



ASX Announcement

Animoca Brands and Mattel launch “Monster High™ Minis Mania” Fifth Mobile Game Released Through Two Year Partnership

Hong Kong, 14 July 2016 - Animoca Brands (ASX: AB1) and Mattel, Inc. (Nasdaq: MAT) announce the launch of the fifth mobile game resulting from their partnership: **Monster High™ Minis Mania**, based on the highly popular *Monster High™* brand.

Monster High Minis Mania 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.

The game features over 30 beloved *Monster High* characters, a variety of different themes, levels, and the official voices of the *Monster High* animated series including Frankie Stein™, Draculaura™, Lagoona Blue™, Clawdeen Wolf™, Cleo De Nile™, and others.

This is Animoca Brands' fifth launch in partnership with global toy leader, Mattel. It follows *Ever After High™ Tea Party Dash*, *Thomas & Friends™: Race On!*, *Ever After High™ Charmed Style*, and *Toy Alarm* by Mattel.

Robby Yung, CEO, Animoca Brands commented: “Our partnership with Mattel continues to yield positive results. **Monster High Minis Mania** is the fifth game we have collaborated on, and there are several more Mattel-based projects in the pipeline including new games based on further brands as well as e-books for some of Mattel's most engaging properties.”

The partnership with Mattel has added several successful and well-known brands to the portfolio of Animoca Brands. The titles co-launched by the two companies have proven popular, collecting nearly 9 million downloads.

Download Links, Images & Trailer

Monster High Minis Mania is available on the App Store at <https://itunes.apple.com/us/app/monster-high-minis-mania/id1114422540> and on Google Play at <https://play.google.com/store/apps/details?id=com.animocabrands.google.mhminismania>. The game is free to download with optional content offered via in-app purchases.

Watch the game trailer for **Monster High Minis Mania** at <https://youtu.be/Rul6ao95SbE>. Screenshots are available at <http://www.animocabrands.com/launch-monster-high-minis-mania>.

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About Animoca Brands

Animoca Brands (ASX:AB1) publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Thomas & Friends™, and Ultraman. The company's games have been downloaded over 200 million times and are growing at over 8 million downloads per month. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

About Mattel

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends®, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 31,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

About Monster High™

At Monster High, it's not about trying to fit in. It's about belonging. Launched in 2010, Mattel's popular Monster High brand of fashion dolls brings to life the sons and daughters of the world's most famous monsters like Frankie Stein™, daughter of Frankenstein, Draculaura™, a descendant of Dracula and their ghoulfriends. At Monster High, students embrace and celebrate what makes them different. It's a place where everyone is welcome and everyone belongs. Additional information about Monster High can be found online at www.MonsterHigh.com, on Facebook at <https://www.facebook.com/MonsterHigh> and on Instagram at <https://www.instagram.com/monsterhigh>.