provides expertise in
- Mobile gaming
  - Blockchain
  - AI
  - International markets



 **Jointly develop and grow an advertising business serving the video game sector**



**iClick** will provide opportunities to increase market share of **Animoca Brands** products in China

 **\$11M Revenue**

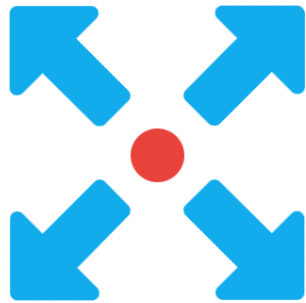
**Animoca Brands** will become a strategic reseller for iClick, in a transaction expected to provide minimum initial revenues of approximately **A\$11 million**

(See ASX announcement of 11 December 2018)



# iCLICK BRINGS OPPORTUNITIES

 Expansion  
in China



**SCALE**



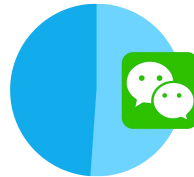
780M

- **780 million** Chinese profiled active users
- Includes **gamer profiling**
- **97.5%** of internet users in the Chinese Market



\$132B

- **China media opportunity**
- Tap into Chinese digital media resources like Baidu and Tencent



51 %

- Access to the inventory of **Tencent**, which owns 51% of China's mobile gaming market



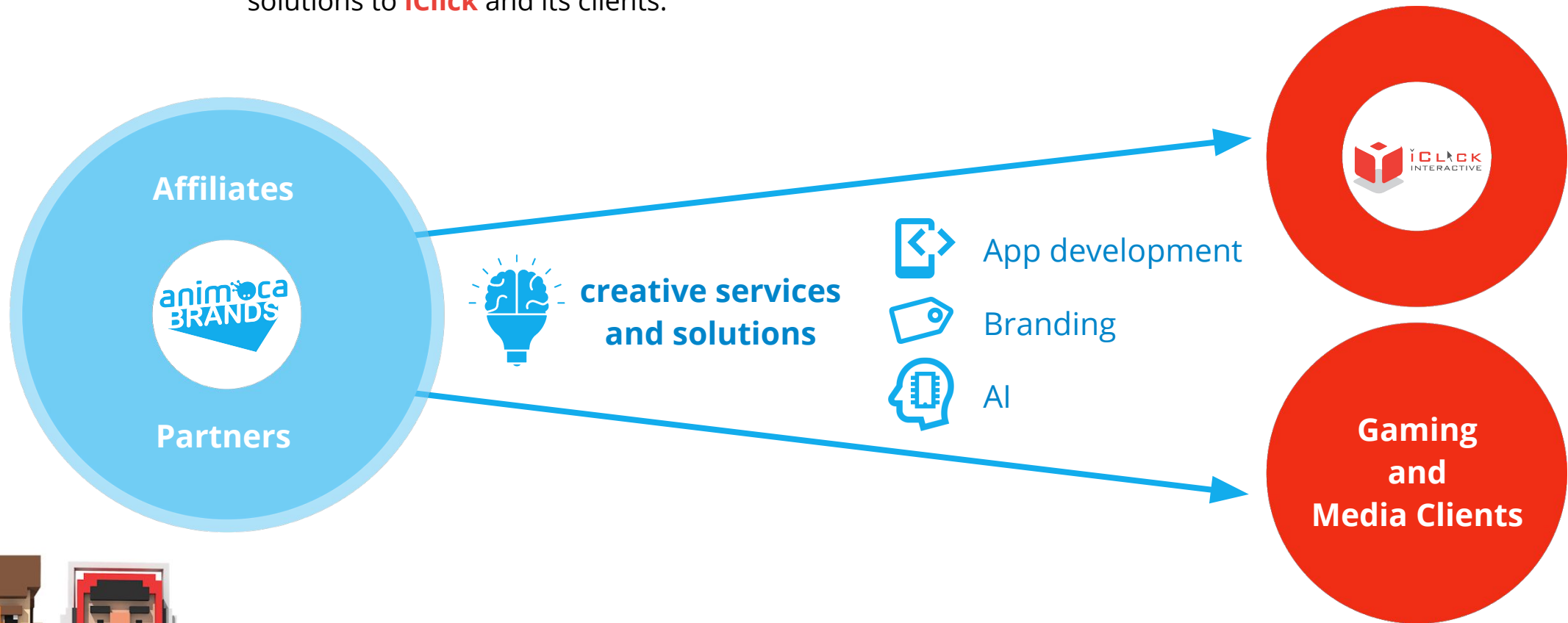
16 B

- **16 Billion Daily Ad Exposures**
- Connecting social media users in China via an integrated network of prime social media inventories

# SERVICING GAMING AND MEDIA CLIENTS



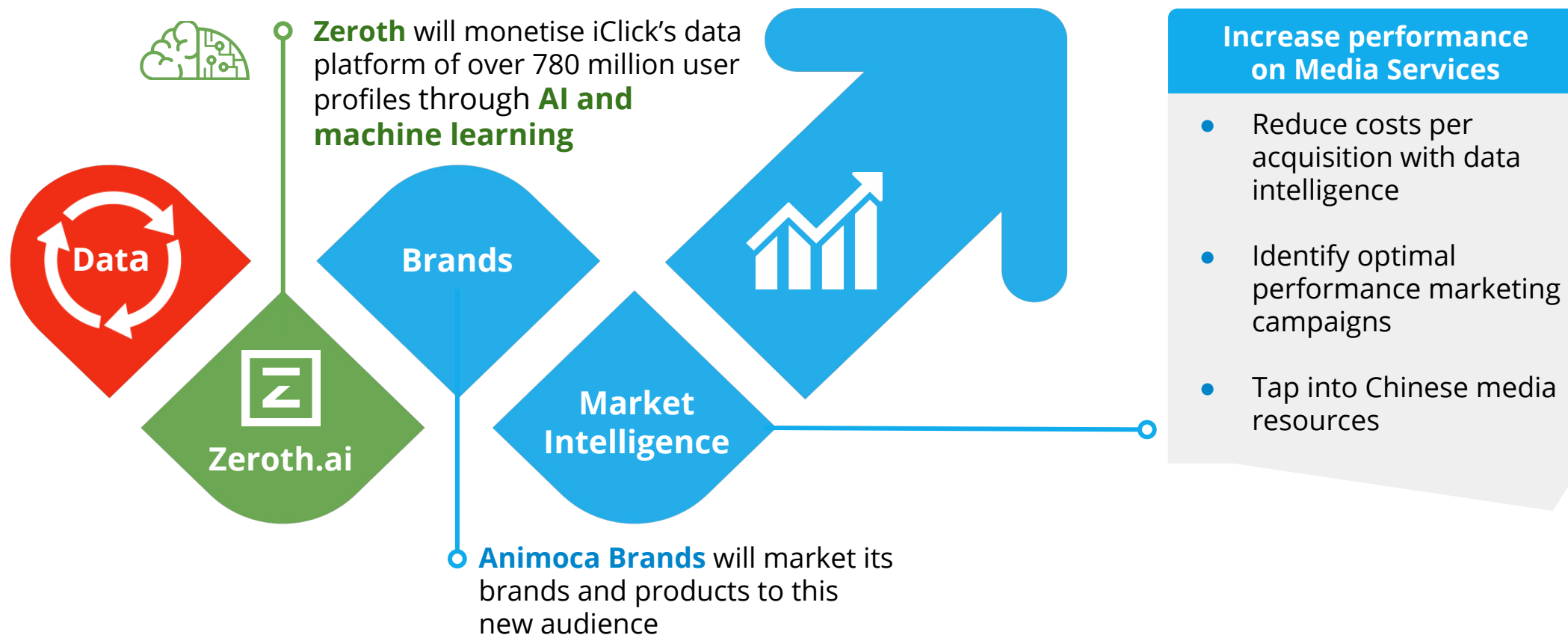
Animoca Brands will pursue opportunities in creative services, app development, branding and AI by making available additional services and/or solutions to iClick and its clients.



# DATA PARTNERSHIP



Animoca Brands will monetise iClick's database of **780 million Chinese user profiles**. The subsidiary **Zeroth** confers **Artificial Intelligence** capabilities that can increase performance on media services and generate valuable market intelligence.



# RECENT APPOINTMENTS AT ANIMOCA BRANDS



**Holly Liu**  
Board Director



Co-Founder of Kabam,  
Visiting Partner at  
Y Combinator

Led Kabam into the  
unicorn club in 2014



**Wilhelm Taht**  
Advisor to the  
Board



Former VP of  
Games for ROVIO,  
Board Director of  
Nitro Games, advisor  
to Remedy  
Entertainment



**Mik Naayem**  
President of  
Games



CBO and co-founder  
of CryptoKitties,  
Board Director of  
Axiom Zen



**Ed Fries**  
Strategic Advisor  
to the Board



Co-Founder of the  
Xbox, creator of  
Microsoft Games  
Studio, ex-Microsoft  
executive



**Gen Kanai**  
Director of  
Strategic  
Partnerships



Former Director of  
Asia Community  
Engagement of  
Mozilla, Mentor for  
Chinaccelerator and  
500 Startups



**Yat Siu**  
Chairman



Co-founder of Animoca  
Brands, advisor to BAFTA,  
director of Asian Youth  
Orchestra. World  
Economic Forum Global  
Leader of Tomorrow



# \$6M STRATEGIC PLACEMENT IN DECEMBER 2018



## Strategic placement

On 11 December 2018, Animoca Brands announced it completed a **A\$6 million** raise at a premium of **\$0.098** per share from strategic investors (see right).

The new capital will fund the expansion of the business, particularly involving the China market and aspiring entrants into that market.

Katherine Yip



Founder of Pacific Alliance Group, co-founder and partner of Vina Capital



Sonny Vu



Founder of Misfit



Moses Tsang



Founder of AP Capital and founding chairman of Goldman Sachs Asia Pacific



Yat Siu



Chairman and co-founder of Animoca Brands



# IN BRIEF



Partnership with **iClick** expected to generate new initial revenue of **A\$11 million** for **Animoca Brands** in 2019



Increase **Animoca Brands** market share in China, the world's largest mobile games market



Increase performance on media services

Deliver messages to target segments

✓ **Right Time**

✓ **Right Device**

✓ **Right Channel**



Market intelligence for **Animoca Brands** and partners



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