

ASX Release

4 June 2015

ASX Code: AB1

ABN: 29 122 921 813

Quoted Ordinary Shares: 43.3 Mil

Ordinary Shares Escrowed
until 23 Dec 15: 60.9 Mil

Ordinary Shares Escrowed
until 23 Jan 17: 14 Mil

Options: 2.36 Mil exercisable
at \$0.20, expiring 23 Jan 18

Registered Office: Level 1,
169 Fullarton Road
Dulwich SA 5065

T: +61 8 8133 5000

F: +61 8 8431 3502

W: www.animocabrands.com

E: ir@animocabrands.com



ANIMOCA BRANDS CORPORATION LTD
ABN 29 122 921 813

Animoca Brands titles to feature the Google Play Store's new Designed for Families Section

Highlights

- 15 games by Animoca Brands to feature as part of Google's new 'Designed for Families' section of the Google Play store
- 81% of smartphone shipments globally in 2014 were Android OS making the Google Play store the leading app store for smartphones
- Family friendly gaming is a significant market for Animoca Brands; parents with children 12 years and younger make up a third of all users in the Google Play store
- The Company continues on its path of increasing the reach of its games by expanding its distribution

Hong Kong – June 4, 2015 – Animoca Brands (ASX: AB1 or the "Company") today announced that at least 15 of its mobile games will feature as part of Google's new 'Designed for Families' section of the Google Play store.

Google announced Designed for Families at the annual Google I/O conference (28 – 29 May 2015). The initiative is aimed at helping parents source relevant games and content for their children by expanding the visibility of family friendly content on Google Play.

Visitors to the Google Play home page will see a "family star" button that will take them directly to the section of the store containing applications and games deemed child appropriate by Google and participating apps and games will receive this additional visibility on top of their existing categories, rankings, and reviews elsewhere on the Google Play store.

The Designed for Families section will also allow parents and children to search for content based on familiar brands and characters through Character Pages, providing another way to reach a highly relevant and targeted audience. Parents with children of 12 years and younger make up a third of all users in the Google Play store.

There will initially be 15 games by Animoca Brands in the Designed for Families section of the Google Play store, including games based on Garfield, Astro Boy, and Doraemon; also included are *Maths War*, *Math Run*, and *Robo5*. Additional games by Animoca Brands are expected to be added in the near future.

This announcement follows the recent successes of several of Animoca Brands' family titles, including its Garfield series, which has received over 40 million downloads to date.

Animoca Brands CEO Robby Yung commented: "This demonstrates Animoca Brands' trajectory as a mobile game publisher of choice for family oriented titles.

"The inclusion of our games in the new family friendly section of the Google Play store indicates our products have good recognition among this audience. We are well positioned to gain further expansion in the family gaming sector as we continue to publish games of this nature."

About Animoca Brands:

Animoca Brands Corporation Ltd. (ASX: AB1) publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Ultraman, and Doraemon. The company's games have been downloaded over 130 million times. Animoca Brands is based in Hong Kong. For more information please visit www.animocabrands.com.

For ongoing updates, follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google+](#)