

# ASX Spotlight Investor Presentation

May 2016



# What We Do



Content  
Creation

**All Ages  
Market**

in-house development

publishing

**Children's  
Market**

edutainment / ebooks

games

## Platforms & Distribution

Distribution

Global platforms



App Store



Google play

*Together total 95% of the mobile market\**



Chinese Android Platforms

**Tencent** 腾讯

China's largest  
Internet company



Xiaomi - World's 4th  
largest smartphone maker

200m  
downloads  
400 apps

**Increasing users drives increasing  
revenue**



Monetisation

**Existing revenue streams**

IAPs

Higher user numbers  
increase IAPs

Advertising

Higher user numbers attract larger  
advertisers.

**Diversifying revenue**

Subscription

Expected to commence in Q3  
diversifying revenue sources.

# Animoca Brands At a Glance



Animoca Brands is a leading global developer and publisher of mobile gaming applications (apps)



Highly successful apps, available across Google Play and Apple App Store



Astro Boy Siege:  
Animoca Brands



Groove Planet  
Animoca Brands



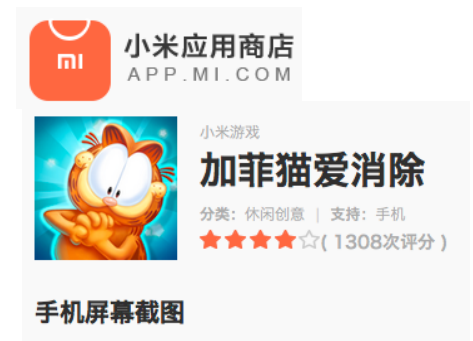
Doraemon Gadget  
Animoca



Ever After High™  
Animoca Brands



Thomas & Friends:  
Animoca Brands



Partnerships with Leading Brands and a Strong Portfolio of Licensed IP



# Scalable Revenue Model

Highly scalable commercial model with multiple revenue streams to grow



## In App Purchases (IAPs)

- Freemium model focused on user growth.
- Continues to grow as App portfolio expands.



## Advertising

- Freemium model with user growth increasing attractiveness for advertisers.
- Accounted for 26% of revenue FY15.

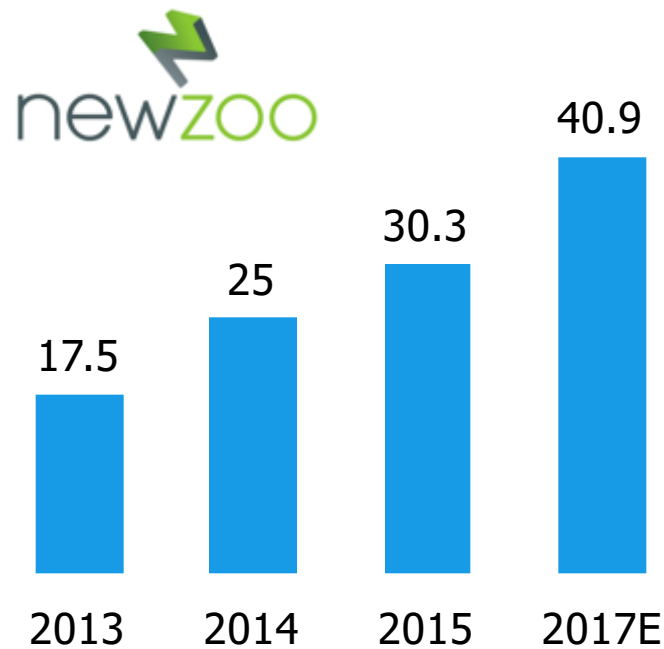


## Subscription

- Subscription revenue to form a substantial part of the revenue base as the Company launches its first e-Book initiative in partnership with Mattel.
- Subscription users to grow as the company increases its focus on the children's gaming / edutainment sector.

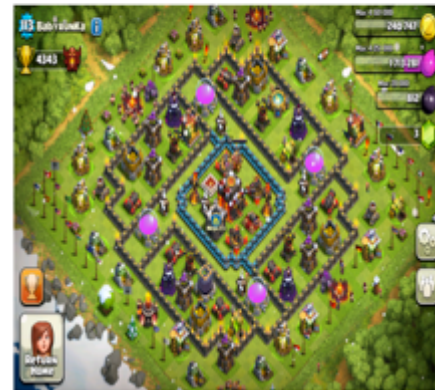
# Mobile Gaming and Educational Apps are Growing

## Mobile Gaming Revenue Growth US\$ Billion



### VentureBeat

Mobile games hit \$34.8B in 2015, taking 85% of all app revenues



## Significant opportunity in children's gaming and educational apps...



Age of Learning, a quiet giant in education apps, raised \$150M at a \$1B valuation from Iconiq



### VentureBeat

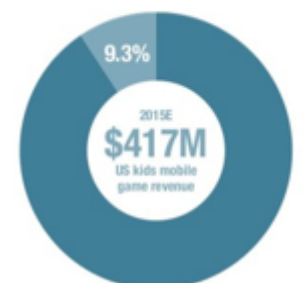
Kids' gaming makes up nearly 8% of mobile game spending worldwide

JEFF GRUBB AUGUST 18, 2015 9:55 AM  
TAGS: ANDROID, IOS, SUPERDATA RESEARCH

Kids mobile game market share of WW mobile game market, 2015E



Kids mobile game market share of US mobile game market, 2015E



## Mobile Game Revenues to Grow 16.5% in 2015, Surpassing \$3 Billion

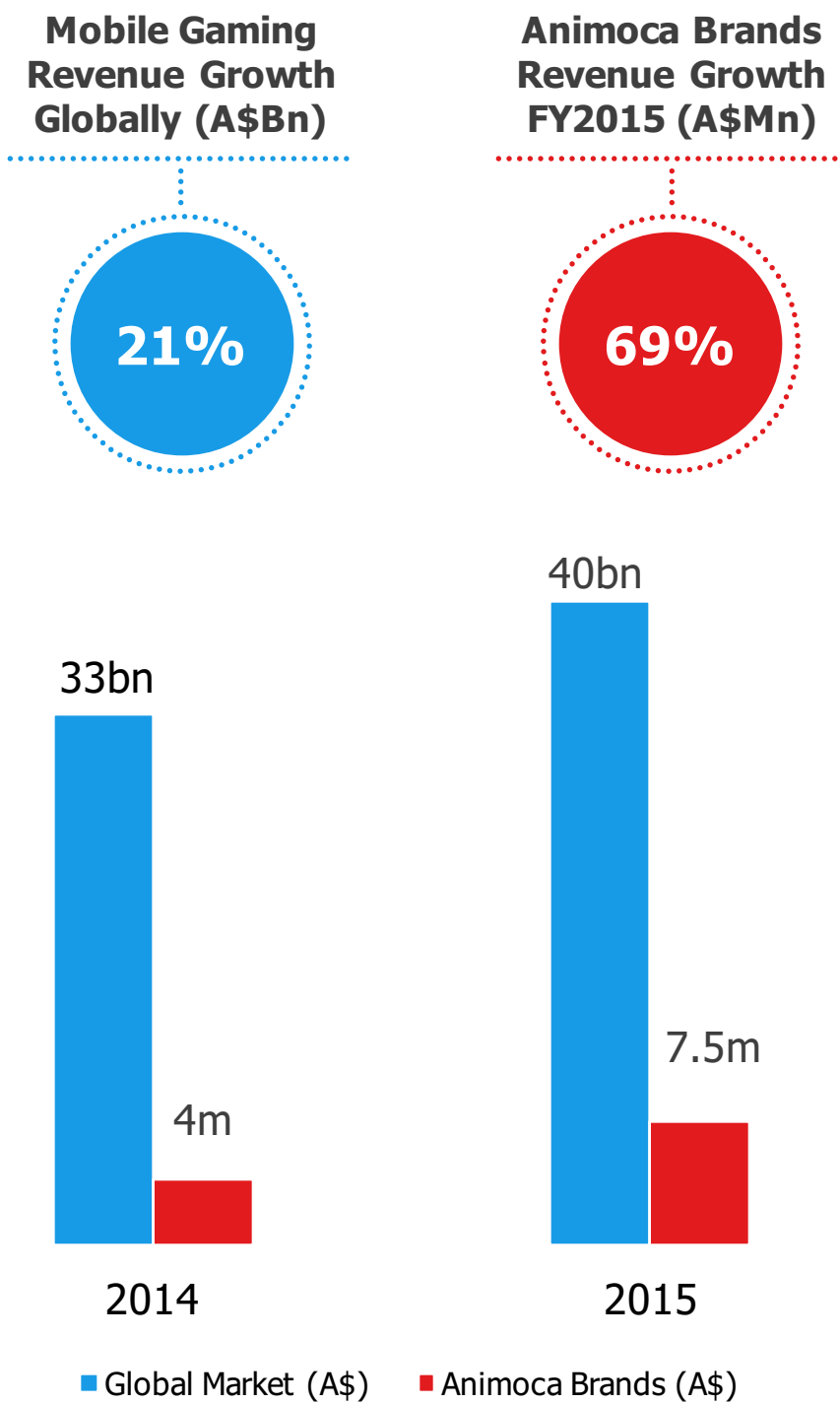
Gaming leads growth of \$10 billion mobile content market

### THE WALL STREET JOURNAL. Mobile-Games Revenue Growth Is Outpacing Other Content

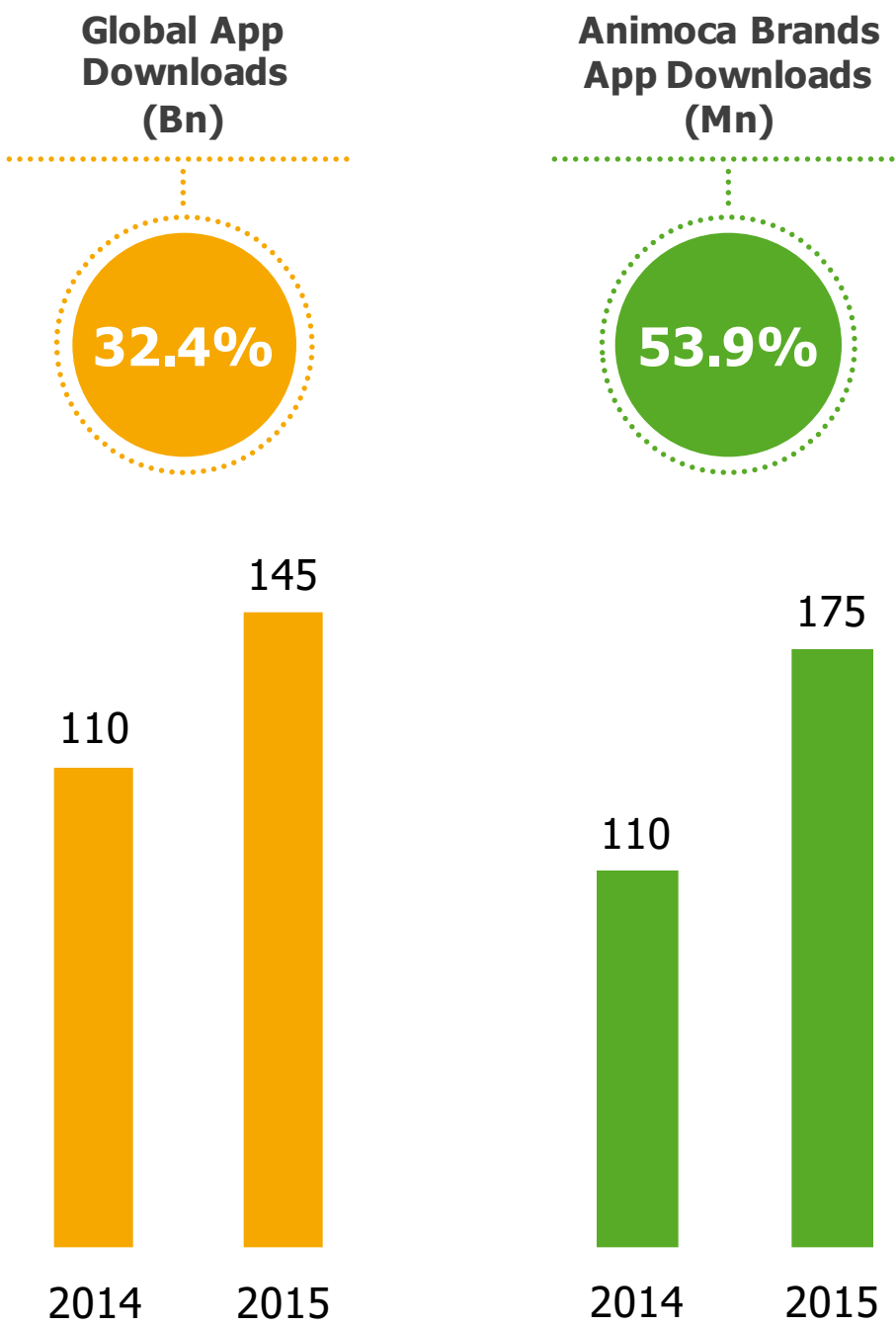
Revenue from U.S. mobile-game downloads and in-game purchases is projected to grow 16.5% to \$3.04 billion in 2015, according to a study released Wednesday by the research firm eMarketer. By contrast, mobile-download revenue for e-books, music and video will rise by 4.4%, 5.4% and 13.8%, respectively.

# Outpacing Market Growth

## Revenue

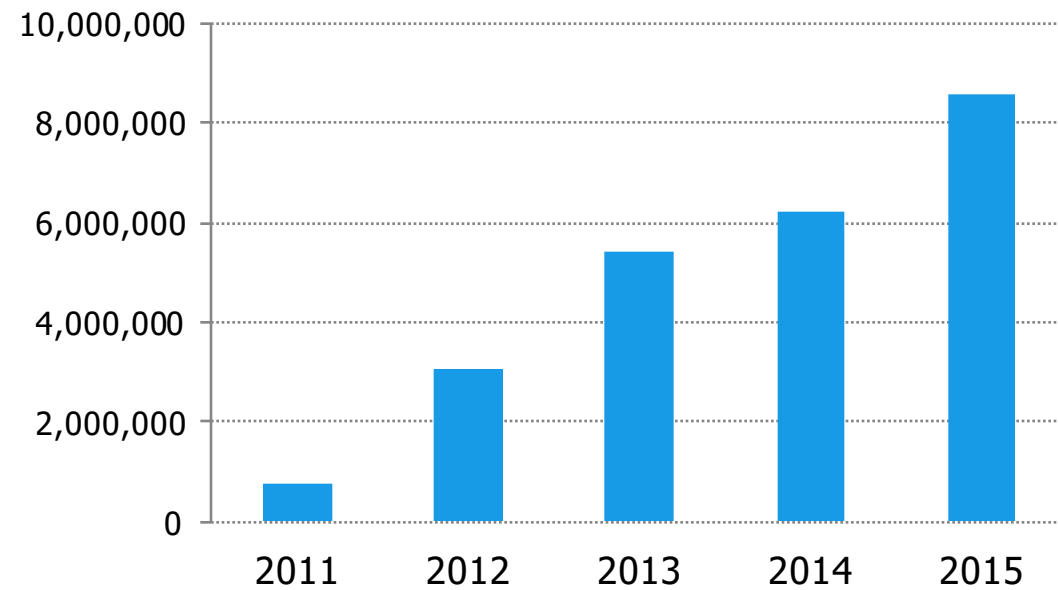


## Downloads

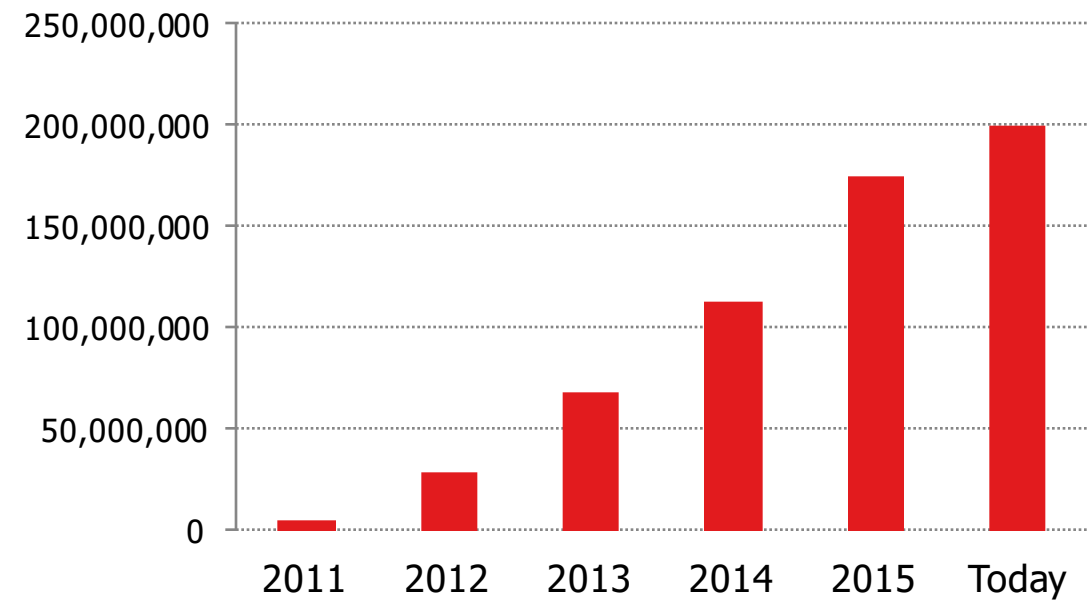


# Key Performance Metrics Continue to Perform

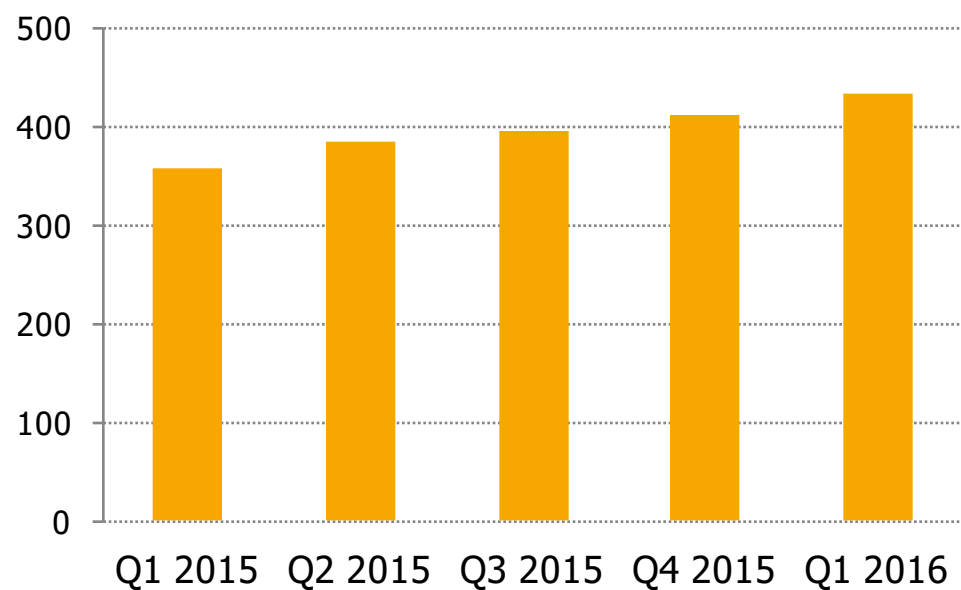
## Monthly Active Users (MAUs)



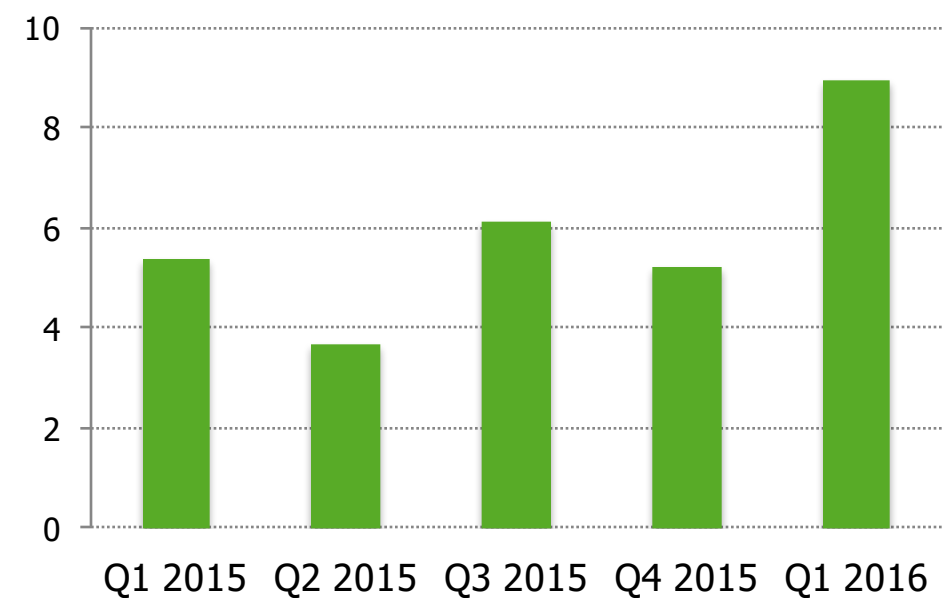
## Total Downloads (Cumulative)



## Total App Releases



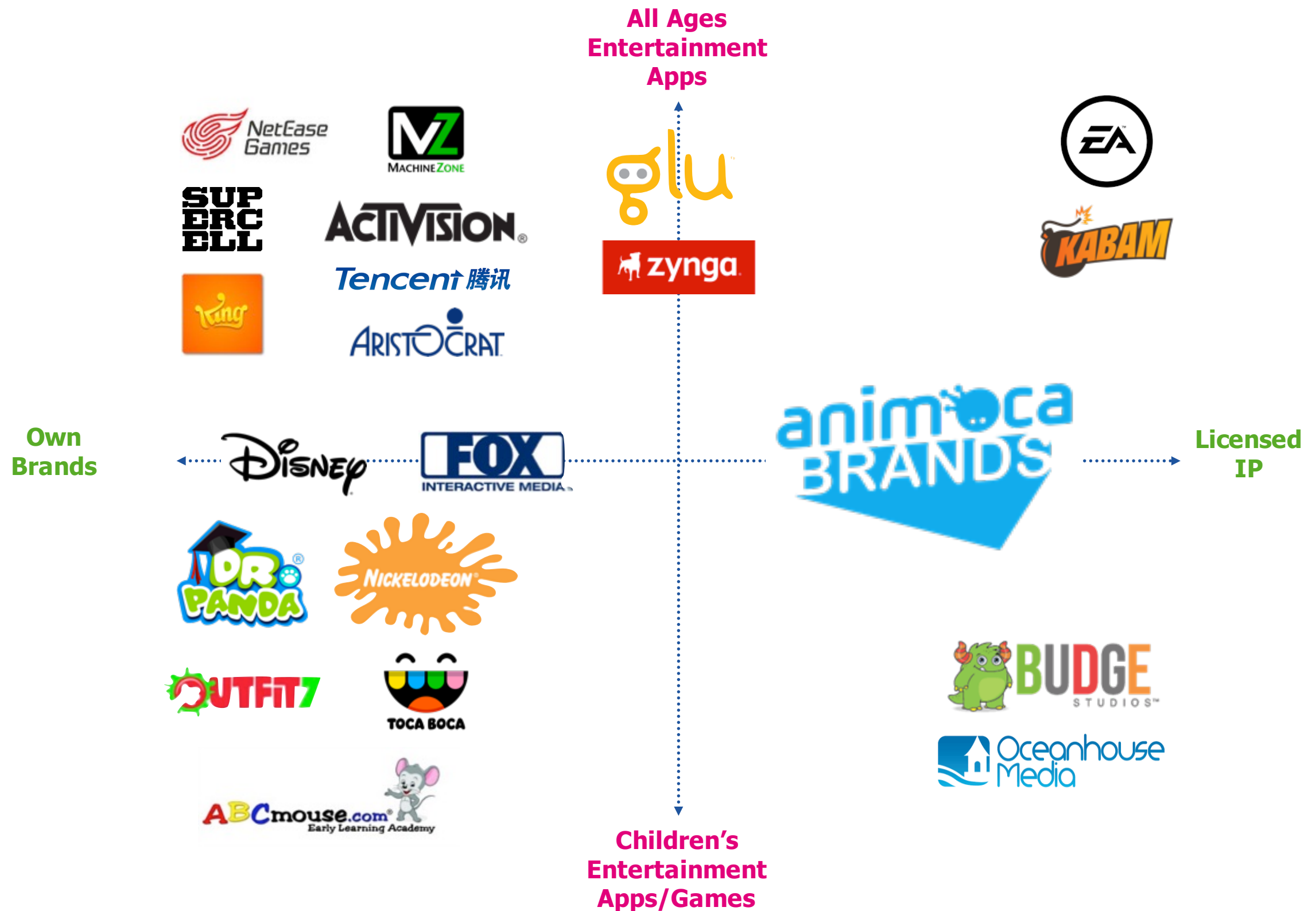
## Average New Monthly Users (millions)



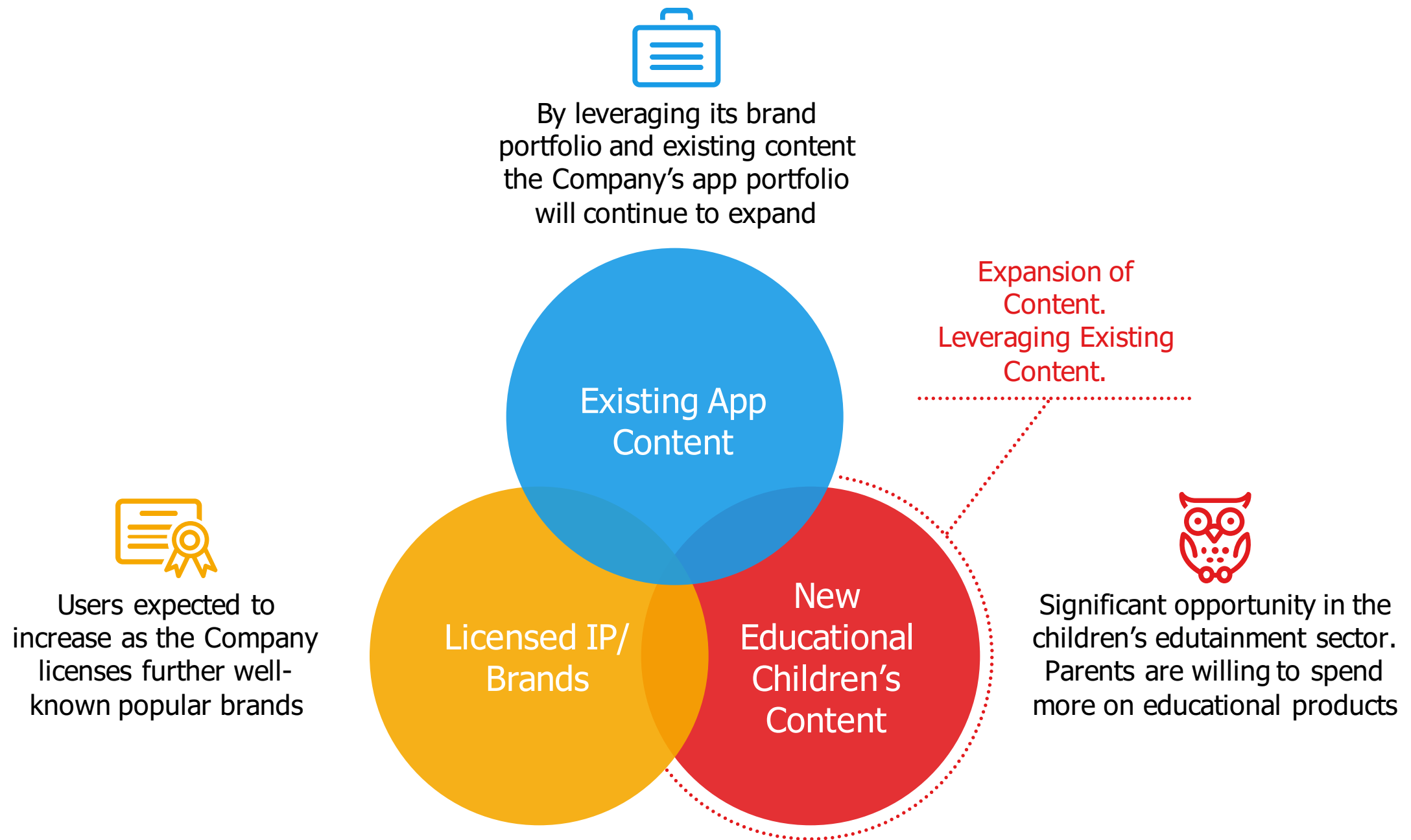
# How Did We Get Here?



# Uniquely Positioned in the Market



# Business and Growth Strategy



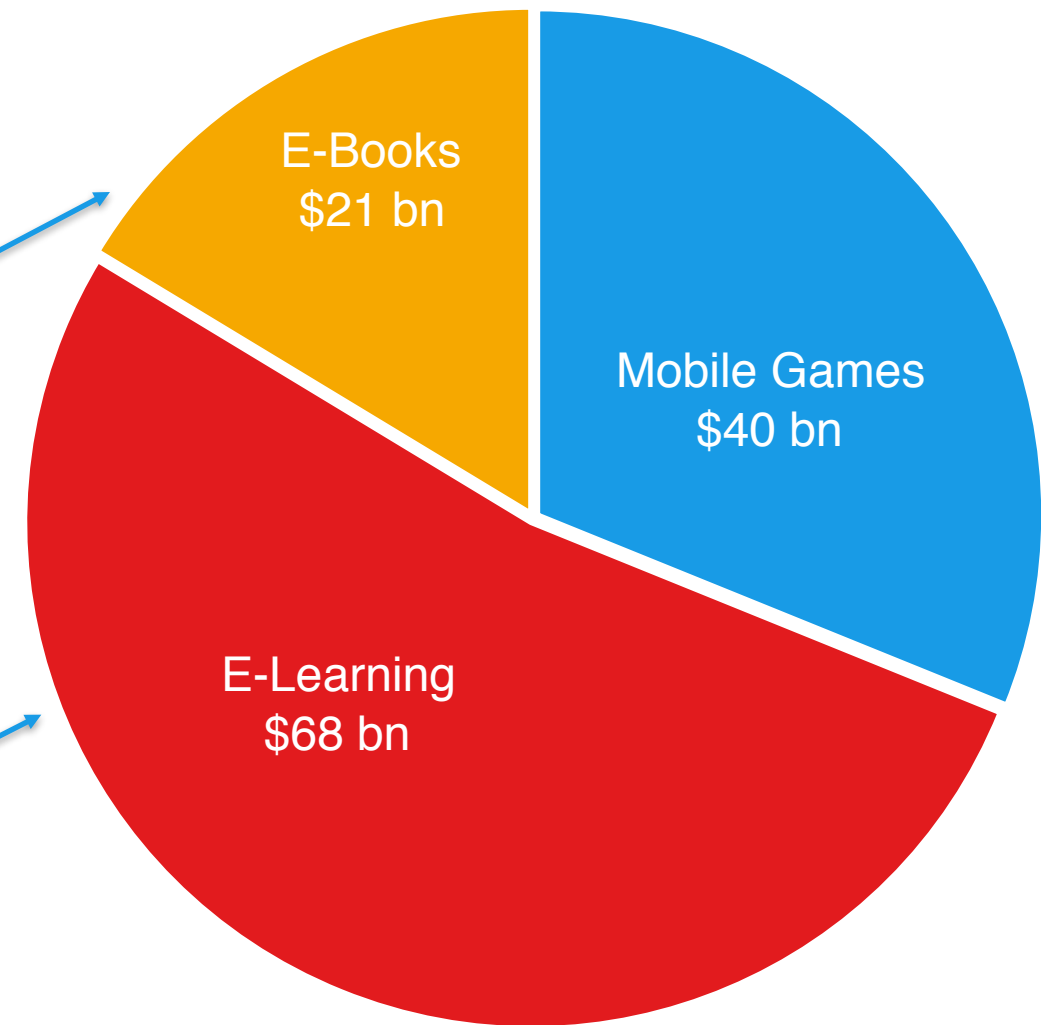
By leveraging existing content and licensed IP/Brands Animoca Brands is able to create a subset of additional products in the edutainment sector (for children aged between 1 – 12), diversifying its revenue streams with subscription revenues.

# E-Learning & E-Books

- While the mobile game industry continues to grow quickly, it is dwarfed in overall scale by the e-learning and e-books industry.
- The fastest-growing segment of the e-learning industry is the K-12 sector, which estimated to be growing at 50% year on year.
- The fastest-growing region for e-learning is the Asia-Pacific region.
- Animoca Brands first product in the e-book / e-learning segment will feature Thomas & Friends™.



Global Market Size (in A\$)



# Investment Summary

1



Portfolio of globally recognised brands and critically acclaimed titles

2



Strong financial results and cash position

3



Consistent and solid operating metrics

4



Established distributional channels with global publishers

5



Positioned in a growing market with a significant opportunity to capitalise on growth

6



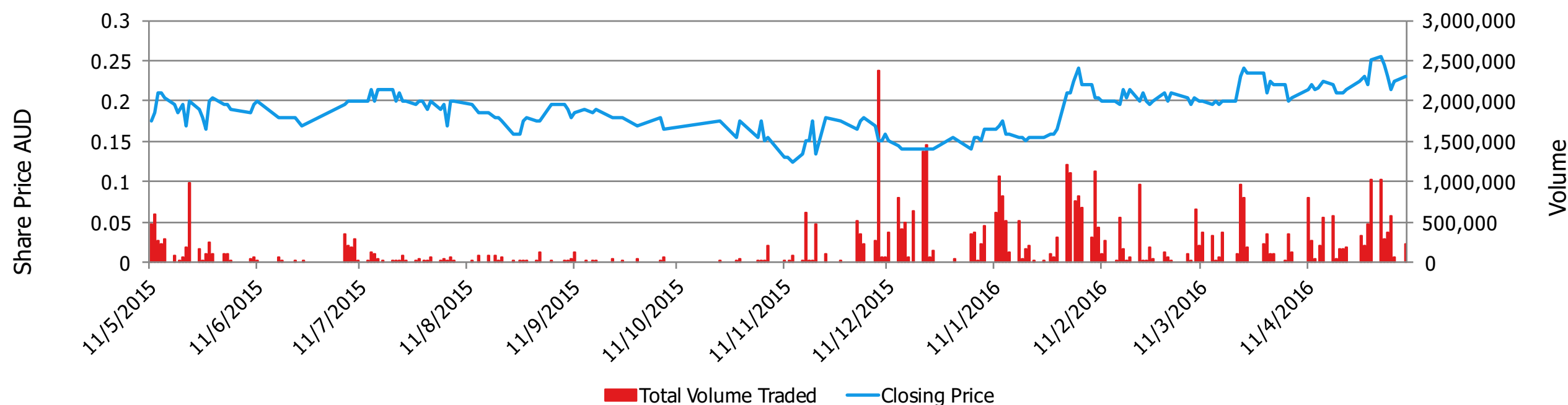
Board & Management with a wealth of sector expertise and networks

# Corporate Overview

Leading global developer and publisher of mobile games, with one of the largest licensed brand portfolios in the industry. Listed on the ASX in January 2015.

Substantial Shareholders	Ordinary shares	%	ASX	AB1
FingerFun (HK) Ltd.*	14,785,714	7.21	52 Week Share Price	A\$0.12 - A\$0.25
Asyla Investments Limited	14,021,882	6.84	Shares on Issue	205,020,708 (as at 13 May 2016)
Datahouse Investments Limited	14,013,115	6.83	Current Share Price	A\$0.225 (as at 13 May 2016)
Yong Hui Capital Holdings I and II, IDG-Accel China entities, and Chi Sing Ho	10,934,231	5.33	Market Cap (undiluted)	A\$46 million (as at 13 May 2016)
Intel Capital Corporation	10,934,232	5.33	Cash at bank	A\$3.03 million (as at 31 March 2016)
Startive Ventures	10,928,964	5.33	April 2016 Placement & Share Purchase Plan Proceeds	A\$7.5 million

\* Fingerfun (HK) Ltd. is a 100% subsidiary of Ourpalm.



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Thank you

