

# ASX Release

**3 March 2015**

ASX Code: **AB1**

ABN: 29 122 921 813

Quoted Ordinary Shares: 43.3 Mil

Ordinary Shares Escrowed  
until 23 Dec 15: 60.9 Mil

Ordinary Shares Escrowed  
until 23 Jan 17: 14 Mil

Options: 2.36 Mil exercisable  
at \$0.20, expiring 23 Jan 18

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**ANIMOCA BRANDS CORPORATION LTD**  
**ABN 29 122 921 813**

## **Animoca Brands signs deal to license the name and image of Paris Hilton**

**Hong Kong – March 3, 2015** – Animoca Brands (ASX:AB1) has signed an agreement to license the name and likeness of the global celebrity Paris Hilton, as well as imagery and content from Paris Hilton Entertainment, for use in the company's mobile apps worldwide.

Animoca Brands, which listed on the ASX in January, is the only ASX-listed pure play mobile game developer, with over 116 million downloads of its games and growing at 3-4 million downloads per month. Animoca Brands develops and publishes games including titles based on globally loved brands such as Doraemon, Ultraman and Garfield.

Paris Hilton, one of the most recognised celebrities in the world, is an American socialite, model, actress, singer and entrepreneur. Her line of fragrances produced by Parlux Ltd. have generated over US\$2 billion in sales over the last ten years and her 2004 autobiography reached number seven on the *New York Times* Best Seller List. Paris Hilton also ranks as one of the world's most followed celebrities on social media.

"Paris Hilton is one of the world's most recognized names and we are thrilled to be able to collaborate with her on mobile gaming titles," said Animoca Brands CEO Robby Yung. "With Paris's eye for what's hot in the latest trends, and our experience at making popular mobile games, we are confident that consumers around the world will be receptive to Paris Hilton mobile games and themes."

The company intends to take a phased approach to development, initially creating branded virtual items for in-game purchase, and then moving on to create fully-branded apps in future.

## **About Animoca Brands:**

Animoca Brands Corporation Ltd. (ASX: AB1) was formed in 2014, through the spin-off of the licensing and publishing portion of the app portfolio of [Animoca](#) (Appionics Holdings Ltd.).

Animoca Brands publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Ultraman, and Doraemon. The company's games have been downloaded over 116 million times. Animoca Brands is based in Hong Kong. For more information visit [www.animocabrands.com](http://www.animocabrands.com).

For ongoing updates, follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google+](#)

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