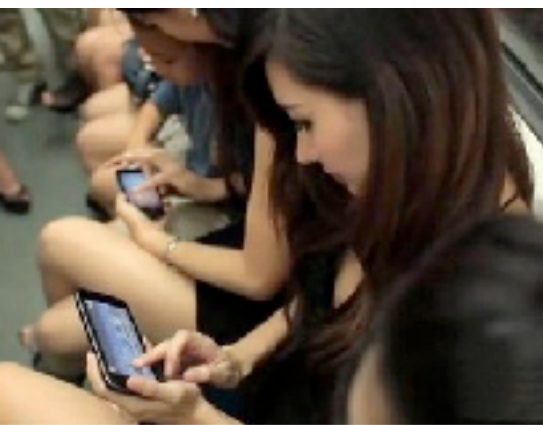




INVESTOR PRESENTATION



Disclaimer



Overview

This investor presentation ("Presentation") has been prepared by Animoca Brands Corporation Limited (ACN 119 327 169) ("AB1" or the "Company") and is dated 1 February 2017. This Presentation has been prepared in relation to an accelerated entitlement offer of new AB1 ordinary shares ("New Shares") consisting of an institutional offer and a retail offer to eligible shareholders ("Entitlement Offer") (together the "Offer").

Litigation risk

On 23 December 2016, the Company announced that it received a statement of claim from Patersons Securities Limited ("Patersons") issued in the District Court of Western Australia. Patersons claims that it is entitled to the sum of \$390,000 plus interest and costs by reason of the Company's alleged breach by AB1 of its mandate with Patersons. The Company has denied liability and has rejected Patersons offer of settlement to avoid litigation. Notwithstanding the Company believes Patersons does not have a legal claim, AB1 may be subject damages determined by a court and legal fees on a party-party basis if settlement is not reached. Please refer to risk factors set out below in this presentation and the ASX Announcement "Statement of Claim from Patersons" released on 23 December 2016 for more information.

Confidential

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Summary information

This Presentation contains summary information about the current activities of AB1 as at the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete. This Presentation does not purport to contain all the information that an investor should consider when making an investment decision nor does it contain all the information which would be required in a disclosure document or prospectus prepared in accordance with the requirements of the Corporations Act. It should be read in conjunction with AB1's other periodic and continuous disclosure announcements lodged with the ASX, which are available at www.asx.com.au. Neither AB1 nor its directors, employees or advisers give any warranties in relation to the statements and information in this Presentation.

AB1 is not responsible to provide updated information and assumes no responsibility to do so.

Not an offer

This Presentation is for information purposes only and is not a prospectus, disclosure document, product disclosure statement or other offering document under Australian law or any other law (and will not be lodged with ASIC or any other regulator and is not approved by or registered with any regulator). The Presentation is not and should not be considered an offer or an invitation to acquire entitlements or New Shares or any other financial products. The retail offer booklet for the Retail Entitlement Offer will be available following its lodgement with ASX. Any eligible retail shareholder who wished to participate in the Retail Entitlement Offer should consider the retail offer booklet in deciding whether to apply under that offer. Any eligible shareholder who wishes to apply for New Shares under the Retail Entitlement Offer will need to apply in accordance with the instructions contained in the retail offer booklet and the accompanying entitlement and application form.

This Presentation may not be released or distributed in the United States. This Presentation does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or in any other jurisdiction in which such an offer would be illegal. The New Shares have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act") or the securities laws of any state or other jurisdiction of the United States. Accordingly, the New Shares may not be offered or sold, directly or indirectly, in the United States.

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Not financial product advice

This Presentation does not constitute financial product or investment advice (nor tax, accounting or legal advice) nor is it a recommendation to acquire New Shares and does not and will not form any part of any contract for the acquisition of New Shares. This Presentation has been prepared without taking into account the objectives, financial situation or needs of any particular investor. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and seek appropriate advice, including financial, legal and taxation advice appropriate to their jurisdiction. AB1 is not licensed to provide financial product advice in respect of AB1 shares or any other investment. Cooling off rights do not apply to the acquisition of New Shares. AB1 assumes that recipients are capable of making their own assessment, without reliance on this document, of the information and any potential investment and will conduct its own investigation.

Financial data

All dollar values are in Australian dollars ("A\$"). Investors should note that this Presentation contains pro forma financial information. The pro forma financial information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of AB1's views on its future financial condition and/ or performance.

The pro forma financial information has been prepared by AB1 and may not have been prepared in accordance with the measurement and recognition requirements or the disclosure requirements, of applicable accounting standards and other mandatory requirements in Australia.

Disclaimer



Future performance

This Presentation contains certain “forward looking statements” and opinions. Forward looking statements can generally be identified by the use of forward looking words such as, “expect”, “anticipate”, “likely”, “intend”, “should”, “could”, “may”, “predict”, “plan”, “propose”, “will”, “believe”, “forecast”, “estimate”, “target”, “outlook”, “guidance” and other similar expressions within the meaning of securities laws of applicable jurisdictions and include, but are not limited to, indications of, or guidance or outlook on, future earnings or financial position or performance of AB1, the outcome and effects of the Offer and the use of proceeds. The forward looking statements opinions and estimates contained in this Presentation are not guarantees or predictions of future performance and involve known and unknown risks and uncertainties and other factors, many of which are beyond the control of AB1, and may involve significant elements of subjective judgement and assumptions and contingencies as to future events which may or may not be correct which are subject to change without notice, as are statement about market and industry trends, which are based on interpretations of current market conditions. Those statements reflect views only as at the date of this Presentation. The actual results of AB1 and market may differ materially from anticipated results, performance of achievement expressed, projected or implied by these forward looking statements.

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There can be no assurance that actual outcomes will not differ materially from these forward-looking statements. A number of important factors could cause actual results or performance to differ materially from the forward looking statements, including the risk factors set out in this Presentation. Investors should consider the forward looking statements contained in this Presentation in light of those disclosures. The forward looking statements are based on information available to AB1 as at the date of this Presentation.

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Effect of rounding and currency

A number of figures, amounts, percentages, estimates, calculations of value and fractions in this Presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this Presentation.

Unless otherwise stated, all dollar values are in Australian dollars (A\$)

Investment risk

An investment in New Shares is subject to investment and other known and unknown risks, some of which are beyond the control of AB1 including possible loss of income and principal invested. AB1 does not guarantee any particular rate of return or the performance of AB1, nor does it guarantee the repayment of capital from AB1 or any particular tax treatment. In considering an investment in AB1 shares, investors should have regard to (amongst other things) the risks outlined below in this Presentation.

Disclaimer

To the maximum extent permitted by law, no representation or warranty and take no responsibility for, express or implied, is made as to the currency, accuracy, reliability or completeness of information statements, opinions, conclusions or representations contained in this Presentation and each of AB1, the Underwriter and their respective advisers, affiliates, related bodies corporate, directors, officers, partners, employees and agents excludes and disclaims all liability (however caused), including without limitation for negligence or for any expenses, losses, damages or costs incurred by you as a result of your participation in the Offer and the information in this Presentation being inaccurate or incomplete in any way for any reason, whether by negligence or otherwise. AB1, the Underwriter and their advisors make no recommendations as to whether investors or their related parties should participate in the Offer.

In particular, this presentation does not constitute, and shall not be relied upon, as a promise, representation, warranty or guarantee as to the past, present, or future performance of AB1.

Statements made in this Presentation are made only as at the date of this Presentation. The information in this Presentation remains subject to change without notice. AB1 reserves the right to withdraw the Offer or vary the timetable for the Offer without notice.

A number of figures, amounts, percentages, estimates, calculations of value and fractions in this Presentation are subject to the effect of rounding. Accordingly, the actual calculation of these figures may differ from the figures set out in this Presentation.

KEY RISKS

An investment in the Company is not risk free and prospective new investors should consider the risk factors described below, together with information contained elsewhere in this document and the publicly available information about the Company, before deciding whether to participate in the Offer. The below list of risk factors ought not to be taken as exhaustive of the risks faced by the Company or by investors in the Company. Other factors not specifically referred to may in the future materially affect the financial performance of the Company and the value of the securities offered under this Offer.

Therefore, the securities to be issued pursuant to this Offer carry no guarantee with respect to the payment of dividends, returns of capital or the market value of those securities. Potential investors should consider that an investment in the Company is speculative and should consult their professional advisers before deciding whether to participate in the Offer.

Disclaimer



Litigation risk

The Company is subject to litigation risks. All industries are subject to legal claims, with and without merit. Defence and settlement costs of legal claims can be substantial, even with respect to claims that have no merit. Due to the inherent uncertainty of the litigation process, the resolution of any particular legal proceeding to which the Company is or may become subject could have a material effect on its financial position, results of operations or the Company's activities.

On 23 December 2016, the Company announced that it received a statement of claim from Patersons Securities Limited ("Patersons") issued in the District Court of Western Australia. Patersons claims that it is entitled to the sum of \$390,000 plus interest and costs by reason of the Company's alleged breach of the mandate by AB1 of its mandate. The Company has denied liability and has rejected Patersons offer of settlement to avoid litigation. Notwithstanding the Company believes Patersons does not have a legal claim, AB1 may be subject to litigation costs for disputing the claim if settlement is not reached and the dispute remains unresolved damages determined by a court and legal fees on a party-party basis if settlement is not reached. Please refer to the ASX Announcement "Statement of Claim from Patersons" released on 23 December 2016 for more information.

Technology Changes

There is a risk that, as marketable technologies continue to develop, there may be certain development that supersede or render obsolete some of the existing products of the Company, which would negatively impact its profitability. There is also a risk that potential errors or faults in the Company's technology could adversely impact on its customers' ability to use its products.

Contracts

There is a risk that the Company may lose a key contract for example if it is unable to maintain its level of service or an inability to react to new developments in the industry.

Competition

The Company's performance may be affected by the level of competition in regions and industries in which it operates, which may result in the general price reduction, reduced markets and loss of market share. In addition, the Company's prospectus of growth may suggest as a result of industry competition.

Regulation

Adverse changes in Government policy, breaches of legislation or non-compliance with law could have a significant consequence for the Company, including penalties, fines and increased compliance cost. Management of Growth and Strategy

It is possible that personnel changes could impact on the business of the Company. For example, if the Company failed to retain or develop key employees, consultants or contractors, this would have a negative impact on the Company's operations as well as the Company's financial performance.

Table of Contents



INTRODUCTION	page
Investment Highlights	6
Introduction	7
Board and Management	8
MARKET OPPORTUNITY AND LANDSCAPE	
eBooks - significant market opportunity	10
Game-based learning explodes	11
COMPANY OVERVIEW	
Partnered with multi-nationals and renowned brands	13
Product Portfolio	14
e-books - early success	15
REVENUE MODEL	
Multiple scalable revenue streams	17
2016 estimated revenue breakdown and drivers	18
Quarterly unaudited revenue vs. major milestones	19
OPERATING METRICS AND FINANCIALS	
Mobile apps performance	21
Total app revenue	22
Mattel partnership update	23
STRATEGY & OUTLOOK	
Differentiated game strategy	25
Growth strategy	26
Opportunity to grow brand advertising on mobile	27
eBooks - next steps	28
M&A update	29
Summary & outlook	31
Investment summary	32
EQUITY OFFER	
Equity Offer Details	34
Timetable	35
Effect of the Offer	36

Overview of Investment Highlights



01

Expanding portfolio of globally recognised brands and critically acclaimed titles

02

Strong financial results and consistent operating metrics

03

Diversified product portfolio with mobile games and e-books published globally

04

Established distributional channels with global publishers including Apple App Store and Google Play

05

Positioned in a growing market with a significant opportunity to become a leading player in the mobile edutainment sector

06

Board & Management with a wealth of sector expertise and networks

Introduction

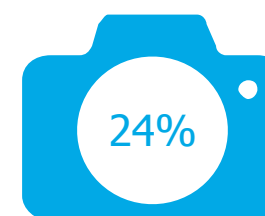


Leading global developer and publisher of mobile games and e-books, with one of the largest licensed brand portfolios in the industry. Headquartered in Hong Kong and employing over 140 full time staff throughout APAC and Europe, with leading development expertise and publishing experience.

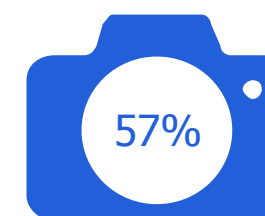
at 30 Jan 2017

ASX	AB1
52 Week Share Price	A\$0.058 - A\$0.27
Shares on Issue	217,020,708
Unlisted Options	2,366,025
Current Share Price	A\$0.058
Market Cap	A\$12.6m
Cash at bank	A\$1.5 million

Financial Snapshot – Q3 2016



Revenue
increase
on Q2 2016



Revenue
increase on Q3
2015



Unaudited
revenue for Q3
2016



Cash at
bank
31 Sept 2016

at 30 Jan 2017

Substantial Shareholders	Ordinary shares	%
Datahouse Investments Limited	16,909,089	7.79
Asyla Investments Limited	16,413,424	7.56
FingerFun (HK) Ltd. ²	14,785,714	6.81
Intel Capital Corporation	12,801,432	5.89
Startive Ventures, Inc.	10,928,964	5.04
Yong Hui Capital Holdings I and II, IDG-Accel China entities, and Chi Sing Ho	12,801,431	5.89

² Fingerfun (HK) Ltd. is a 100% subsidiary of Ourpalm Co Ltd.

Note: All of the above shareholders, except HSBC, are founding shareholders of AB1.

Key achievements in 2016

- Added subscription products to the revenue portfolio
- Signed further partnership agreement with Dreamworks Animation to produce book apps
- Acquisition of TicBits adding further skills, products and revenue generating opportunities

Goals in 2017

- Growth of subscription products and revenue
- Further organic growth mobile app portfolio and user base
- Additional growth through potential M&A opportunities

Board and management

**David Kim, Co-Founder & Chairman**

Co-Founder & CEO, Animoca, formerly CEO at Lycos (NASDAQ: LCOS), mail.com (NASDAQ: MAIL), Techpacific Venture Capital (HK: 8088), Partner at Softbank Capital, CFO at China.com (NASDAQ: CHINA), vice Chairman at Daum Corp (KRX: 035720), Chairman at Viztel (KLSE: 0050) and Director at Outblaze.

**Robby Yung, CEO & Director**

Robby is a serial technology and marketing entrepreneur. He was the co-founder and CFO of Redgate Media, sold to Inno-Tech Holdings. He also co-founded One Media Group and One Studio and was the former GM of Metromedia Asia (AMEX: MMG).

**Yat Siu, Co-Founder & Director**

Founder & CEO of Outblaze, who began his career at Atari. Outblaze's core business was sold to IBM in 2009. Yat is a Young Global Leader of the World Economic Forum and was awarded the Young Entrepreneur award at the Hong Kong Business Awards in 2009.

**Steven Hu, Independent Director**

Steven currently serves as Co-CEO of Ourpalm, Prior to joining Ourpalm, Mr Hu was a partner at VC firm Qiming Venture Partners, where he played an important role in the firm's investments in smartphone giant Xiaomi, advertising platform Domob, online dating service provider Jiayuan.com (NASDAQ: DATE), Zhihu.com and D.cn. Mr Hu was also a co-founder of KongZhong.net (NASDAQ: Kong), one of China's first mobile value added service providers. He holds a bachelor degree in information science from Peking University.

**David Brickler, Independent Director**

David was the ICT Manager at Baptcare, which he joined after being Senior Director of Applications for World Vision International. Prior to that, David served as Asia Pacific CIO for Mizuho Securities Asia Ltd., was an Executive Director of Ernst & Young in Hong Kong, and Global CIO for the Noble Group. David was the VP of Equity Technology at Goldman Sachs Japan and also served in various engineering positions at EDS Japan, Sundai, and Fujitsu Limited. David holds an EMBA MBA from Kellogg-HKUST and a BA from Princeton University.

**Nigel Finch, Independent Director**

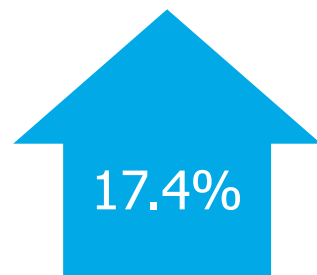
Dr Finch has wealth of small cap company expertise, having held or currently holding Directorships with leading small cap ASX listed companies. He is a Fellow of the CPA and a Chartered Accountant, and brings advanced financial modeling, analysis and fiscal planning expertise to this role. Furthermore, he was previously the Associate Dean, and Associate Professor of Accounting at the University of Sydney Business School.



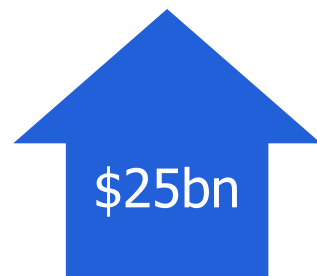
Market opportunity & landscape

e-books – significant market opportunity

Global e-book revenue is growing at a CAGR¹ of:



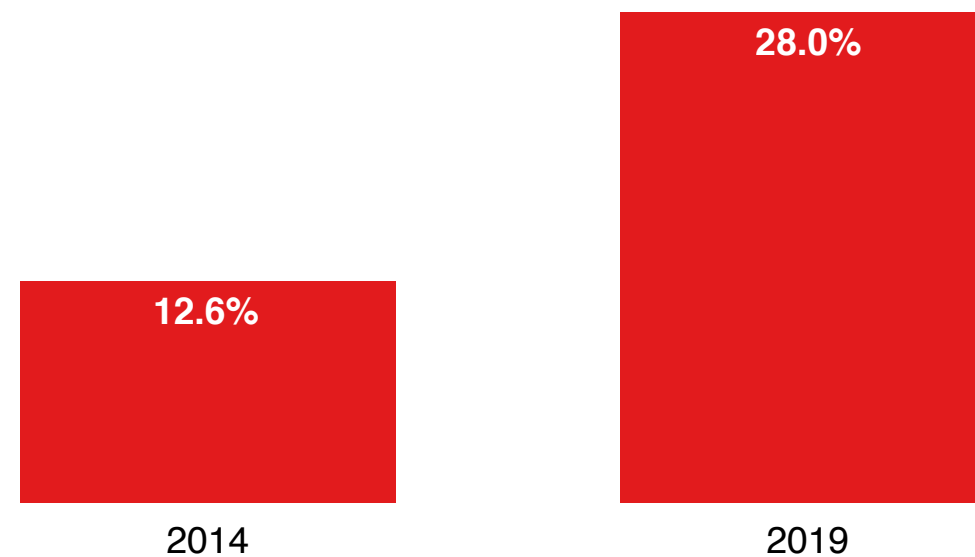
In 2018 total forecasted global consumer e-book revenue² expected to reach:



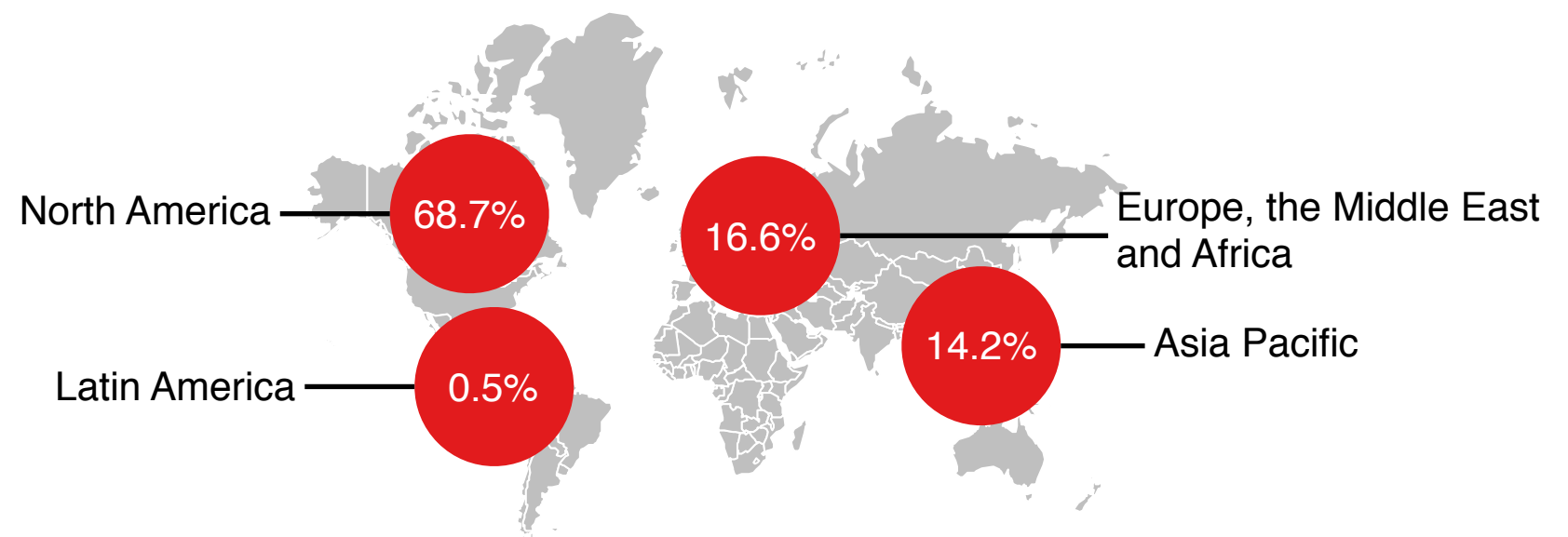
By 2018 total global educational e-book sector revenue² alone is forecasted to reach:



Forecast e-book Market Penetration in the Global Publishing Market 2014 – 2019¹



Share of global e-book revenues by end 2016³:



Game-based learning explodes

In 2015, investments in learning technology companies grew 268%



on 2014¹

Global revenues for game-based learning technologies will reach



in 2021²

Global revenues for simulation-based learning products will surge to



by 2021²

2016 Deals in Games-based Learning Sector³



Kids app maker acquired by Chinese consortium

Acquired for US\$1bn



Age of Learning, maker of ABC Mouse, online educational platform

US \$150m raised at US\$1b valuation



Toca Boca, kids mobile app maker acquired by SpinMaster

SpinMaster market cap of CAD\$850m



Kidaptive, developer of game-based learning apps

US\$20m raised



Company overview

Partnered with multinationals and renowned brands



Partnered with
Mattel

to launch mobile games and a portfolio of e-books based on leading brands including Thomas and Friends™, Ever After High™ and more



Partnered with
DreamWorks Animation

to launch a series of book apps based on leading brands including The Croods, Madagascar, Kung Fu Panda and more



Animoca Brands' product portfolio



Mobile game apps

470+



mobile games
available across the
Google Play and
Apple App Stores

Including...



Garfield
Chef



Ever After
High:
Charmed
Style



He-Man:
Tappers of
Greyskull



Groove
Planet



Doraemon
Gadget Rush



Thomas &
Friends™: Race On!

He-Man:
Downloaded over
half a million times
in September and
played over 8
million times.

E-Books

1st



e-book launched in
partnership with
Mattel and book app
with DreamWorks
Animation



Thomas & Friends: Read & Play

9 November 2016: launched
Thomas & Friends™ e-book in
partnership with Mattel

Over 60 e-books, videos and games
available for subscription of US\$4.99 a
month or US\$49.99 a year



Trolls: Poppy's Party

26 October 2016: launched premium
Trolls book app in partnership with
DreamWorks Animation, based on the
comedy animated film

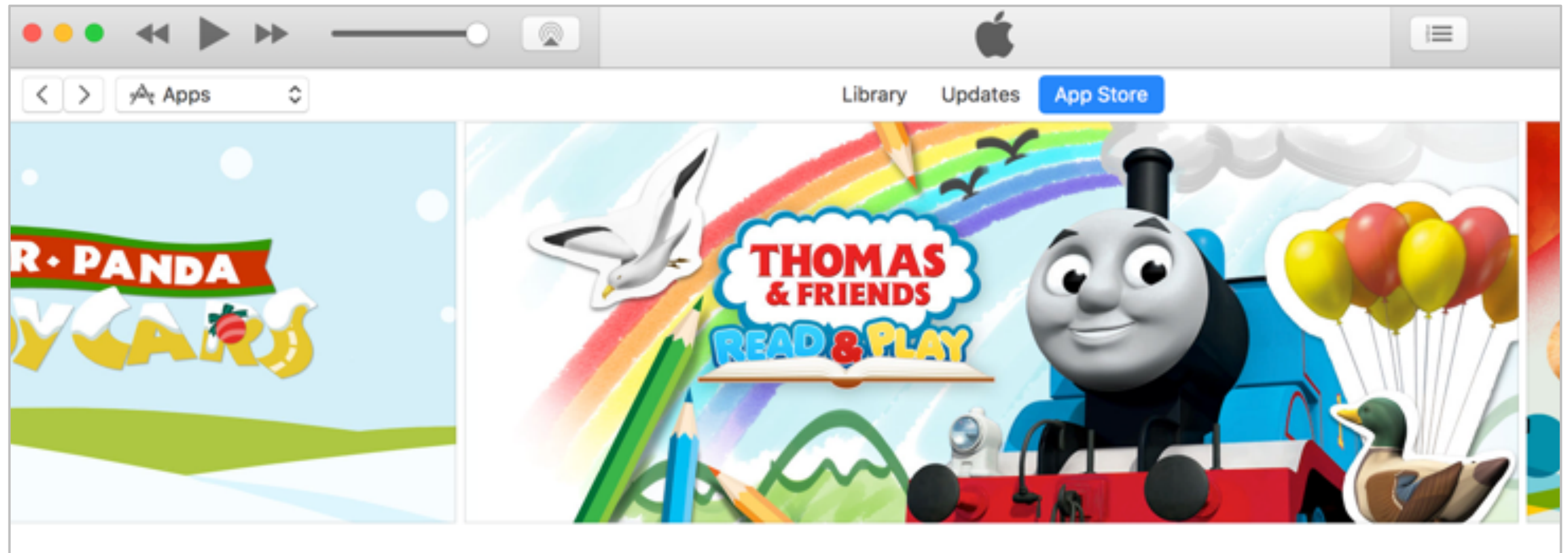
Available throughout Asia
and the Middle East and is
published in English,
Chinese and Korean

**#1 in
China**

Thomas & Friends™: Read & Play – early success



“12,000 subscribers in the first month since global launch.”



Prominently featured in iPad section of the App Store in 93 countries



Ranked 4th in the “Kids” category of the iPad App Store in the US



#1 app in the “Kids” category in the iPad App Stores of 54 countries



In the Top 100 in the “Kids” category in the iPad App Stores of 112 countries

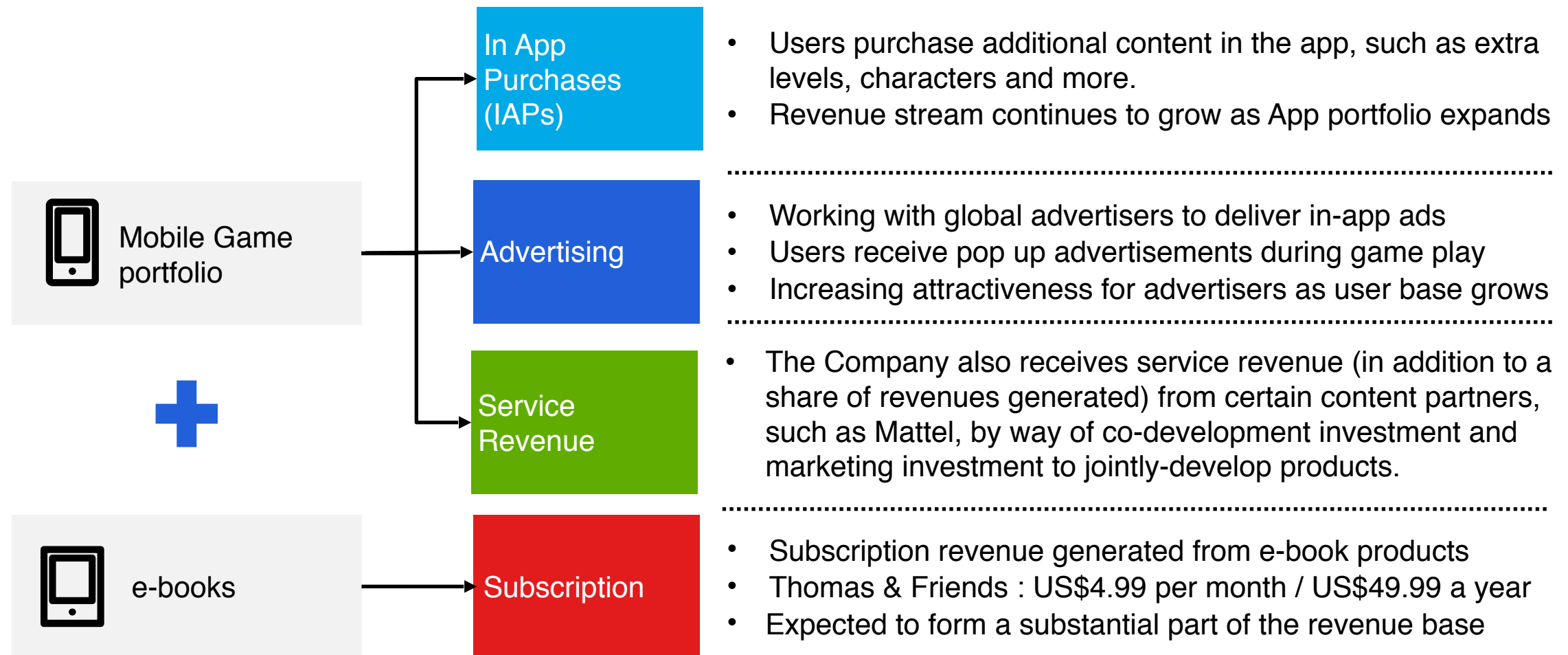


Revenue model

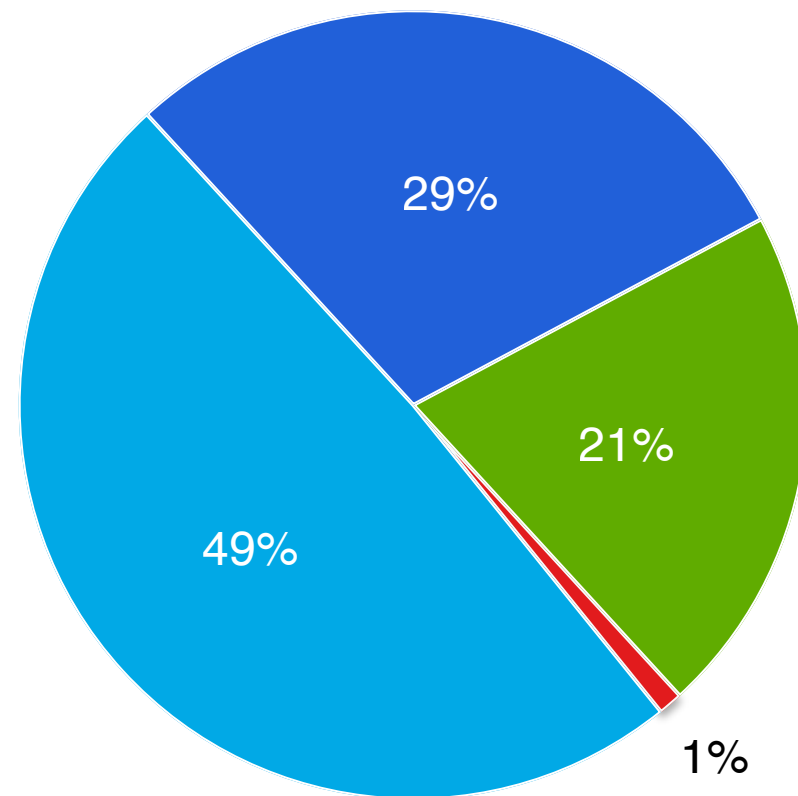
Multiple scalable revenue streams

Highly scalable commercial model with multiple revenue streams; each growing as the user base increases. User base now at 260 million.

Products are largely available on a freemium model (free to download) with additional content driving revenues



2016 estimated revenue breakdown and drivers



● IAPs ● Advertising ● Service Revenue ● e-books



Subscription revenue stream added in November 2016, following launch of e-books products

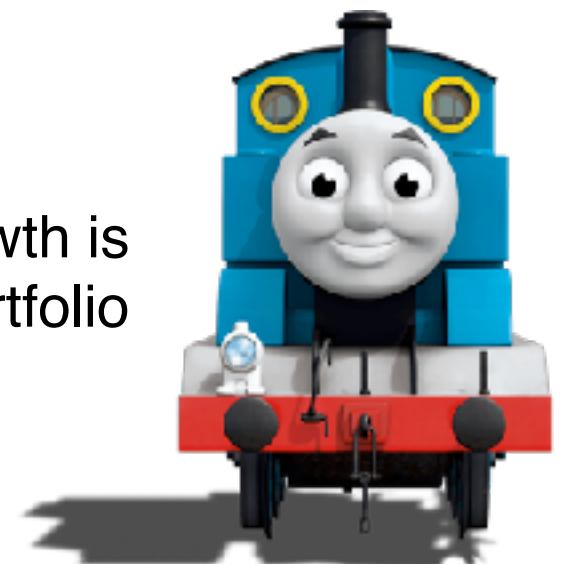


Expected to become a substantial part of the revenue base

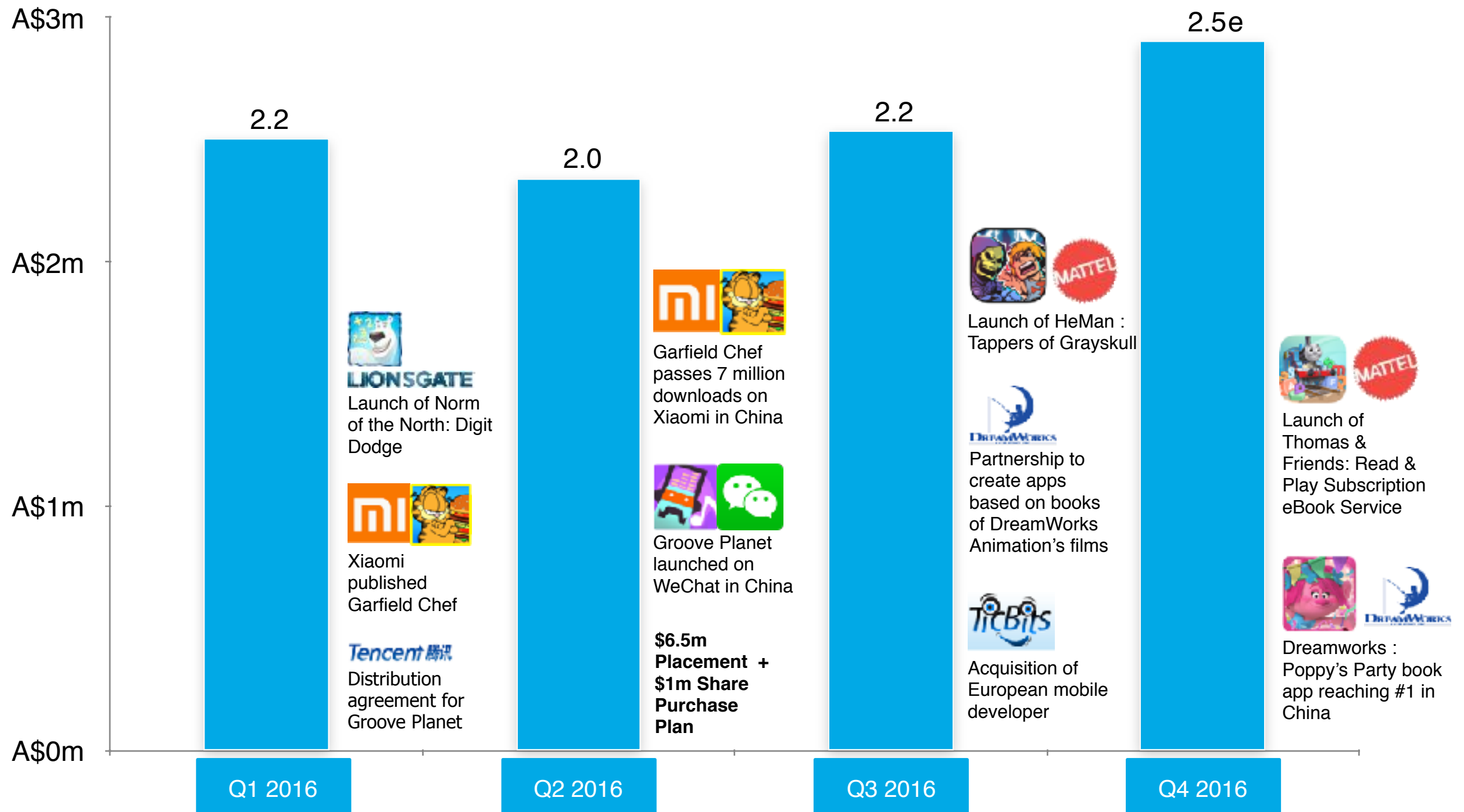


Promotion of e-books has begun with prominent featuring in the App Store and across Social channels

Revenue is ultimately driven by users and user growth is driven by increasing the number of products in the portfolio



Quarterly Unaudited Operating Revenue vs. Major Milestones





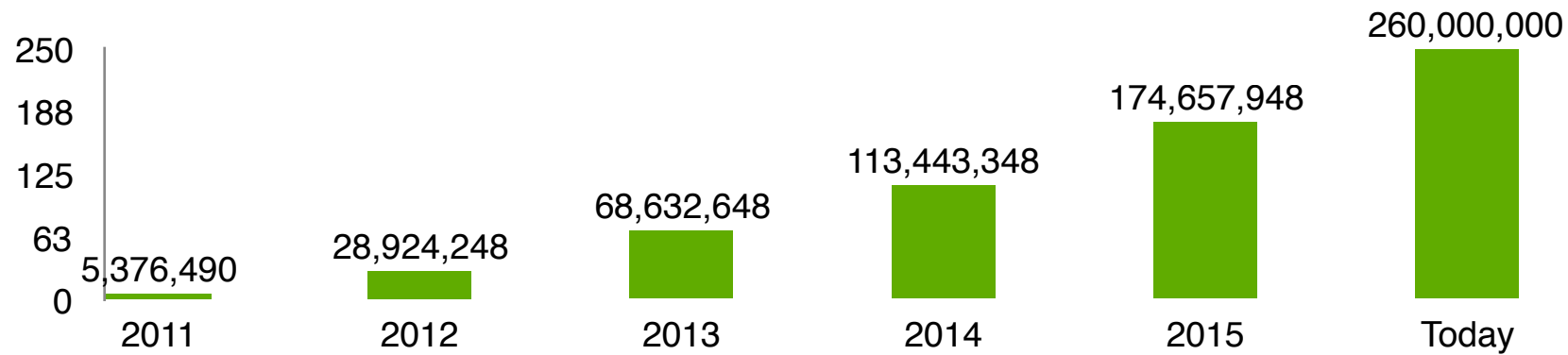
Operating metrics and financials

Mobile apps – strong performance continues



Animoca Brands' mobile applications (apps) performance

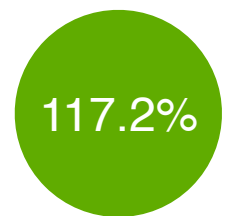
Total downloads (cumulative), millions



2016 vs. total period

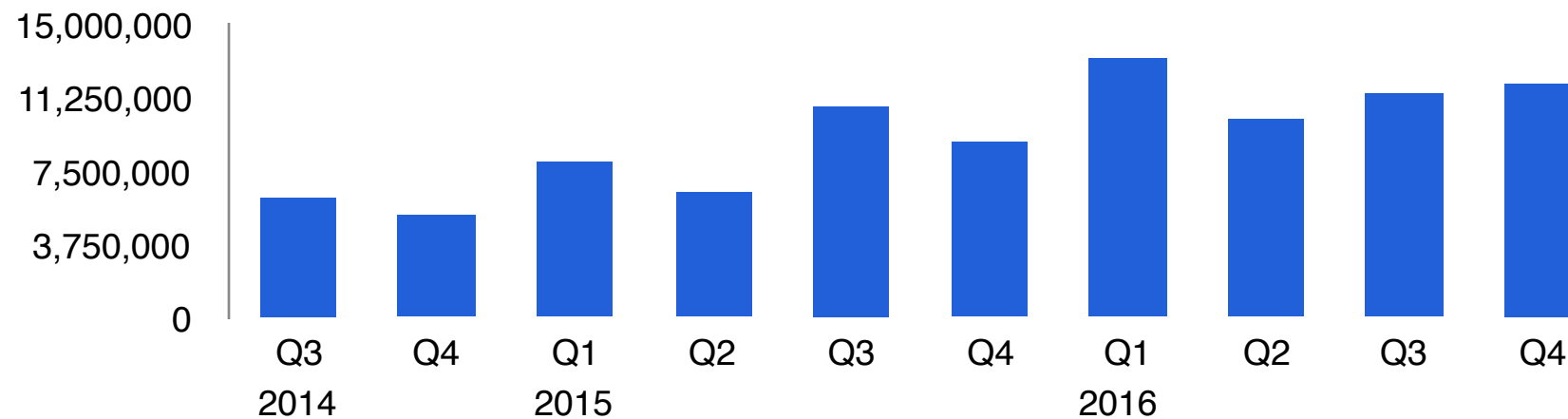


Total downloads



CAGR

Monthly active users, millions

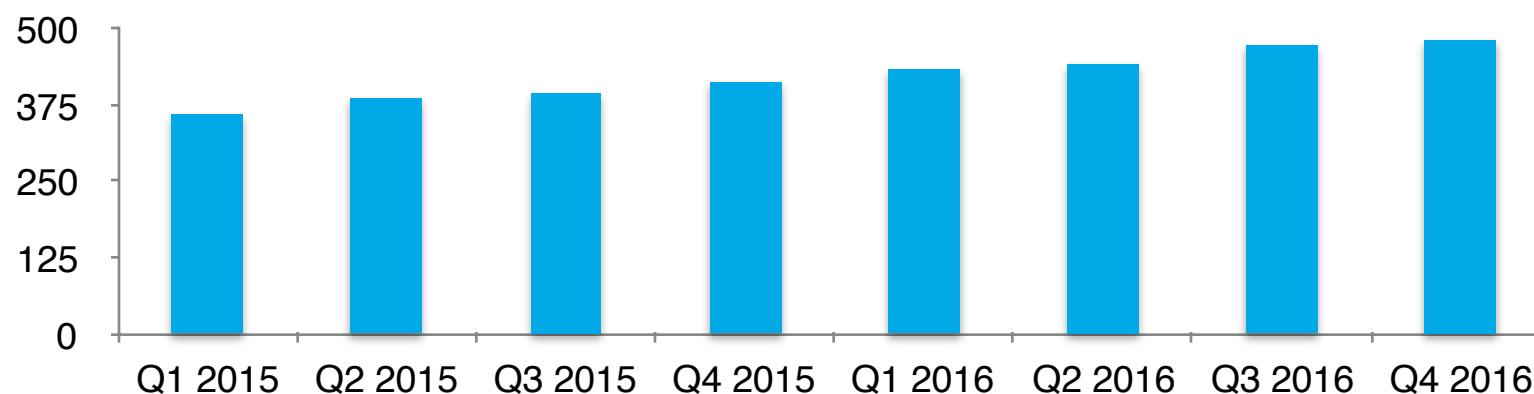


Monthly active Users

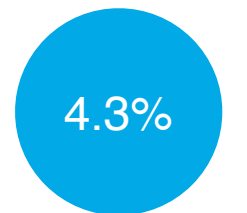


Average monthly growth

Total app releases (cumulative)

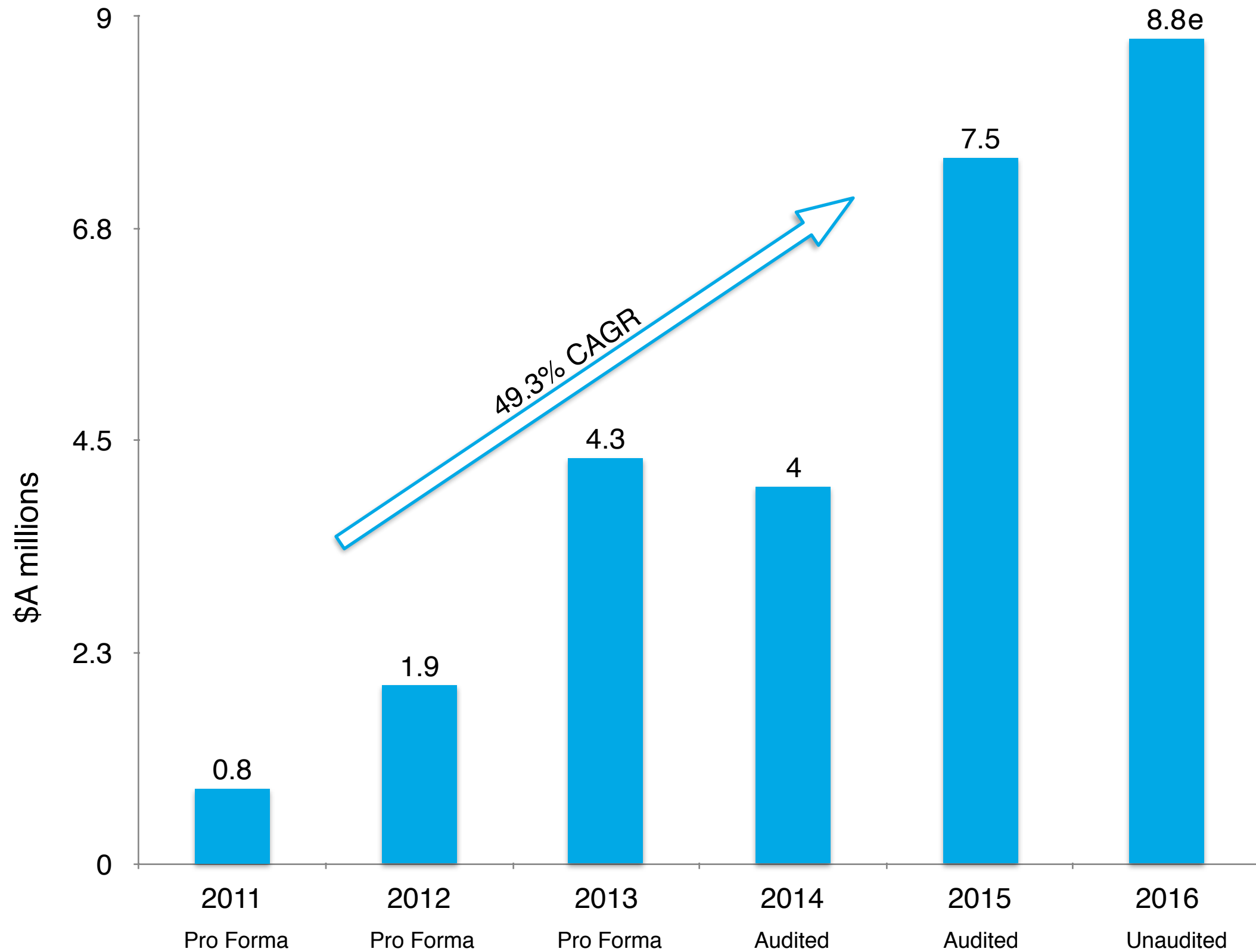


Average Mobile apps released each quarter



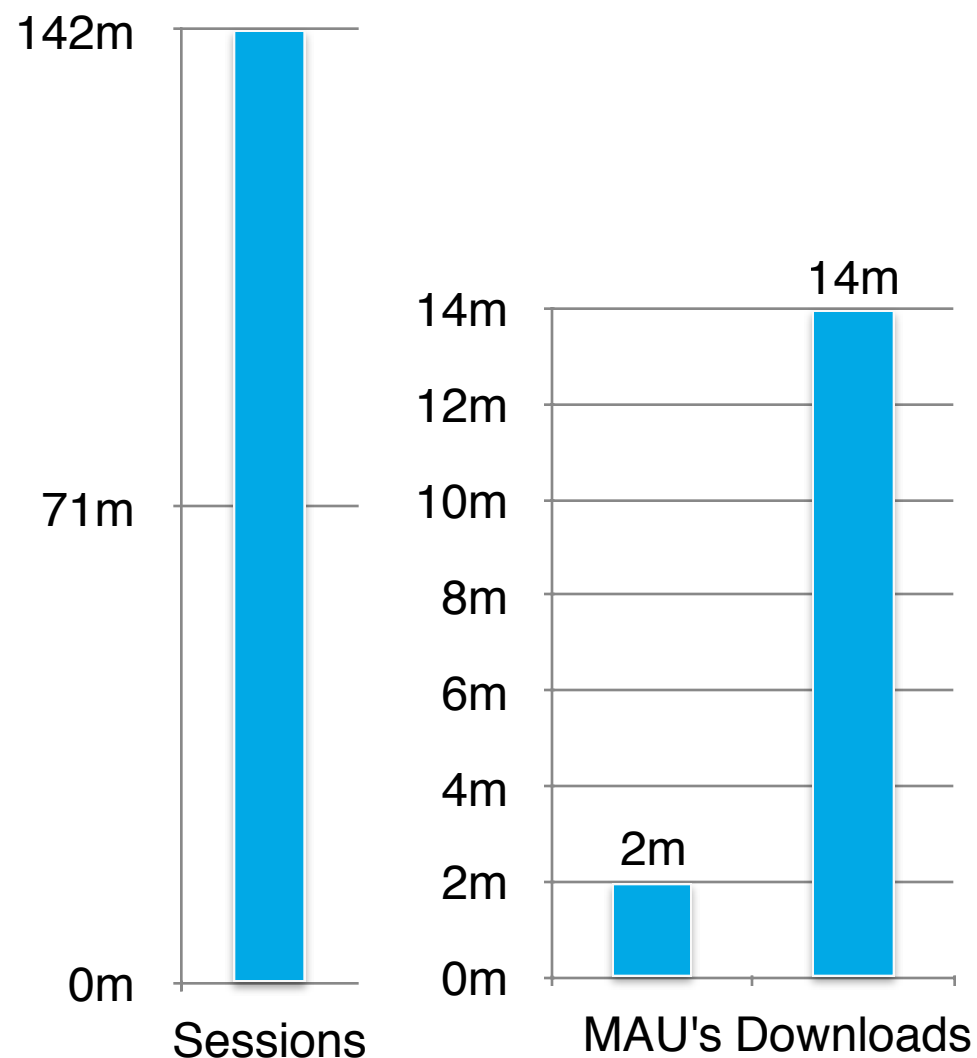
Average quarterly growth of app releases

Total App Revenue



Mattel Partnership Update

- **12** mobile games available across the Google Play and Apple App Stores
- **1** e-book subscription service with **89** books, activities, and videos available on both Android and iOS



He-Man: Downloaded over **700k** times since launch and played over **18m** times.



Thomas & Friends™: Race On!: Downloaded over 5.8m times since launch and played over 72m times.



Thomas & Friends™: Read & Play: **12,000** subscribers in the first month since global launch.





Strategy & outlook

Differentiated mobile game strategy

BUILD



Generate a high volume of games

LOW COST



Lower capital and labour costs compared to developing one hit game

EFFICIENT



Utilises existing game engines (templates)

CO-BRAND



Leverage household brand names, attracting large audiences

PARTNER



Partner with platforms to publish and distribute games

EARN



Proven long tail effect of games in the portfolio means that revenue continues to be generated from older games

SCALE



Leverage existing infrastructure, including distribution channels, marketing capabilities, quality assurance

Expand, Partner and Grow the Business

- Continue to expand product portfolio, and create more hit games leveraging existing game engines
- Launch further e-books in partnership with Mattel planned after Thomas & Friends
- Further book-apps currently in development through partnership with DreamWorks Animation
- Potential to develop further ebooks based on owned IP



- Explore partnerships with other existing license partners to develop e-books
- Continue to seek partnerships with leading global game companies to publish their games
- Continue to develop and distribute mobile game apps based on well known brands with partners
- Continue to partner with other platforms for distribution
- Further drive in-app purchases with new game launches leveraging well known-brands
- Enhance in-app advertising attractiveness as user base grows
- Subscription revenues to form a substantial part of the revenue model
- Grow subscription revenue with the launch and promotion of further e-books

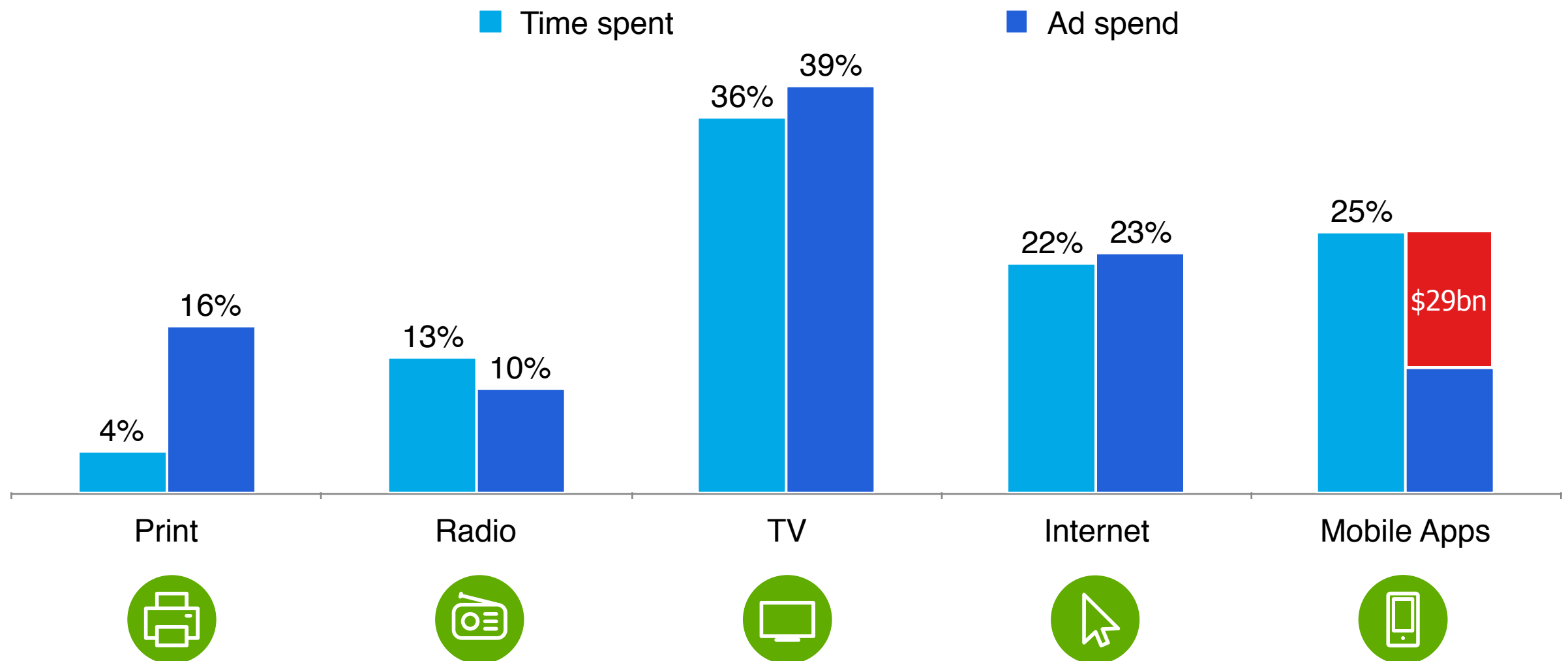
- M&A opportunities that bring a portfolio of apps, which through Animoca Brands' distribution can be maximized, increasing revenue
- Leverage existing infrastructure and distribution channels, including marketing, distribution network and quality assurance to grow quality game portfolios of smaller developers
- There are thousands of independent game development studios which either self-publish titles, or enter into licensing or co-development agreements with publishers.



Brand Advertising Poised to Explode on Mobile

The majority of ad clients on mobile come are other mobile apps rather than traditional offline brand advertisers. Silicon Valley analyst Mary Meeker, in her annual Internet Trends report, has charted the disconnect between the time spent on mobile versus ad dollars spent, which we feel points to a huge opportunity.

% of time spend v advertising spend in 2015 (US)



Mobile ad spend to top \$100 billion worldwide in 2016

e-books – next steps

Substantial progress made towards establishing a solid portfolio of e-books and establishing a strong position in the edutainment market

1



Partner with leading brands to co develop e-books and content

- May 2015 – Partnered with Mattel
- July 2016 – Partnered with DreamWorks Animation



Complete

2



Grow the e-book product portfolio across the well-known brands portfolio

- Launched first e-book with Mattel: *Thomas & Friends™: Read & Play*
- Launched first book app with DreamWorks Animation: *Trolls: Poppy's Party*
- Further products in development



In progress

3



Co-promote e-books with leading brand partner to drive market awareness and downloads

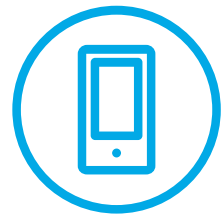
- Leverage social media channels of partners and their brands
- Online and offline advertising
- Mobile app campaigns



In progress

M&A update (1/2)

In July 2016 the Company acquired Finnish mobile gaming developer TicBits, adding a European operational base in Finland – home to some of the biggest mobile game companies including Supercell, acquired for US\$8.6bn by Tencent, and Rovio, maker of Angry Birds.



750k daily active users



13 new games and brands



9 development staff

Opportunities for growth and revenue generation

TicBits Revenue of
A\$1.5m
in FY15



TicBits Net profit of
+A\$0.72m
in FY15

Additional cash, TicBits had A\$1.8m, accumulated from profits



M&A update (2/2)



Animoca Brands has now incorporated TicBits' games into its existing infrastructure providing the resources (such as quality assurance, distribution channels and marketing capabilities) to leverage and enhance performance of existing portfolio.



New versions of existing titles have been released (Crazy Kings and iAssociate)



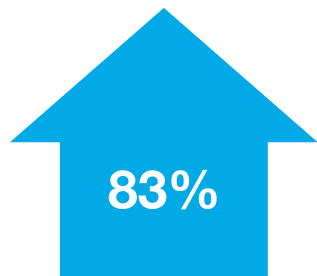
ARPDau has increased dramatically with the new version in Nov. : Crazy Kings is up **252%**



65%

increase in downloads since acquisition

Crazy Kings featured **42x** in **139** countries by **Apple App Store** since acquisition



Animoca Brands' team have renewed advertising agreement for 2017 – increasing ad rates by **83%**

Revenues of TicBits **continue** growing - up **6.8%** in FY 2016



Profitability continues since acquisition ~A\$212k EBIT in 2H 2016

Animoca Brands has been able to leverage its partnerships with leading distribution platforms and its internal expertise and skills to bring additional promotion and scale to TicBits game portfolio, ultimately driving revenue and making TicBits more profitable.

Key Strategic Targets for 2017

- Increase number of app titles through:
 - rapid development
 - leveraging existing game engines
 - acquisition
- Increase advertising revenue yield as advertisers move their spending to follow consumer behaviour
- Extend portfolio of branded apps through further brand licensing partnerships
- Extend product line to include new technologies including:
 - wearables (Apple Watch)
 - virtual reality (VR)
 - gamified learning products

Strong Near-term News Flow Pipeline

- Additional licensing agreements of leading brands and games to be announced
- Further e-books to be launched
- New products that diversify the existing offering to be launched
- Subscription revenue performance

Investment summary



01

Expanding portfolio of globally recognised brands and critically acclaimed titles

02

Strong financial results and consistent operating metrics

03

Diversified product portfolio with mobile games and e-books published globally

04

Established distributional channels with global publishers including Apple App Store and Google Play

05

Positioned in a growing market with a significant opportunity to become a leading player in the edutainment sector

06

Board & Management with a wealth of sector expertise and networks

Garfield

Chef



Equity Offer

Equity Offer Details



Sources	\$m
Existing cash	1.5
Equity raising	5.2
Total sources	6.7

Uses	\$m
Acquisition of IP	0.5
Game Engine Development	1.0
Research & Co-Development	2.5
Working Capital	2.4
Transaction Costs	0.3
Total Uses	6.7

Equity Offer Details	
Offer size and structure	<ul style="list-style-type: none"> \$5.2m underwritten 4-for-5 pro-rata accelerated non-renounceable entitlement offer ("Entitlement Offer")
Offer price	<ul style="list-style-type: none"> Fixed price of \$0.030 per New Share for the Entitlement Offer 33.3% discount to TERP
Institutional offer and bookbuild	<ul style="list-style-type: none"> Eligible institutional shareholders can take-up their entitlements on Wednesday, 1 February 2017 Entitlements belonging to ineligible institutional shareholders or those institutional shareholders who elect not to take up their entitlement will be offered for sale in a bookbuild on Thursday, 2 February 2017
Record date	<ul style="list-style-type: none"> 7pm (AEDT), 3 February 2017
Underwriting	<ul style="list-style-type: none"> The Entitlement Offer is fully underwritten by Baillieu Holst
Ranking of new shares	<ul style="list-style-type: none"> New Shares issued will rank equally with existing Animoca Brands Corporation shares in all respects
Retail Top Up Offer	<ul style="list-style-type: none"> Under the Entitlement Offer all eligible shareholders are entitled to subscribe for up to their 4-for-5 entitlement In addition, eligible retail shareholders may apply for Additional New Shares in excess of their entitlement through the Top Up offer, with such over-subscription to be satisfied out of any shortfall shares, subject to Board discretion and potential scaleback
Director participation	<ul style="list-style-type: none"> Some of Animoca Brands Corporation's directors intend to take-up some or all of their Entitlements
<p>1. The TERP is a theoretical price at which AB1 shares will trade immediately after the ex-date of the Entitlement Offer assuming 100% take-up of the Entitlement Offer. The TERP is a theoretical calculation only and the actual price at which AB1 shares after the ex-date for the Entitlement Offer will depend on many factors and may not be equal to the TERP. TERP is calculated by reference to AB1's closing price of \$0.057 per share on 31 January 2017</p>	

Indicative Timetable



Event	Date
Announcement of Equity Raising	1 February 2017
Institutional Entitlement Offer opens	1 February 2017
Institutional Entitlement Offer bookbuild	1 February 2017
AB1 shares recommence trading	3 February 2017
Entitlement Offer Record Date (7pm AEDT time)	3 February 2017
Settlement of New Shares issued under Institutional Entitlement Offer	8 February 2017
Retail Offer Document and Application and Entitlement Forms Dispatch to Eligible Retail Shareholders	8 February 2017
Retail Entitlement Offer opens	8 February 2017
Allotment and commencement of trading of New Shares issued under the Institutional Entitlement Offer	9 February 2017
Retail Entitlement Offer closes (5pm AEDT time)	24 February 2017
Settlement of New Shares under the Retail Entitlement Offer	27 February 2017
Allotment and issue of New Shares under the Retail Entitlement Offer	28 February 2017
Quotation and commencement of trading of New Shares issued under the Retail Entitlement Offer	1 March 2017

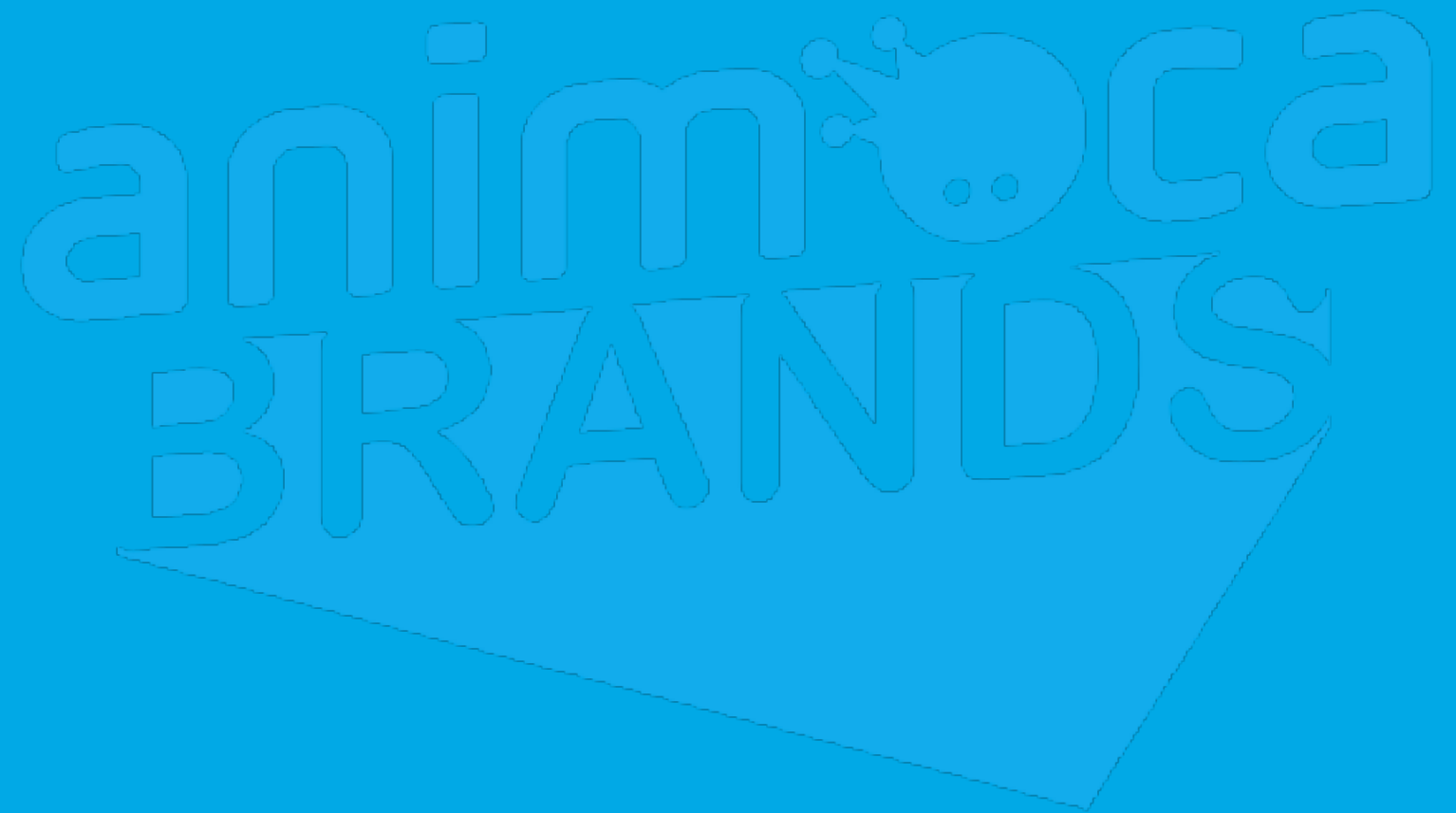
**Dates and times are indicative only and subject to change. All times refer to Australian Eastern Daylight Savings Time (AEDT).*

Animoca Brands Corporation, in consultation with Baillieu Holst Ltd ("Underwriter"), reserves the right to vary these dates without prior notice subject to the Corporations Act, ASX Listing Rules and other applicable laws, including extending the Retail Entitlement Offer or accepting late Applications, either generally or in particular cases, without notice. Any extension of the Retail Entitlement Offer will have a consequential effect on the issue date of the New Shares. Commencement of quotation of New Shares is subject to approval by ASX.

Effect of the Offer



	Unaudited as at 31 December 2016	Capital Raising	Pro Forma as at 31 December 2016
INTANGIBLE ASSETS			
Goodwill	1.72		1.72
TOTAL INTANGIBLE ASSETS	1.72		1.72
ASSETS			
Cash and cash equivalents	1.53	5.20	6.73
Trade receivables	2.33		2.33
Financial assets	0.43		0.43
Related Party Receivables	0.46		0.46
Prepayments and other receivables	0.22		0.22
TOTAL CURRENT ASSETS	4.97	5.20	10.17
NON CURRENT ASSETS			
Property, plant & equipment (NBV)	0.14		0.14
TOTAL NON CURRENT ASSETS	0.14		0.14
TOTAL ASSETS	6.84	5.20	12.04
LIABILITIES			
Trade payables	1.71		1.71
Accrued and other payables	0.21		0.21
Short-term provision	0.04		0.04
Deferred revenue	0.24		0.24
Related Party Payable	0.17		0.17
TOTAL LIABILITIES	2.37		2.37
NET ASSETS/(LIABILITIES)	4.46	5.20	9.66
EQUITY			
Contributed equity	25.69	5.20	30.89
Reserves	0.08		0.08
Opening retained earnings	(14.55)		(14.55)
Current year net profit/(loss)	(6.75)		(6.75)
TOTAL EQUITY	4.46	5.20	9.66



Animoca Brands

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Thank you