

# ASX Release

**23 September 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**

## **Animoca Brands Signs Distribution Agreement with Tencent, leading Chinese Entertainment Company**

### **Highlights**

- Exclusive distribution agreement with Tencent to publish its Armies of Dragons game across the WeChat platform in Hong Kong, Indonesia, Malaysia, Singapore and Thailand
- Commercial revenue share agreement for funds generated from the title's in-game purchase options
- WeChat has over 600 million monthly active users and is Asia's leading social messenger platform
- Adds to Animoca Brands distribution channels and expected to increase active users upon launch of the game in November 2015
- Agreement further progresses the Company's strategy to expand its distribution channels and drive user acquisition and in-app purchases

**Hong Kong - 23 September 2015** – Animoca Brands Corporation Limited (ASX: AB1 or the "Company") today announces it has entered into an exclusive agreement with China's leading digital entertainment and technology company Tencent to distribute one of the Company's mobile games across the WeChat platform in five countries.

As part of the agreement, the title Armies Of Dragons will be distributed on WeChat in Hong Kong, Indonesia, Malaysia, Singapore and Thailand. The title will be distributed on the platform for a period of one year, on a revenue share agreement for funds generated from the title's in-game purchase options. Armies of Dragons will be available for download on WeChat in November 2015.

WeChat is China's most popular messaging service, with a footprint that extends well beyond the country's borders: the platform has amassed well over a billion downloads and reached 600 million monthly active users at the end of the second quarter of 2015 (source: Tencent Q2 2015 financial earnings report). WeChat is expanding at a rapid pace, having added over 50 million accounts just in the second quarter of 2015.

The agreement with Animoca Brands feeds into an ongoing push from WeChat to diversify its offering and expand into new verticals, including gaming. The deal includes the right of first negotiation to exclusively publish and distribute sequel titles or games substantially similar to *Armies of Dragon*, which opens up further opportunities for the Company to publish additional games on WeChat in the future.

According to the Global Mobile Games Confederation (GMGC), messenger applications play a key role in distributing games in Asia. Games offered via messenger platforms dominate the region's top grossing mobile game rankings.

Asia Pacific is considered the world's largest market for the mobile game industry. In 2014, the region's 760 million mobile gamers generated US\$ 13.6 billion in revenue, accounting for 55 per cent of the global mobile gaming market (source: GMGC's [2015 Global Mobile Game Industry Whitebook](#)).

*Armies Of Dragons* is a medieval-themed Tower Defence strategy game originally released in August 2014. The game received a good level of interest, garnering over 750,000 downloads.

### **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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