

ASX CODE: MKL**CAPITAL STRUCTURE**

Share Price (14/3/22)	\$0.135
Shares on Issue (m)	177.1
Market Cap	\$23.9m

MAJOR SHAREHOLDERS

Philip Mayes	29.6%
Phoenix Portfolios	9.9%
iCandy Games Ltd.	6.8%
Regal Funds Mngm.	6.0%

BOARD & MANAGEMENT**Michelle Guthrie***Chair***Philip Mayes***Managing Director***Tony Lawrence***Executive Director***Megan Brownlow***Non-Executive Director***Gabriele Famous***Non-Executive Director***Amy Guan***Chief Financial Officer***Kaitlin Smith***Company Secretary***CONTACT****T:** +61 8 7200 3252**E:** hello@mightykingdom.com**W:** www.mightykingdom.com**A:** Lv4, 121 King William St
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Mighty Kingdom Extends Contract with Mattel

Highlights

- Contract partnership with Mattel extended through 2022
- MK will continue to develop 'Barbie Fashion Closet' on behalf of Mattel for IOS/Android

Mighty Kingdom Limited ("MK" or the "Company") is pleased to announce that it has extended its contract partnership with Mattel ("Mattel", NASDAQ: MAT) through 2022. The contract extension will see MK continue to develop *Barbie™ Fashion Closet*, a mobile game based on the beloved doll franchise, available on Apple and Android devices.

Barbie Fashion Closet allows players to style Barbie and her friends with outfits from the *Barbie Extra!* and *Barbie Fashionistas* lines. Barbie fans can express their creativity endlessly, with multiple hair and makeup options, and hundreds of clothing items to complete any look.

Contract terms with Mattel remain commercial in confidence, however are material in terms of the Company's Work for Hire revenues. The specific terms affect the Company's ability to engage with and win further contracts with industry leaders and maintain competitive advantage.

For more information about *Barbie™ Fashion Closet*, please visit <https://play.barbie.com/en-gb/apps/App-Barbie-Fashion-Closet>.

Managing Director and CEO of Mighty Kingdom, Philip Mayes commented:

'Mattel's Barbie brand is one of the most iconic toy brands in the world, and a favourite of many of our development team. We are honoured by Mattel's vote of confidence in our studio capabilities and extension of the contract. We look forward to our continued collaboration with Mattel on Barbie Fashion Closet and to explore new opportunities with them in the future. We can't wait for players to explore, imagine and create in new ways with Barbie and her friends!'

This announcement has been authorised for release by the Board of Mighty Kingdom Limited.

For further information, please contact

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ABOUT MIGHTY KINGDOM LIMITED

Mighty Kingdom delights more than 7 million players every month and designs game experiences with the world's most recognised brands such as LEGO, Disney, Mattel, Funcom, Moose Toys, Spinmaster and more, as well as developing its own original games. Our portfolio of games is crafted from our Adelaide headquarters, with a diverse team of more than 140 developers from across Australia. Led by a desire to engage and delight players, we make exceptional experiences that connect our diverse talent with millions of people around the world. We make games with heart. We Love Fun. We want to share it with the world. We want you to be part of it.

ABOUT MATTEL

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.