ASX Release

ANIMOCA BRANDS CORPORATION LTD
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Animoca Brands portfolio reaches 125 million downloads and a record 9.7 million monthly active users

Hong Kong – March 12, 2015 – Animoca Brands' (ASX:AB1) portfolio of game apps has reached 125 million downloads as at the end of February 2015, boosted, in part, by the success of *Doraemon Gadget Rush*, which topped charts on the App Store℠ and Google Play™ in its first month, with over 3.5 million downloads. Animoca Brands also achieved a record number of monthly active users (MAU) during February, with 9.7 million players.

Doraemon Gadget Rush became the number one downloaded iPad® overall app in China, Indonesia, Hong Kong, Brunei and Macau, based on daily rankings. It reached the status of number one downloaded iPad game in Japan, China, Taiwan, Indonesia, Hong Kong, Vietnam, Macau, and Brunei. Additionally, the game was in the Top 10 ranks for most downloaded iPad games in Spain, Malaysia, Singapore, Thailand, Cambodia, Laos, and Nepal (*source: App Annie Store Stats for free downloads of iPad apps and games, highest daily rankings in the period February 5 to March 5, 2015*).

On Google Play, *Doraemon Gadget Rush* became the most downloaded Action Game in Indonesia, Malaysia, and Hong Kong, and was ranked in the Top 10 in Japan, Italy, Spain, India, Taiwan, Singapore, Thailand, Vietnam, Ecuador, and Nepal (*source: App Annie Store Stats for free downloads of Google Play Action Games, highest daily rankings in the 30 days since launch on February 5, 2015*).

Animoca Brands CEO Robby Yung credited the success of the game to the company's portfolio strategy.

"We believe that hit games are a combination of products and luck, and while we can create great products, we can't always know what will be a hit," said Yung. "Therefore, our portfolio approach, whereby we make a lot more apps than typical developers, combined with our use of brands, sets the stage for having hit games, and *Doraemon Gadget Rush* is a perfect example of this."

2014 data released by Newzoo/Distimo indicate that the $25b mobile gaming market will grow to $40.9b annual spend by 2017.

Animoca Brands (ASX:AB1), which listed on the ASX in January, is the only ASX-listed pure play mobile game developer, with over 125 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, Garfield, Ultraman and more; its portfolio of Garfield games has garnered over 40 million downloads to date.

Doraemon Gadget Rush is based on *Doraemon*, the 12th highest-grossing animated franchise of all time (behind Pokémon). The new game achieved high popularity in its first month on the App Store and on Google Play, especially in Asian countries.

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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 125 million times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com.

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