



Animoca Brands to Develop Book Apps for Asian Markets for DreamWorks Animation

Agreement further expands portfolio of leading brands

- Animoca Brands signs licensing agreement with DreamWorks Animation to develop portfolio of book apps for Asian markets
- Further expands portfolio and includes the highly popular *How to Train Your Dragon*, *Madagascar*, *Kung Fu Panda* and *The Croods* properties, as well as the highly-anticipated animated comedy *Trolls*.
- Strengthens and enhances the Company's brand portfolio; total brand portfolio now stands at 20 brands
- Book apps to be developed will be promoted by Animoca Brands to all Asian markets
- Expansion of brand portfolio is consistent with Company's strategy and reflects its ability to partner with global companies

Hong Kong, 8 August 2016 - Animoca Brands (ASX: AB1, 'the Company') is pleased to announce it will create a portfolio of book apps based on five DreamWorks Animation franchises available for Android™ devices and iPhone®, iPad® and iPod touch®. The portfolio will include the globally successful *How to Train Your Dragon*, *Kung Fu Panda*, *Madagascar* and *The Croods* properties, as well as the upcoming animated comedy *Trolls*.

The collaboration provides Animoca Brands a unique opportunity to bring DreamWorks' properties and characters to life through interactive digital products. It will see Animoca Brands and DreamWorks Animation co-create book apps and distribute them across the Apple iOS and Google Android platforms. Leveraging DreamWorks' globally recognised properties, the products are expected to be highly popular among its audiences.

Robby Yung, CEO of Animoca Brands, commented: "We are very pleased to be working with DreamWorks Animation and to have the opportunity to bring their world-class animation properties to the world of book apps. DreamWorks has produced extremely popular characters that have become household and even cultural favourites, and we welcome the opportunity to add them to our growing stable of licensed brands."

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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 +](#).