



ASX Release

8 March 2019

## Animoca Brands secures ~\$12.6m contract as part of iClick reseller partnership

- Animoca Brands executes first contract for the resale of iClick's services
- Signs deal with Vigame worth RMB 60 million (approximately \$12.6m) over one year to resell the advertising inventory of iClick
- Vigame is a leading mobile game developer and publisher in China focusing on casual games
- iClick is the NASDAQ-listed, largest Chinese independent online marketing platform in terms of gross billing, and a partner of Animoca Brands
- Partnership with iClick provides Animoca Brands with additional business opportunities, access to ~780m Chinese internet users, access to Tencent inventory
- Deal with Vigame expands Animoca Brands' footprint into China

Animoca Brands Corporation Limited (ASX: **AB1**, "the **Company**") is pleased to advise it has progressed its partnership with NASDAQ-listed iClick Interactive Asia Limited (NASDAQ: ICLK, "iClick"), securing a service cooperation agreement with Vigame Network Co., Ltd. ("Vigame") to resell to Vigame the social, media, and games advertising inventory of iClick for a total annual revenue of RMB 60 million (approximately A\$12.6 million).

Vigame is a leading mobile game developer and publisher in China focusing on casual games. iClick is a China based, NASDAQ-listed online marketing platform with gross billings of over US\$400 million per annum. It is the largest Chinese independent online marketing platform in terms of gross billing. iClick has access to over 780 million user profiles and is the largest independent provider of advertising content to Tencent's WeChat platform.

As a strategic reseller of iClick's online marketing services, Animoca Brands provides various services to iClick and its partners and clients, assisting them in expanding into the international video game market (refer to ASX announcement of 11 December 2018).

Animoca Brands advises that it has executed its first contract for the resale of iClick's online marketing services, securing revenue for the Company of RMB 60 million per annum (approximately A\$12.6 million), invoiced at RMB 5 million (approximately A\$1.05 million) per month. Animoca Brands previously announced that the partnership with iClick would generate a minimum of US\$8 million (about A\$11.3 million) revenue.

The Company continues to seek additional business opportunities to leverage the partnership with iClick. Animoca Brands works with iClick to expand the latter's scope of activities in the video game sector, providing expertise in mobile gaming, blockchain, AI and international markets. The partnership brings multiple opportunities to Animoca Brands including access to 98% of internet users in the Chinese market, an entry point to digital media resources such as ByteDance, Baidu, and Tencent, and access to the inventory of Tencent.



Animoca Brands is utilising the partnership with iClick to explore opportunities for new audience reach and revenue generation in China. China is the world's largest mobile gaming market, with roughly a quarter of global gaming revenue. On average, adults in China spend 3 hours per day on internet activities, and digital media is an integral part to hundreds of millions of Chinese consumers.

Yat Siu, co-founder and chairman of Animoca Brands said: "This deal with Vigame is an important first step in our broader partnership with iClick. We will continue to expand the marketing and distribution capabilities of Animoca Brands throughout China while generating revenues from these initiatives, and we look forward to a series of fruitful and productive relationship with exciting new partners like Vigame."

**-ENDS**

#### **About Animoca Brands**

Animoca Brands (ASX: AB1) leverages gamification, blockchain, and artificial intelligence technologies to develop and publish a broad portfolio of mobile products including games such as The Sandbox, Crazy Kings, and Crazy Defense Heroes as well as products based on popular intellectual properties such as Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands is the exclusive China distributor of *CryptoKitties*. The Company is based in Hong Kong, Canada, Finland, and Argentina. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or get updates by following Animoca Brands on [Facebook](#) or [Twitter](#).

**Contact:** [press@animocabrands.com](mailto:press@animocabrands.com)