

Form 604Corporations Act 2001
Section 671B**Notice of change of interests of substantial holder****To** Company Name/Scheme: Animoca Brands Corporation Limited

ACN/ARSN: 29 122 921 813

1. Details of substantial holder (1)

Name: Datahouse Investments Limited

ACN/ARSN (if applicable): N/A

There was a change in the interests of the substantial holder on:

09 February 2017

The previous notice was given to the company on

09 December 2015

The previous notice was dated

09 December 2015

2. Previous and present voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Number of securities		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
Ordinary shares	14,013,116	8.37% (based on 167,520,708 ordinary shares)	30,438,361	9.37% (based on 324,898,359 ordinary shares)

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
27 October 2016	Datahouse Investments Limited	Increase in the percentage of substantial holding due to conversion of performance shares in ordinary shares	Nil	Ordinary shares; 2,896,874 shares	7.79% (based on 217,020,708 ordinary shares)
09 Feb 2017	Datahouse Investments Limited	Increase in the percentage of substantial holding due to new issuance of shares and allocation following an institutional entitlement offer	AUD 405,818.16	Ordinary shares; 13,527,272 shares	9.37% (based on 324,898,359 ordinary shares)

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Dennis Kim	Datahouse Investments Limited	Datahouse Investments Limited	The holder is the shareholder of the registered holder of securities	18,909,089	5.20% (based on 324,898,359 ordinary shares)
Dennis Kim	Outblaze Asia Investments Limited	Outblaze Asia Investments Limited	Registered holder of ordinary shares is Outblaze Asia Investments Limited which holds shares as bare trustee/nominee on behalf of Datahouse Investments Limited. Mr Kim is the ultimate beneficial owner of Datahouse Investments Limited	Ordinary shares; 13,527,272 shares	4.16% (based on 324,898,359 ordinary shares)

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (3) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	N/A

6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Datasease Investments Limited	Unit 411-416, Cyberport 1, 100 Cyberport road, Pokfulam, Hong Kong

Signature

print name

Dennis Kim

capacity *Share holder*

sign here

[Signature]

date *17/02/17*

DIRECTIONS

(1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustees of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.

(2) See the definition of 'associate' in section 8 of the Corporations Act 2001.

(3) See the definition of 'relevant interest' in sections 808 and 671B(7) of the Corporations Act 2001.

(4) The voting shares of a company constitute one class unless divided into separate classes.

(5) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.

(6) Include details of:

(a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and

(b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of 'relevant agreement' in section 8 of the Corporations Act 2001.

(7) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or the associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

(8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write 'unknown'.

(9) Give details, if appropriate, of the present association and any change in that association since the last substantial holding notice.

GUIDE

This guide does not form part of the prescribed form and is included by ASIC to assist you in completing and lodging form 604.

Signature

This form must be signed by either a director or a secretary of the substantial holder.

Lodging period

Nil

Lodging Fee

Nil

Other forms to be completed

Nil

Additional information

(a) If additional space is required to complete a question, the information may be included on a separate piece of paper annexed to the form.

(b) This notice must be given to a listed company, or the responsible entity of a listed managed investment scheme. A copy of this notice must also be given to each relevant securities exchange.

(c) The person must give a copy of this notice:

(i) within 2 business days after they become aware of the information; or
(ii) by 9.30am on the next trading day of the relevant securities exchange after they become aware of the information if:

- (A) a takeover bid is made for voting shares in the company or voting interests in the scheme; and
- (B) the person becomes aware of the information during the bid period.

Annexures

- 1 To make any annexure conform to the regulations, you must
- 2 use A4 size paper of white or light pastel colour with a margin of at least 10mm on all sides
- 3 show the corporation name and A.C.N. or A.R.B.N.
- 4 number the pages consecutively
- 5 print or type in BLOCK letters in dark blue or black ink so that the document is clearly legible when photocopied
- 6 identify the annexure with a mark such as A, B, C, etc
- 7 endorse the annexure with the words:
This is annexure (mark of number) pages referred to in form (form number and title)
sign and date the annexure. The annexure must be signed by the same person(s) who signed the form.