

ASX Release



ANIMOCA BRANDS CORPORATION LTD
ABN 29 122 921 813

Animoca Brands and Mattel launch “Ever After High™ Tea Party Dash” mobile game

Official mobile game for Mattel’s spellbinding fairytale franchise

HIGHLIGHTS:

- First mobile game release following the Company’s partnership with Mattel announced on 22 May 2015
- Ever After High, launched in 2013, is a globally popular franchise of fashion dolls, animated series and books
- Official mobile game for the Ever After High franchise
- The new game is available worldwide on both the App Store and Google Plays

Hong Kong - 29 October 2015: Animoca Brands (ASX: AB1) and Mattel, Inc. (Nasdaq: MAT) today announce the launch of ***Ever After High Tea Party Dash***, the exciting new mobile game in Mattel’s popular Ever After High™ franchise of fashion dolls, animated series, and books.

Ever After High Tea Party Dash is available for download globally on the App StoreSM for iPhone® and iPad®, and on Google Play™ for Android™ devices. The game is free to download, ad-free and supported by optional in-app purchases.

Ever After High Tea Party Dash is the first product resulting from the agreement that Animoca Brands and Mattel announced in May to create mobile games based on Mattel’s diverse portfolio of brands.

The new game is based on Mattel's popular girl property Ever After High, which chronicles the royally rebellious and spellbinding stories of the tween sons and daughters of fairytale legends.

29 October 2015

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The partnership with Mattel will see Animoca Brands jointly develop and launch a number of apps based on Mattel's properties.

Robby Yung, CEO of Animoca Brands, commented: "Animoca Brands is delighted to launch *Ever After High Tea Party Dash*, our first game in partnership with Mattel. Since launch in 2013 the Ever After High franchise has grown across multiple platforms to become a sterling example of a successful international brand and it's a pleasure to work on such well-crafted source material."

About the Game

In *Ever After High Tea Party Dash*, the two presidents of the school's Royal Student Council, Apple White™ and Madeline Hatter™, are leading efforts to furnish the outdated school library with much-needed books. A series of fabulous tea parties have been organised to raise funds to purchase scholarly volumes on such topics as Princessology and Environmental Magic. Players direct the action of each tea party in a fast-paced and challenging time management game.

Players can hire up to nine popular Ever After High characters to help manage the increasingly hectic tea parties, including Apple White™, Madeline Hatter™ and Raven Queen™.

Ever After High Tea Party Dash is available to download free on the App Store at <https://itunes.apple.com/us/app/ever-after-high-tea-party-dash/id1021470039> on Google Play at

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

The game includes optional in-app purchases.

Watch the game trailer for *Ever After High Tea Party Dash*:

<https://youtu.be/Err7BhecqUk>.

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About Animoca Brands

Animoca Brands Corporation Ltd (ASX: AB1) 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 140 million times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com. For ongoing updates, follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

About Mattel

The Mattel family of companies (Nasdaq: [MAT](#)) is a worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling

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brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

About Ever After High

Classic fairytales have been flipped on their crown! Ever After High tells the page-turning story of the teenage sons and daughters of well-known fairytale legends. From Apple White™ (daughter of Snow White) to Raven Queen™ (daughter of the Evil Queen), Ever After High features creative, original storylines and characters brought to life in innovative ways. From entertainment and animated webisodes, to detailed fashion dolls, best-selling books, a mesmerizing interactive music video, spellbinding consumer products, and more these fairytale teens will share their stories of courage and confidence with fans as they discover the story of one's life is not written in permanent ink. Produced by Mattel Playground Productions, Ever After High animated short-form webisodes are currently available on Netflix and EverAfterHigh.com.