



## ASX Announcement

### Strong Performance of Garfield Chef App through Xiaomi Partnership

- Strong performance of Garfield Chef app through publishing partnership with Xiaomi, China's largest smartphone maker
- Over 7 million total downloads achieved since launch in December 2015
- Performance validates the Company's strategy to partner with Xiaomi and highlights the popularity of the brands within Animoca Brands' portfolio
- Animoca Brands continues to partner with distributors with significant audience reach and to leverage its portfolio of well-known brands to drive user growth

**Hong Kong – 18 May 2016** – Animoca Brands (ASX:AB1) is pleased to provide an update on the performance of its *Garfield Chef* mobile app game following an agreement with Xiaomi to publish it in China.

The app has outperformed management expectations, achieving over 7 million downloads since 16 December 2015, when the Android version initially went live on Xiaomi's app store, Mi Market. The iOS version was launched in the Apple app store in China on 4 February 2016.

Xiaomi's dominant position in the Chinese smartphone market, with over 70 million handsets sold in 2015, has significantly added to the Company's distribution channels and validated its strategy to grant Xiaomi the exclusive rights to publish *Garfield Chef* throughout China on both Android and iOS systems.

The Chinese mobile gaming market represents an important region for Animoca Brands. It has overtaken the US and Japan as the top country by spend on mobile games, generating US\$7.1 billion in 2015 according to a report by NewZoo and TalkingData and is expected to reach over \$11 billion by 2019, according to Niko Partners.

The high level of success of *Garfield Chef* on Xiaomi can also be attributed to the character's popularity, and the fact that the game was specifically localised for China by using local celebrity voice actors.

CEO Robby Yung commented on the performance: *"The success of this partnership is a clear indication of the audience reach of Xiaomi in China and the popularity of Garfield. It also shows that, with the right type of localisation and distribution, games can attract audiences in a variety of different countries, as Garfield Chef was already a hit among Western audiences prior to the launch of the Xiaomi version."*

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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](http://www.animocabrands.com) or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google+](#).