



ASX Announcement

Animoca Brands and Mattel launch “Thomas & Friends™: Race On!” mobile game

All aboard official app for the iconic children’s character

Hong Kong – 18 December 2015: Animoca Brands (ASX: AB1) and Mattel Inc. (Nasdaq: MAT) announce the launch of ***Thomas & Friends™: Race On!***, the new children’s mobile game featuring Thomas the Tank Engine™ and other characters from *Thomas & Friends™*, the globally popular preschool franchise that celebrated its 70th anniversary this year.

Thomas & Friends: Race On! is now available for iPhone®, iPad® and iPod touch® on the App Store™, and for Android™ devices on Google Play™. The app is free to download and play, with optional unlockable content available for purchase.

Thomas & Friends: Race On! is suitable for all ages, and allows children to play as Thomas, the iconic number 1 blue engine, or as various of his engine friends. The game will delight children as they see the bright and cheerful train engines racing each other on the long railways of the island of Sodor. Kids join the fun by setting up the races, choosing and customising the locomotives, and tapping the screen to make the engines race faster.

The game can also be played with a friend on the same device by using the side-by-side 2-player mode to help encourage interaction with other children.

Thomas & Friends: Race On! is the second product resulting from the relationship between Animoca Brands and Mattel; the first game produced in this partnership was *Ever After High™ Tea Party Dash*, launched in October 2015.

Download links and trailer

Thomas & Friends: Race On! is available to download free on the App Store at <https://itunes.apple.com/us/app/thomas-friends-race-on!/id1040803415?ls=1&mt=8> and on Google Play at <https://play.google.com/store/apps/details?id=com.animocabrands.google.ThomasAndFriendsEngineKingdom>. The game includes optional content available for purchase.

Watch the game trailer for *Thomas & Friends: Race On!* at <https://www.youtube.com/watch?v=uSi2DpMr2Yk>.

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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 170 million times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com. Follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

About Mattel

The Mattel family of companies (Nasdaq: [MAT](#)) is a worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends™ and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

About Thomas & Friends™

Thomas the Tank Engine™ was created by a father for his son 70 years ago and today is enjoyed by families in more than 300 territories and in over 40 languages. The No.1 blue engine and his friends invite children to enter a world of imagination through the tracks of a train and the words of a story. Children embark on adventures with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation. Thomas & Friends makes tracks to great destinations on PBS KIDS® in the US and on Five's Milkshake! and Nick Jr in the UK and on CCTV in China. Downloadable episodes are available through iTunes. For more information about the world of Thomas the Tank Engine™ and his friends, please visit www.thomasandfriends.com