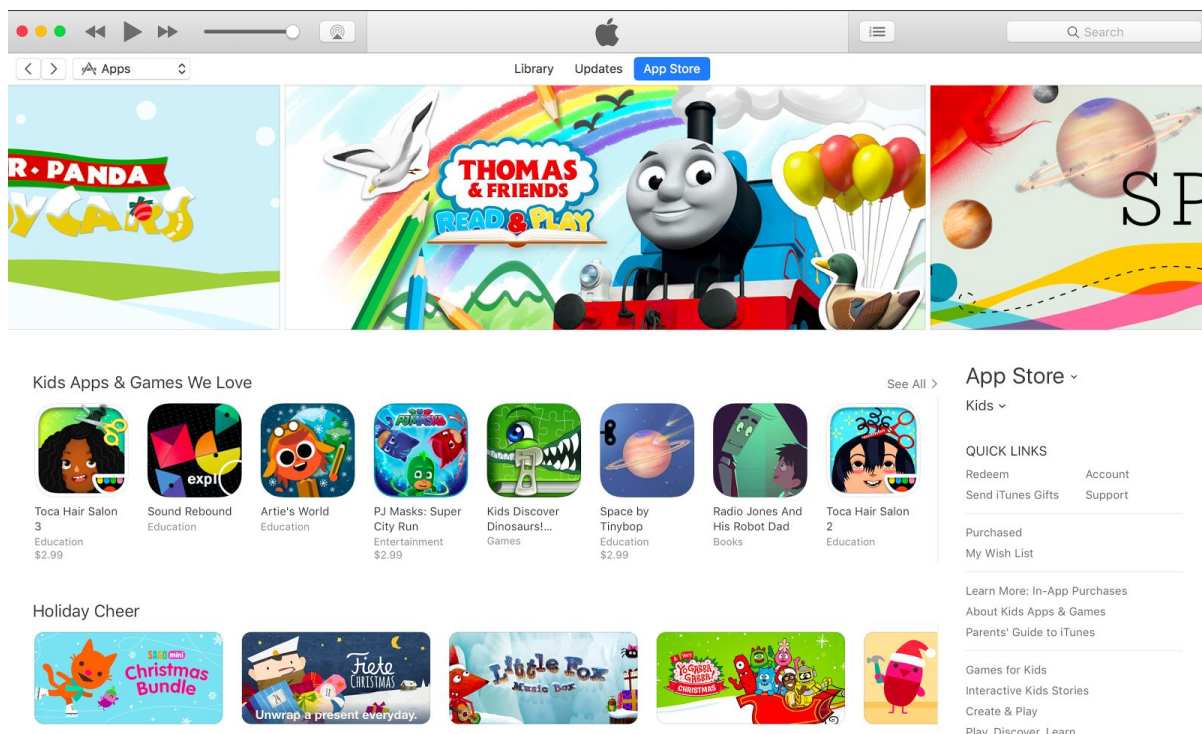




***Thomas & Friends: Read & Play™* Achieves Strong Download Interest and Recognition**

- Achieved #1 ranking in the “Kids” download category in over 15 countries in the iPad App Store
- Prominently featured in the carousel by Apple in the App Store in 79 countries
- Recognition and promotion have well positioned the app ahead of the Christmas holiday period

Hong Kong, 13 December, 2016 — Animoca Brands (ASX: AB1) is pleased to announce that its first subscription product, ***Thomas & Friends™: Read & Play***, has been prominently featured on the iPad section of the App Store in 79 countries, including the United States and Hong Kong, where it is centrally located on the App Store’s carousel. Furthermore, the app is currently ranked in the Top 100 in the “Kids” category in 40 countries.



***Thomas & Friends™: Read & Play* on the App Store “Kids” carousel**

Thomas & Friends™: Read & Play is a subscription-based children's entertainment and learning mobile app based on Mattel’s award-winning and highly popular preschool franchise ***Thomas & Friends™***.



The app launched globally on 7 December 2016, having been previously available in some countries as part of a phased launch. *Thomas & Friends™: Read & Play* includes access to a wide selection of videos, e-books and interactive activities that captivate and engage a young audience, teach them new skills and encourage creativity.

The free trial for the app offers limited content, and users can unlock access to all current and future content for a subscription fee of A\$4.99 a month or A\$49.99 a year. *Thomas & Friends™: Read & Play* receives new content updates every week.

As the Christmas holiday period rapidly approaches, the Company welcomes the promotion and recognition within the App Store. The prominent feature spot and high rankings have well positioned *Thomas & Friends™: Read & Play* at front of mind for parents and children in the lead up to the holidays.

Animoca Brands CEO Robby Yung commented: "It is still premature to comment on revenues and subscriptions. The positive rankings and prominent feature spots within the App Store contribute to momentum, and we expect the strong initial interest we have received to be buoyed and to continue into 2017."



Thomas & Friends™: Read & Play promoted in Times Square, New York City



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About Animoca Brands

Animoca Brands (ASX:AB1) publishes globally a broad portfolio of over 400 mobile games, including several titles based on popular intellectual properties like Garfield, Thomas & Friends™, and Doraemon. The company's games have been downloaded over 240 million times. Visit www.animocabrands.com or follow us on [Facebook](#), [Twitter](#) or [Google+](#).