



ASX Release

5 March 2020

Appointment of John Madden as acting CFO, Raymond Shuai as director of M&A

Animoca Brands Corporation Limited (ASX: **AB1**, “Animoca Brands” or “the **Company**”) is pleased to advise that it has appointed its current financial advisor and co-company secretary John Madden as acting chief financial officer.

Mr Madden has over 30 years of experience in financial reporting in both small and large listed entities. He has performed company secretarial roles for Indophil Resources NL (ASX:IRN; 2003 to 2008) and Aura Energy Limited (ASX:AEE; 2016 to present), as well as Indian Pacific Resources Limited (2009 to present). He brings an extensive knowledge of business analysis, taxation and financing, budgeting and planning, governance, and implementation of strategic initiatives.

A large part of Mr Madden’s career was with Rio Tinto in Australia and he also has considerable experience working with a number of companies in the Asia-Pacific region. Mr Madden is a Fellow of CPA Australia (FCPA) and a Member of the Institute of Company Directors (MAICD).

Raymond Shuai, who was announced as finance director in December 2019, will transition to a new role as director of mergers and acquisitions, with a focus on the financial integration of Quidd Inc. and nWay Inc. (refer to the company’s ASX announcements dated 7 August 2019 and 20 December 2019, respectively). Mr Shuai has over 17 years of experience in finance and industry. He is a Fellow of the Institute of Chartered Accountants in England and Wales, and was a CFA Charterholder from 2006 to 2014. He holds a Master of Finance degree (Dean’s List) from the University of Cambridge, and a Master of Engineering degree (First Class) from University College London.

This announcement has been authorised for release by the Board.

If you have any queries in relation to this announcement, please contact John Madden, co-company secretary, at johnm@animocabrands.com. -END

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 Formula 1[®], Garfield, Snoopy, Thomas & Friends[™], Ever After High and Doraemon. Animoca Brands’ portfolio of blockchain investments and partnerships includes Lucid Sight, Dapper Labs (creators of *CryptoKitties*), WAX, Harmony, and Decentraland. The Company is based in Hong Kong, Canada, Finland, and Argentina. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#) or [Twitter](#). Contact: press@animocabrands.com