



ASX Release

25 July 2019

Animoca Brands announces official mobile game of upcoming MGM film *The Addams Family*

Animoca Brands Corporation Limited (ASX: **AB1**, "Animoca Brands" or the "**Company**") is pleased to advise that its wholly-owned subsidiary Pixowl, Inc. ("Pixowl") is developing *The Addams Family Mystery Mansion* (the "Game"), an official mobile game based on the highly anticipated animated movie *The Addams Family*. The Game is made possible by an interactive license agreement (the "Agreement") between Pixowl and MGM Interactive Inc. ("MGM").

The Game will launch globally for both iOS and Android devices near the end of the current quarter. *The Addams Family* is an upcoming MGM animated comedy horror movie based on the franchise spawned by the comic by Charles Addams, first published in 1938. In addition to comics, the franchise includes books, films, television series, animations, video games, and musicals. *The Addams Family* will open in cinemas worldwide on 11 October 2019.

The Agreement grants Pixowl a non-exclusive license to use the property and assets of *The Addams Family* to develop, distribute, and monetise *The Addams Family Mystery Mansion* mobile game for a term lasting through 31 December 2024, unless renewed by both parties. The Game will be free-to-play with optional in-app purchases. MGM will receive a portion of revenues generated by the Game as a royalty.

The Game will invite players to help Morticia and Gomez to reunite the rest of the family and re-furnish their home. Through chapters and missions driven by an original story and witty dialog, players will collect their favorite characters from the upcoming movie *The Addams Family* as well as furnish and decorate the famous Addams Mansion.

More information about the Game can be found at the official website www.addamsfamily.game, including updates about the development and availability of *The Addams Family Mystery Mansion*.

- END

About Pixowl

Founded in 2011 and headquartered in San Francisco, with development studios in Buenos Aires, Argentina, Pixowl, Inc. is a mobile-game development company that creates and combines player-centric worldbuilding experiences and character-driven narratives. Pixowl's experienced international team of dynamic innovators, developers, and artists give mobile and PC gamers the ability to build worlds featuring both original and IP-based content such as *The Sandbox*, *Peanuts: Snoopy's Town Tale*, *Garfield: Survival of the Fattest*, *Wonder Park: Magic Rides*, *Goosebumps HorrorTown*, and *Addams Family Mystery Mansion* among others. Pixowl was acquired in 2018 by Animoca Brands and is in the process of launching the blockchain version of its hit franchise, *The Sandbox*, which is one of the most anticipated blockchain games. For more information about Pixowl, please visit www.pixowl.com or friend and follow them on [Facebook](#) and [Twitter](#).

**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 Formula 1®, Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands' portfolio of blockchain investments and partnerships includes Lucid Sight, 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 or get updates by following Animoca Brands on [Facebook](#) or [Twitter](#).

Contact: press@animocabrands.com