



ASX Release

10 October 2019

Animoca Brands launches official mobile game based on MGM film “The Addams Family”

Animoca Brands Corporation Limited (ASX: **AB1**, “Animoca Brands” or the “**Company**”) is pleased to advise that *The Addams Family Mystery Mansion* (the “Game”), the official mobile game based on the highly anticipated animated movie *The Addams Family*, has launched globally on the App Store and Google Play.

The Addams Family Mystery Mansion is based on the animated comedy horror movie, *The Addams Family*, from Metro-Goldwyn-Mayer Studios Inc. (MGM), which opens in theaters worldwide on October 11, 2019. *The Addams Family* is based on the franchise spawned by the comic by Charles Addams, first published in 1938, and also includes books, films, television series, animations, video games, and musicals.

The Addams Family Mystery Mansion is a darkly humorous mobile game that invites players to help Morticia and Gomez to reunite the rest of the family and re-furnish their famous home. Through chapters and missions driven by an original story and witty dialog, players collect their favorite characters from the movie *The Addams Family* as well as expand their catalogue of spooky furniture and home decor.

The Game is made possible by the interactive license agreement (the “Agreement”) between Pixowl, the wholly owned subsidiary of Animoca Brands, and MGM Interactive Inc. 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* for a term lasting through 31 December 2024 (refer to ASX announcement dated 25 July 2019).

The Addams Family Mystery Mansion information

The Addams Family Mystery Mansion is available globally for iPhone®, iPad®, and Android™ devices. The game is free to download and play, with optional premium content.

App Store download:

<https://apps.apple.com/us/app/addams-family-mystery-mansion/id1465125663>

Google Play download: <https://play.google.com/store/apps/details?id=com.pixowl.addams>

Game trailer: <https://www.youtube.com/watch?v=eAdb7ezrd30>

Media kit: <http://www.addamsfamily.game/presskit/>

Official website: www.addamsfamily.game



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About The Addams Family

Get ready to snap your fingers! *The Addams Family* is back on the big screen in the first animated comedy about the kookiest family on the block. Funny, outlandish, and completely iconic, The Addams Family redefines what it means to be a good neighbor. Conrad Vernon (*Shrek 2*, *Monsters vs. Aliens*, *Madagascar 3: Europe's Most Wanted*) and Greg Tiernan (*Thomas & Friends*, *Day of the Diesels*) direct a voice cast led by Golden Globe winner Oscar Isaac (*Star Wars: The Last Jedi*, *Annihilation*) as Gomez Addams, Academy Award winner Charlize Theron (*Atomic Blonde*, *Mad Max: Fury Road*) as Morticia Addams, Chloë Grace Moretz (*The Miseducation of Cameron Post*, *If I Stay*) as Wednesday Addams, Finn Wolfhard (*It*, *Netflix's Stranger Things*) as Pugsley Addams, Nick Kroll (*Big Mouth*, *Sing*) as Uncle Fester, Bette Midler (*Hocus Pocus*, *Beaches*) as Grandmama and Academy Award winner Allison Janney (*I*, *Tonya*) as the family's arch nemesis Margaux Needler. *The Addams Family* will be distributed theatrically in the U.S. by MGM through its United Artists Releasing banner on October 11, 2019.

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* (creators of *CryptoKitties*), *WAX*, *Harmony*, and *Decentraland*. 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](#).

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