

# ASX Release

**27 August 2015**

ASX Code: **AB1**

ABN: 29 122 921 813

Quoted Ordinary Shares: 59 Mil

Ordinary Shares Escrowed  
until 23 Dec 15: 61 Mil

Ordinary Shares Escrowed  
until 23 Jan 17: 14 Mil

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

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**ANIMOCA BRANDS CORPORATION LTD**

**ABN 29 122 921 813**

## **Strong Revenue Growth Driven by Ongoing User Growth**

### **Highlights**

- 1H 2015 revenues of \$3.1 million driven by strong user growth and contributions from advertising revenues
- Net loss before interest and tax totalled \$0.2 million in 1H 2015, after investments in the development and promotion of the Company's current and future game portfolio
- Strategically positioned to further penetrate the rapidly growing Chinese gaming market and increase market share

### **Summary of Results for half-year period ended 30 June 2015**

|  | 1H 2015   | 1H 2014 <sup>1</sup> | Y-o-y growth |
|--|-----------|----------------------|--------------|
| Revenue (AU\$)   | 3,098,927 | -                    | N/A          |
| Loss before interest, tax and after extraordinary item <sup>2</sup> (AU\$) | (187,417) | -                    | N/A          |
| New installations (millions, cumulative)                                   | 141.0     | -                    | N/A          |
| Average monthly active users (thousands)                                   | 7,179     | -                    | N/A          |

*Note:*

<sup>1</sup> No prior year comparatives were available as the Company did not trade during the period 1 January 2014 to 30 June 2014

<sup>2</sup> Extraordinary item relates to fair value movement of the Company's Performance Share liability

**Hong Kong – 27 August 2015** – Animoca Brands (ASX:AB1 or the 'Company') delivered record revenues of \$3.1 million in 1H 2015. The key drivers for the revenue growth during the six months ended 30 June 2015 were ongoing user growth and advertising revenues over the period:

- As of the end of June 2015, the Company achieved 141.0 million cumulative downloads, up 52.3% on 1H 2014 (92.6 million)
- Average monthly active users increased from 6.7 million in 1H 2014 to 7.2 million in 1H 2015, an increase of 7.9% year-on-year

- In 1H 2015, nearly 27.0% of revenues were from advertising channels
- The highly successful *Doraemon Gadget Rush* game, which topped charts on the App Store and Google Play platform upon launch in February 2015 was a strong influence on the Company's advertising revenue and new installation growth.

In 1H 2015 the Company recorded an EBIT before extraordinary item of (\$2.1) million:

- Investment in app marketing to fuel user growth
- Similar headcounts at end of 1H 2015 compared to end of 1H 2014
- Commissions for the provision of marketing services and fees for the provision of office-related services, paid to affiliate companies during 1H 2015 totalled \$0.3 million

## Outlook

The Company expects the strong business momentum to continue into 2H 2015 following the partnership and \$3.1 million investment from strategic investor Ourpalm Co. Ltd ('Ourpalm'), which closed in August 2015. The agreement with Ourpalm is expected to drive the Company's market penetration in China and fuel expansion into global markets through Ourpalm's leading market position. During 1H 2015 of Animoca Brands' existing games were selected to appear in the newly launched Google Play store category 'Designed for Families.' The Company expects this to contribute to the continued user growth and downloads in 2H 2015.

## Robby Yung, CEO, Animoca Brands Limited commented:

*"We are extremely pleased with the strong performance for the half-year. It is encouraging that our games and licensed IP brands are growing in popularity, which is reflected in the increase experienced across our game portfolio."*

*"The strategic investment into the business by Ourpalm and the addition of Steven Hu to the board provide us with a solid base for rapid expansion in 2H 2015 as we look to increase our game portfolio and distribution channels in order to gain an increased share of the mobile gaming market."*

– ENDS –

## 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 140 million times. Animoca Brands is based in Hong Kong. For more information visit [www.animocabrands.com](http://www.animocabrands.com).

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