



ASX Release

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## “Crazy Defense Heroes” for Android™ launches on Google Play globally

- Android version of *Crazy Defense Heroes* successfully launched on Google Play
- Android is the world's largest mobile app market (~75% market share) and dominant operating system
- Early Access phase of the game on Google Play generated significant interest, resulting in ~400,000 pre-registrations in the last month
- Total downloads since launch on iOS in January 2018 are approximately 1.4 million, making the number of pre-registrations on Google Play highly encouraging
- Franchise has been highly successful to date on iOS
- The Company is leveraging key influencers on social media to market the Google Play version of *Crazy Defense Heroes*. Combined, these influencers reach over 45 million people on social media such as YouTube, Facebook, and TikTok
- The Company expects that the launch on Google Play will increase network effect for all versions of both *Crazy Kings* and *Crazy Defense Heroes* globally
- Distribution agreements, marquee branding partnerships and re-skin initiatives to bolster successful metrics and provide additional revenue opportunities are being progressed

Animoca Brands Corporation Limited (ASX: **AB1**, “Animoca Brands” or “the **Company**”) is pleased to advise that the Android™ version of *Crazy Defense Heroes* has successfully launched on Google Play and is now available globally.



*Crazy Defense Heroes* is the highly successful sequel to popular tower defense game *Crazy Kings*. Both games achieved significant success on Apple's App Store, generating A\$2.8m in



revenue in the first three months since the launch of *Crazy Defense Heroes* in January 2018 (refer to ASX announcement of 30 April 2018).

Animoca Brands expects that the launch on Google Play will considerably increase user adoption and sales. Android is the world's most used operating system and accounts for approximately 75% of the mobile operating system global market (source: StatCounter Global Stats); Google Play is the dominant Android digital distribution service globally.

The launch follows an initial early access phase where *Crazy Defense Heroes* was featured worldwide on Google Play's Early Access platform (refer to ASX announcement of 7 February 2019). This allowed Animoca Brands to test and market the game, resulting in approximately 400,000 pre-registrations (for reference, the iOS version of *Crazy Defense Heroes* has accumulated 1.4 million downloads since launch in January 2018).

To progress downloads and sales, the Company has initiated various influencer marketing arrangements, partnering with several influencers to promote *Crazy Defense Heroes* through various channels. Combined, these influencers have a reach of over 45 million followers or subscribers on social media such as YouTube, Facebook, and TikTok.

The Company continues to pursue additional distribution agreements, marquee branding opportunities, and adaptations of the game, similar to the agreement with Coolabi Group for the highly popular Beast Quest franchise (refer to ASX announcement of 9 April 2018), to drive revenue growth.

Google Play is not available in China, and the Company is pursuing separate publishing and distribution opportunities for *Crazy Defense Heroes* for Android in China.

### **Management commentary**

Yat Siu, co-founder and chairman of Animoca Brands said: "We are thrilled to launch *Crazy Defense Heroes* globally on Google Play. We believe that the game will resonate with Android users and underpin an increase in revenue for the Company, as worldwide the market share of Android is over three times that of iOS."

### ***Crazy Defense Heroes* links**

*Crazy Defense Heroes* is available globally for iPhone®, iPad®, and Android™ devices. The game is free to download and play, with optional premium content.

Google Play download:

<https://play.google.com/store/apps/details?id=com.animocabrands.google.CrazyDefenseHeroes>

App Store download: <https://apps.apple.com/app/id1300027167>

Game trailer: <https://www.youtube.com/watch?v=u33s0uuVw7I>

Screenshots and the app icon: <https://www.animocabrands.com/cdh-global-launch-android>

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### About Animoca Brands

Animoca Brands (ASX: AB1) leverages gamification, blockchain, and artificial intelligence technologies to develop and publish a broad portfolio of mobile products including games such as *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes* as well as products based on popular intellectual properties such as Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands' portfolio of blockchain investments and partnerships includes Dapper Labs, WAX, Harmony, and Decentraland, and it is also the exclusive China distributor of *CryptoKitties*. The Company is based in Hong Kong, Canada, Finland, and Argentina. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or get updates by following Animoca Brands on [Facebook](#) or [Twitter](#).

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