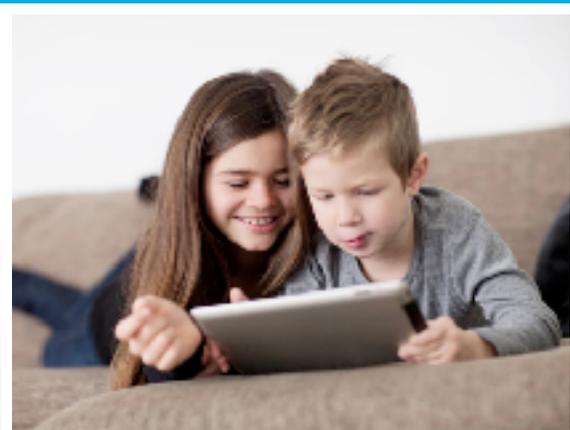


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# INVESTOR PRESENTATION



# Disclaimer



## Overview

This investor presentation (“Presentation”) has been prepared by Animoca Brands Corporation Limited (ACN 119 327 169) (“AB1” or the “Company”) and is dated 29 January 2017.

## Litigation

On 23 December 2016, the Company announced that it received a statement of claim from Patersons Securities Limited (“Patersons”) issued in the District Court of Western Australia. Patersons claims that it is entitled to the sum of \$390,000 plus interest and costs by reason of the Company’s alleged breach by ABI of its mandate with Patersons. The Company has denied liability and has rejected Patersons offer of settlement to avoid litigation. Notwithstanding the Company believes Patersons does not have a legal claim, AB1 may be subject damages determined by a court and legal fees on a party-party basis if settlement is not reached. Please refer to the ASX Announcement “Statement of Claim from Patersons” released on 23 December 2016 for more information.

## Confidential

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## Summary information

This Presentation contains summary information about the current activities of AB1 as at the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete. This Presentation does not purport to contain all the information that an investor should consider when making an investment decision nor does it contain all the information which would be required in a disclosure document or prospectus prepared in accordance with the requirements of the Corporations Act. It should be read in conjunction with AB1’s other periodic and continuous disclosure announcements lodged with the ASX, which are available at [www.asx.com.au](http://www.asx.com.au). Neither AB1 nor its directors, employees or advisers give any warranties in relation to the statements and information in this Presentation.

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# Overview of Investment Highlights



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01

**Expanding portfolio** of globally recognised brands and critically acclaimed titles

02

**Strong financial results** and consistent operating metrics

03

**Diversified product portfolio** with mobile games and e-books published globally

04

**Established distributional channels** with global publishers including Apple App Store and Google Play

05

**Positioned in a growing market** with a significant opportunity to become a leading player in the mobile edutainment sector

06

**Board & Management** with a wealth of sector expertise and networks

# Introduction



Leading global developer and publisher of mobile games and e-books, with one of the largest licensed brand portfolios in the industry. Headquartered in Hong Kong and employing over 140 full time staff throughout APAC and Europe, with leading development expertise and publishing experience.

at 20 Jan 2016

ASX	AB1
52 Week Share Price	A\$0.058 - A\$0.255
Shares on Issue	217,020,708
Unlisted Options	2,366,025
Current Share Price	A\$0.06
Market Cap	A\$13m
Cash at bank <sup>1</sup>	A\$2.8 million

<sup>1</sup> at 30 September 2016

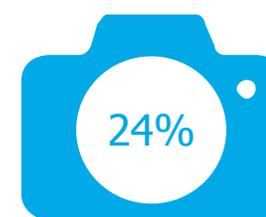
at 31 Dec 2016

Substantial Shareholders	Ordinary shares	%
Datahouse Investments Limited	16,909,089	7.79
Asyla Investments Limited	16,413,424	7.56
FingerFun (HK) Ltd. <sup>2</sup>	14,785,714	6.81
Intel Capital Corporation	12,801,432	5.89
Startive Ventures, Inc.	10,928,964	5.04
Yong Hui Capital Holdings I and II, IDG-Accel China entities, and Chi Sing Ho	10,210,385	4.70

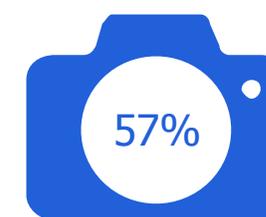
<sup>2</sup> Fingerfun (HK) Ltd. is a 100% subsidiary of Ourpalm Co Ltd.

Note: All of the above shareholders, except HSBC, are founding shareholders of AB1.

## Financial Snapshot – Q3 2016



Revenue increase on Q2 2016



Revenue increase on Q3 2015



Unaudited revenue for Q3 2016



Cash at bank 31 Sept 2016

## Key achievements in 2016

- Added subscription products to the revenue portfolio
- Signed further partnership agreement with Dreamworks Animation to produce book apps
- Acquisition of TicBits adding further skills, products and revenue generating opportunities

## Goals in 2017

- Growth of subscription products and revenue
- Further organic growth mobile app portfolio and user base
- Additional growth through potential M&A opportunities

# Board and management



**David Kim, Co-Founder & Chairman**  
Co-Founder & CEO, Animoca, formerly CEO at Lycos (NASDAQ: LCOS), mail.com (NASDAQ: MAIL), Techpacific Venture Capital (HK: 8088), Partner at Softbank Capital, CFO at China.com (NASDAQ: CHINA), vice Chairman at Daum Corp (KRX: 035720), Chairman at Vitzel (KLSE: 0050) and Director at Outblaze.



**Robby Yung, CEO & Director**  
Robby is a serial technology and marketing entrepreneur. He was the co-founder and CFO of Redgate Media, sold to Inno-Tech Holdings. He also co-founded One Media Group and One Studio and was the former GM of Metromedia Asia (AMEX: MMG).



**Yat Siu, Co-Founder & Director**  
Founder & CEO of Outblaze, who began his career at Atari. Outblaze's core business was sold to IBM in 2009. Yat is a Young Global Leader of the World Economic Forum and was awarded the Young Entrepreneur award at the Hong Kong Business Awards in 2009.



**Steven Hu, Independent Director**  
Steven currently serves as Co-CEO of Ourpalm, Prior to joining Ourpalm, Mr Hu was a partner at VC firm Qiming Venture Partners, where he played an important role in the firm's investments in smartphone giant Xiaomi, advertising platform Domob, online dating service provider Jiayuan.com (NASDAQ: DATE), Zhihu.com and D.cn. Mr Hu was also a co-founder of KongZhong.net (NASDAQ: Kong), one of China's first mobile value added service providers. He holds a bachelor degree in information science from Peking University.



**David Brickler, Independent Director**  
David was the ICT Manager at Bapcare, which he joined after being Senior Director of Applications for World Vision International. Prior to that, David served as Asia Pacific CIO for Mizuho Securities Asia Ltd., was an Executive Director of Ernst & Young in Hong Kong, and Global CIO for the Noble Group. David was the VP of Equity Technology at Goldman Sachs Japan and also served in various engineering positions at EDS Japan, Sundai, and Fujitsu Limited. David holds an EMBA MBA from Kellogg-HKUST and a BA from Princeton University.



**Nigel Finch, Independent Director**  
Dr Finch has wealth of small cap company expertise, having held or currently holding Directorships with leading small cap ASX listed companies. He is a Fellow of the CPA and a Chartered Accountant, and brings advanced financial modeling, analysis and fiscal planning expertise to this role. Furthermore, he was previously the Associate Dean, and Associate Professor of Accounting at the University of Sydney Business School.

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# Market opportunity & landscape

# e-books – significant market opportunity

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Global e-book revenue is growing at a CAGR<sup>1</sup> of:



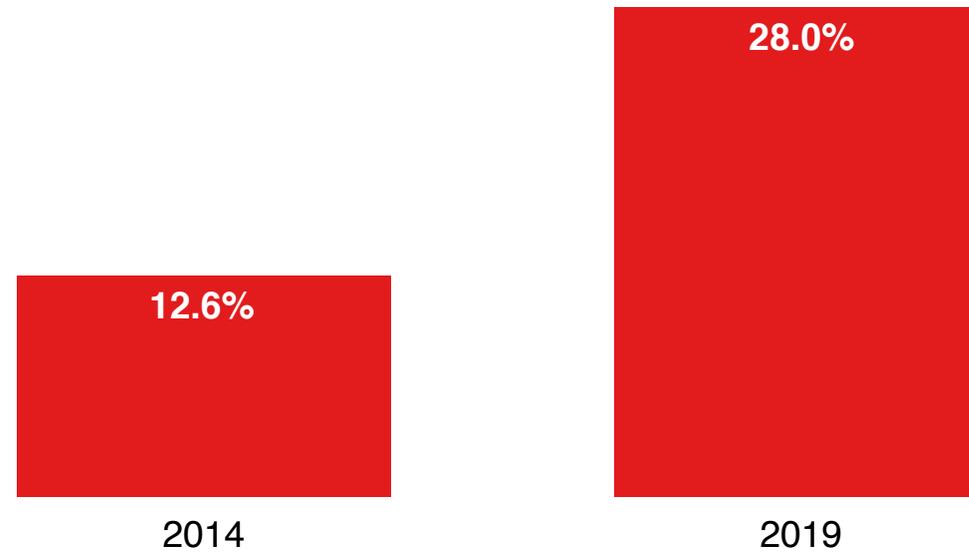
In 2018 total forecasted global consumer e-book revenue<sup>2</sup> expected to reach:



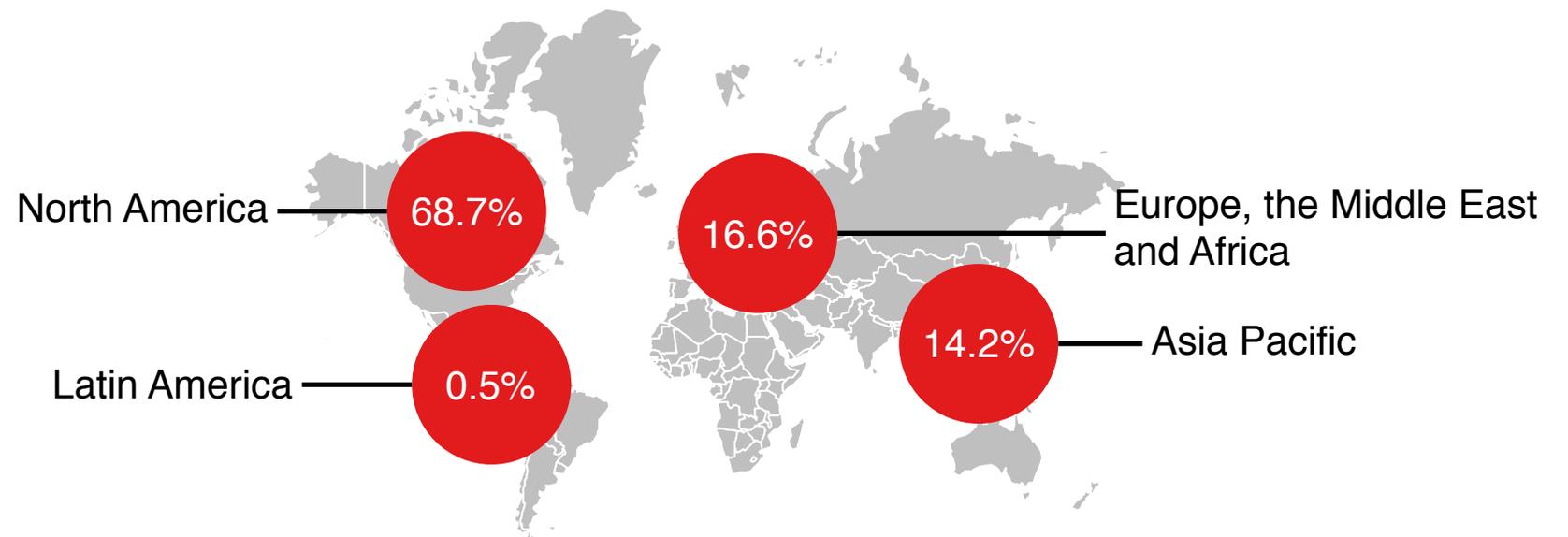
By 2018 total global educational e-book sector revenue<sup>2</sup> alone is forecasted to reach:



Forecast e-book Market Penetration in the Global Publishing Market 2014 – 2019<sup>1</sup>



Share of global e-book revenues by end 2016<sup>3</sup>:



Sources: 1. MorganHealey 2. PwC via Statista 3. Statista

# Game-based learning explodes

In 2015, investments in learning technology companies grew 268%



on 2014<sup>1</sup>

Global revenues for game-based learning technologies will reach



in 2021<sup>2</sup>

Global revenues for simulation-based learning products will surge to



by 2021<sup>2</sup>

## 2016 Deals in Games-based Learning Sector<sup>3</sup>



Kids app maker acquired by Chinese consortium

**Acquired for US\$1bn**



Age of Learning, maker of ABC Mouse, online educational platform

**US \$150m raised at US\$1b valuation**



Toca Boca, kids mobile app maker acquired by SpinMaster

**SpinMaster market cap of CAD\$850m**



Kidaptive, developer of game-based learning apps

**US\$20m raised**

1. 2015 Global Learning Technology Investment Patterns 2. Ambient Insight Report 3. Publicly available news stories and data

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# Company overview

# Partnered with multinationals and renowned brands

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Partnered with  
**Mattel**

to launch mobile games and a portfolio of e-books based on leading brands including Thomas and Friends™, Ever After High™ and more



Partnered with  
**DreamWorks Animation**

to launch a series of book apps based on leading brands including The Croods, Madagascar, Kung Fu Panda and more



# Animoca Brands' product portfolio



## Mobile game apps

470+



mobile games available across the Google Play and Apple App Stores

Including...



Garfield Chef



Ever After High: Charmed Style



He-Man: Tappers of Greyskull



Groove Planet



Doraemon Gadget Rush



Thomas & Friends™: Race On!

**He-Man:**  
Downloaded over half a million times in September and played over 8 million times.

## E-Books

1st



e-book launched in partnership with Mattel and book app with DreamWorks Animation



### Thomas & Friends: Read & Play

9 November 2016: launched Thomas & Friends™ e-book in partnership with Mattel

Over 60 e-books, videos and games available for subscription of US\$4.99 a month or US\$49.99 a year



### Trolls: Poppy's Party

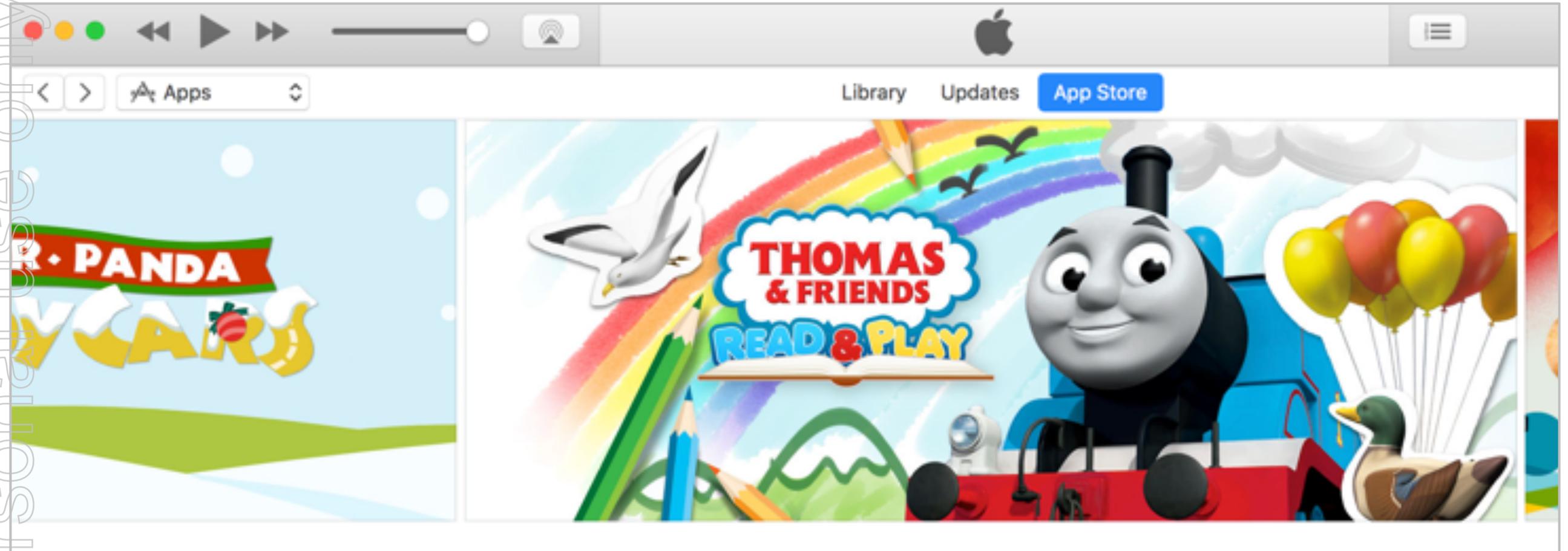
26 October 2016: launched premium Trolls book app in partnership with DreamWorks Animation, based on the comedy animated film

Available throughout Asia and the Middle East and is published in English, Chinese and Korean

#1 in China

# Thomas & Friends™: Read & Play – early success

*“12,000 subscribers in the first month since global launch.”*



Prominently featured in iPad section of the App Store in 93 countries



Ranked 4th in the “Kids” category of the iPad App Store in the US



#1 app in the “Kids” category in the iPad App Stores of 54 countries



In the Top 100 in the “Kids” category in the iPad App Stores of 112 countries

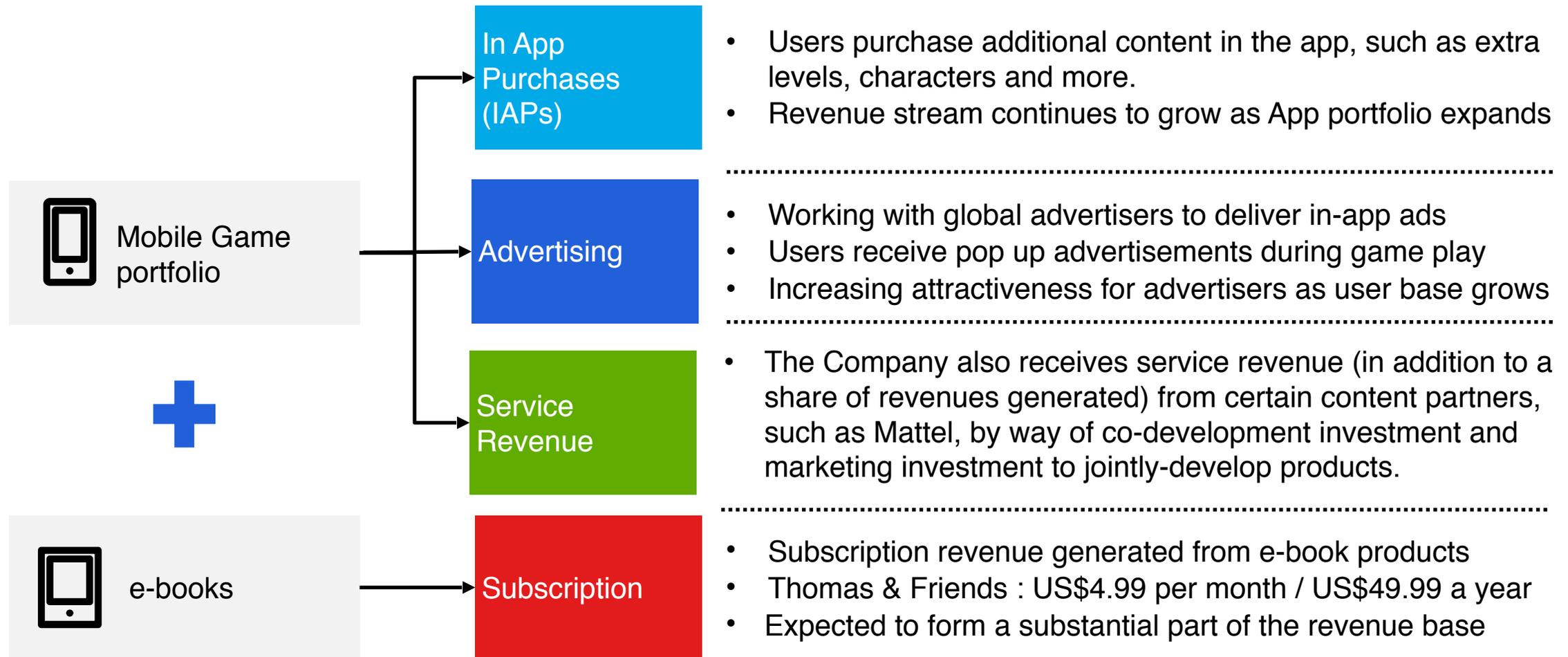


# Revenue model

# Multiple scalable revenue streams

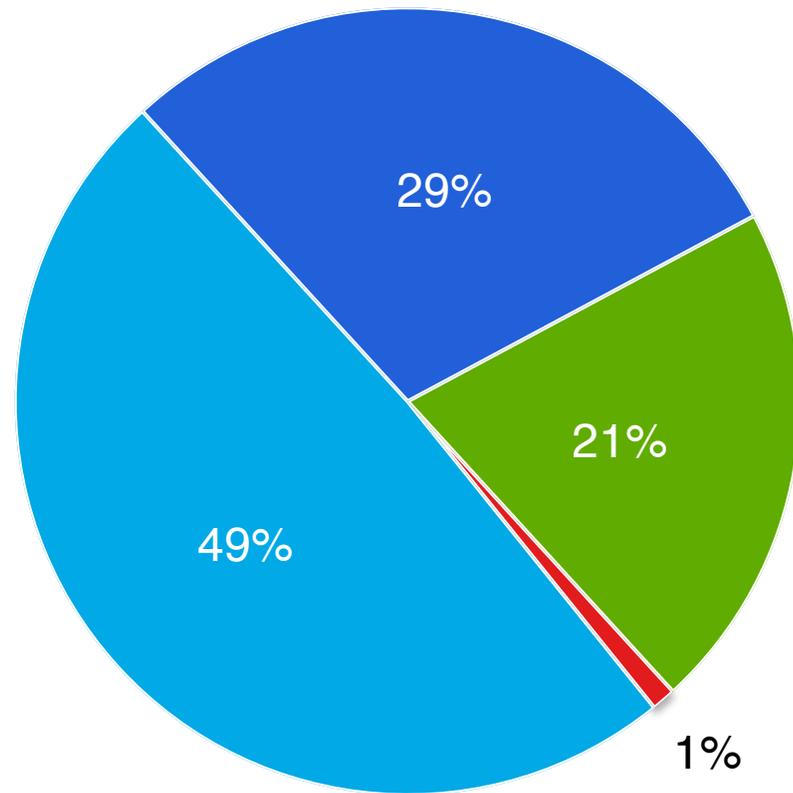
**Highly scalable commercial model with multiple revenue streams; each growing as the user base increases. User base now at 260 million.**

Products are largely available on a freemium model (free to download) with additional content driving revenues



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# 2016 estimated revenue breakdown and drivers



IAPs   Advertising   Service Revenue   e-books



Subscription revenue stream added in November 2016, following launch of e-books products

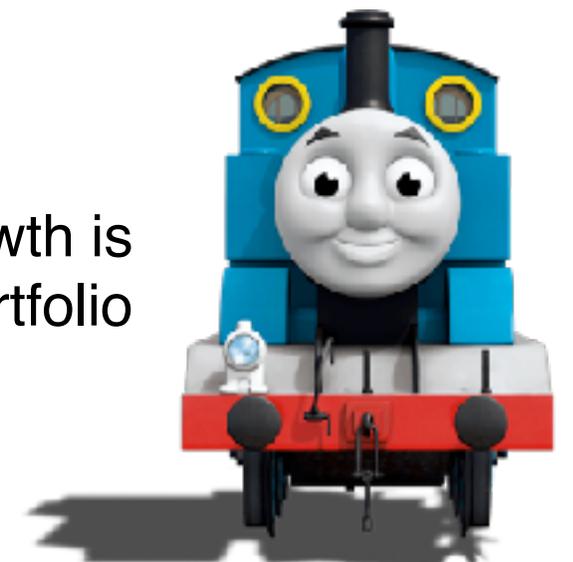


Expected to become a substantial part of the revenue base



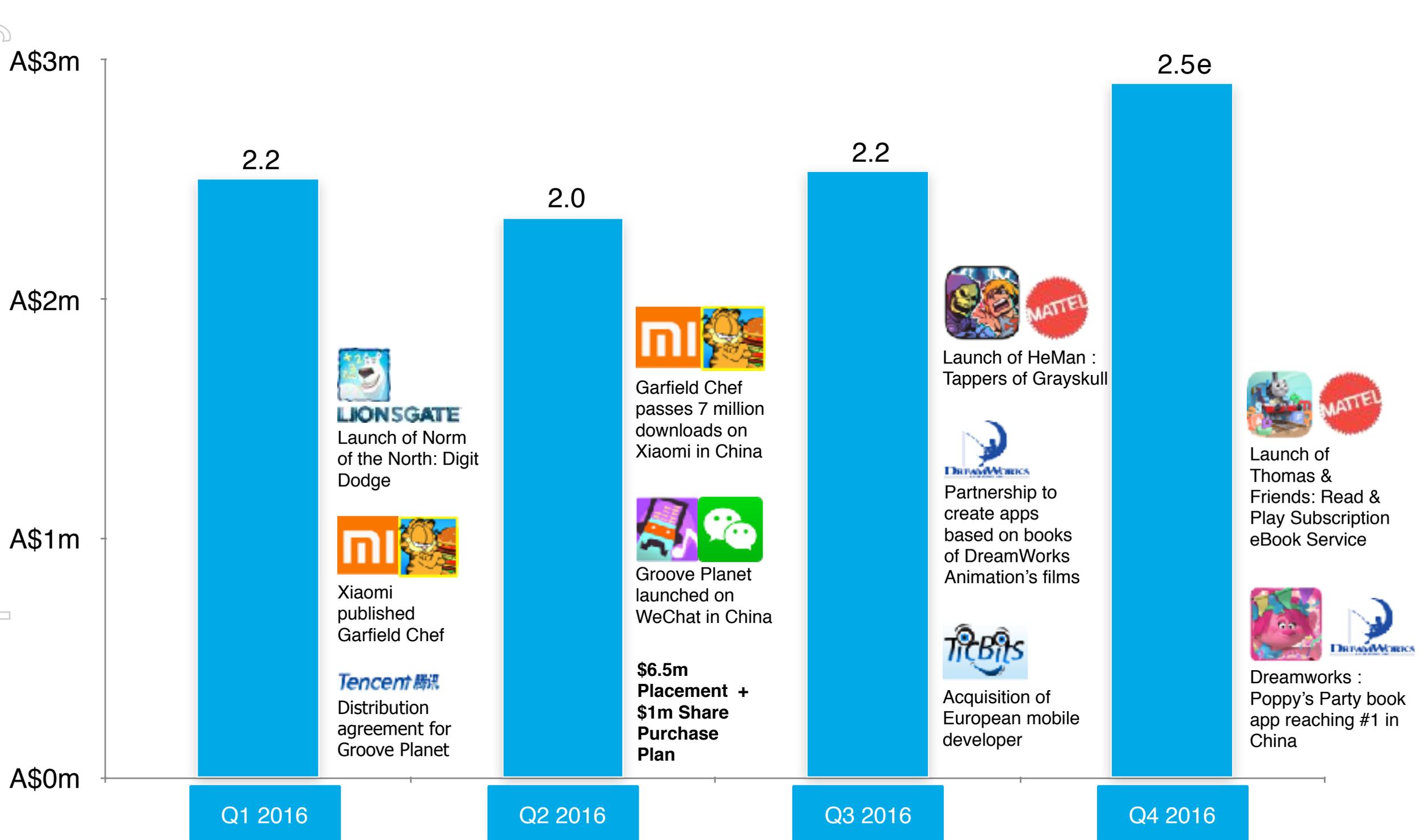
Promotion of e-books has begun with prominent featuring in the App Store and across Social channels

Revenue is ultimately driven by users and user growth is driven by increasing the number of products in the portfolio



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## Quarterly Unaudited Operating Revenue vs. Major Milestones



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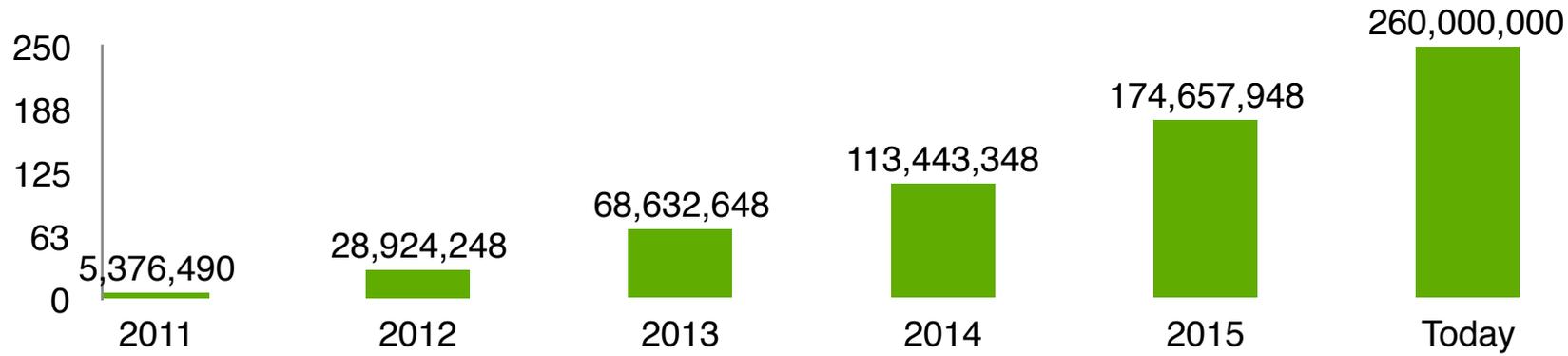
Operating metrics and financials

# Mobile apps – strong performance continues

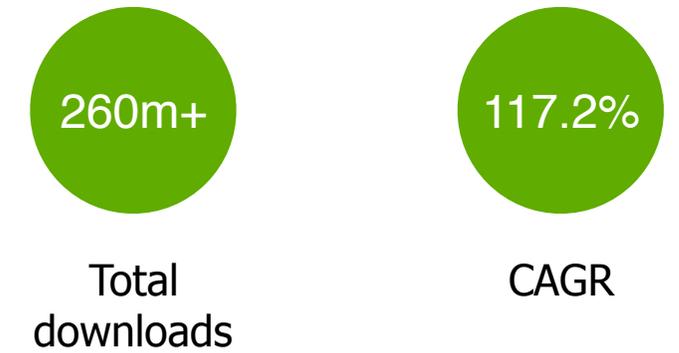


## Animoca Brands' mobile applications (apps) performance

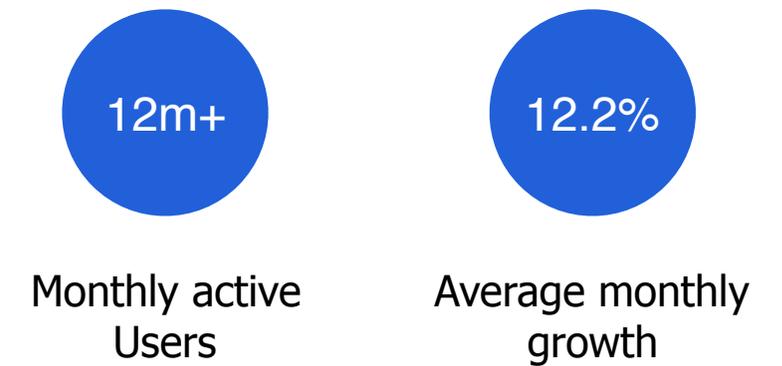
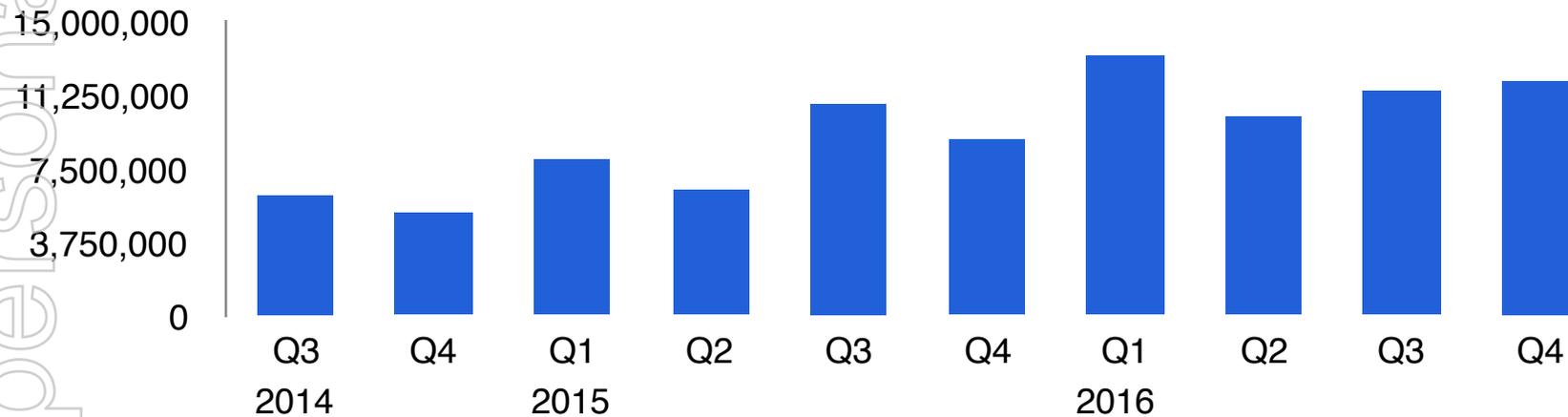
### Total downloads (cumulative), millions



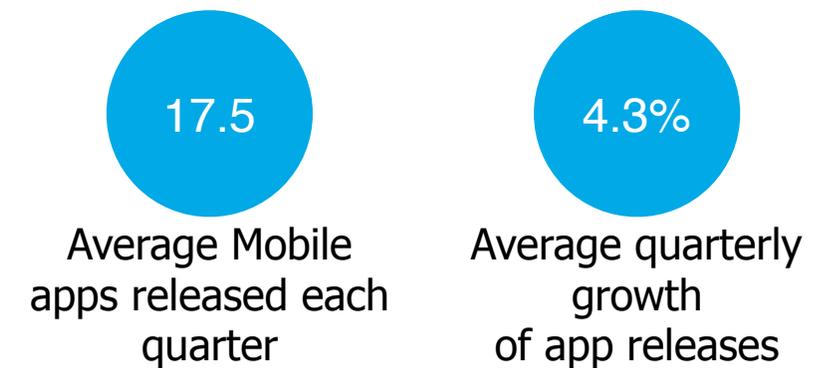
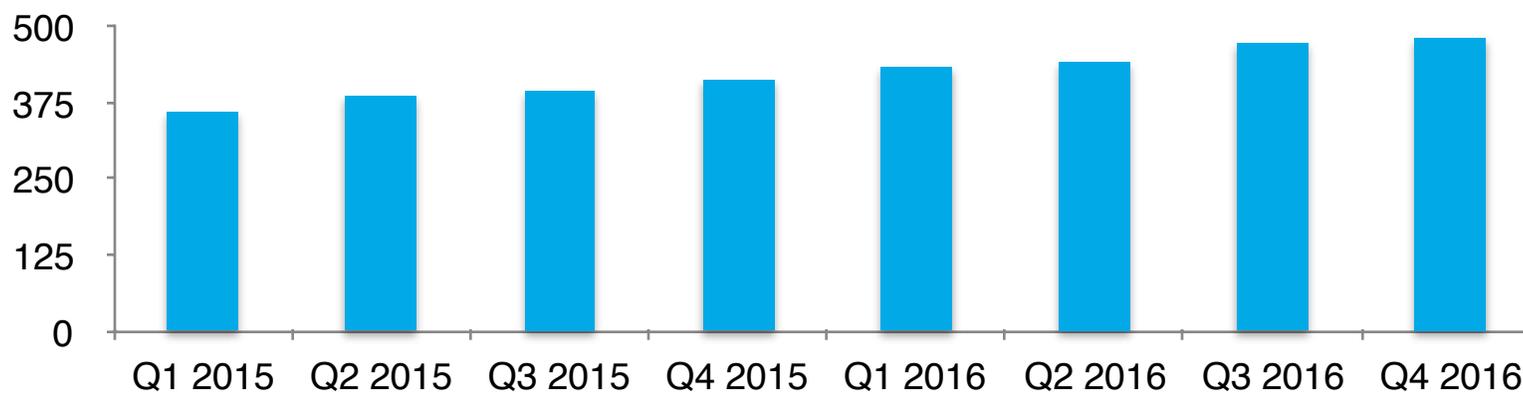
### 2016 vs. total period



### Monthly active users, millions



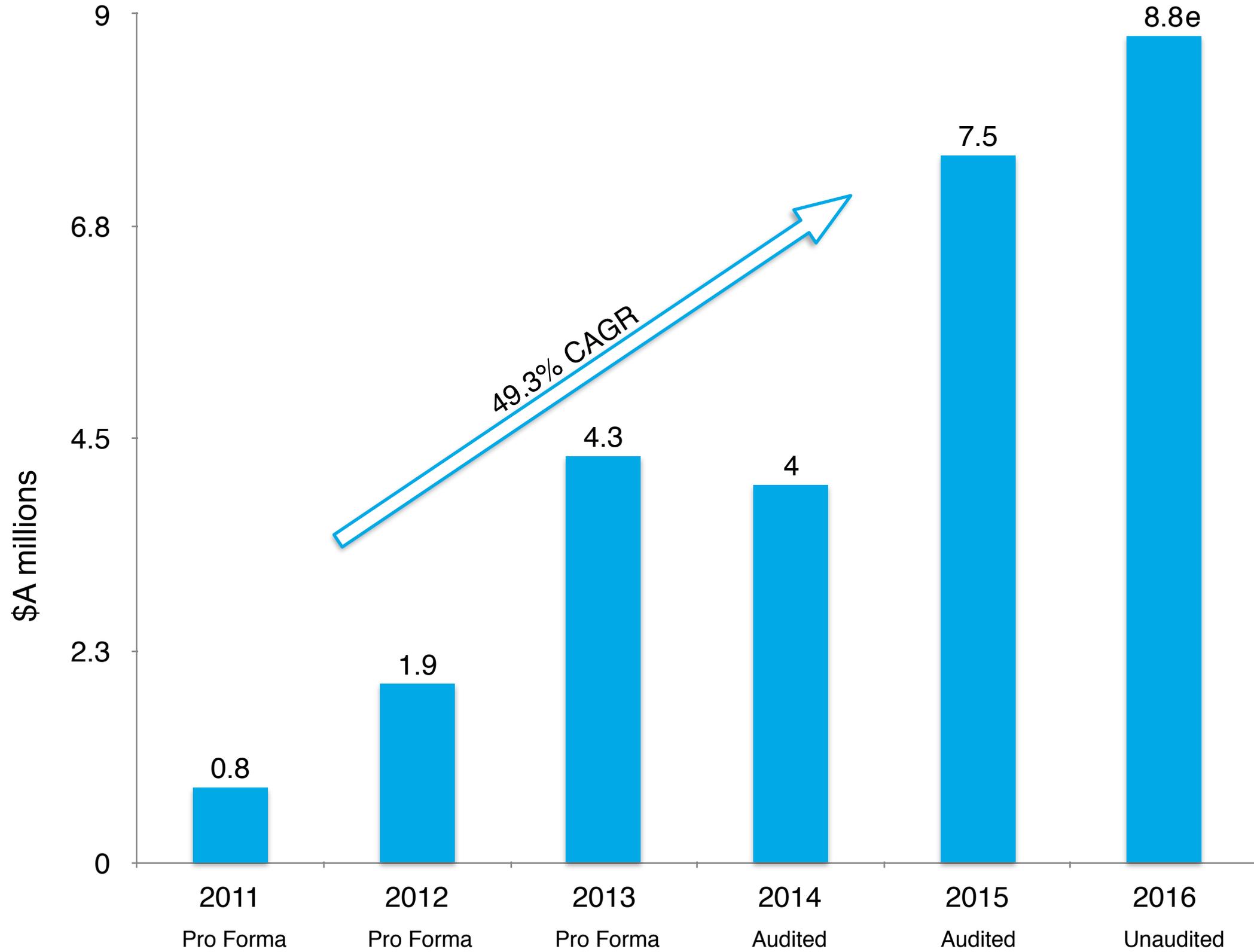
### Total app releases (cumulative)



# Total App Revenue



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# Mattel Partnership Update

- **12** mobile games available across the Google Play and Apple App Stores
- **1** e-book subscription service with **89** books, activities, and videos available on both Android and iOS



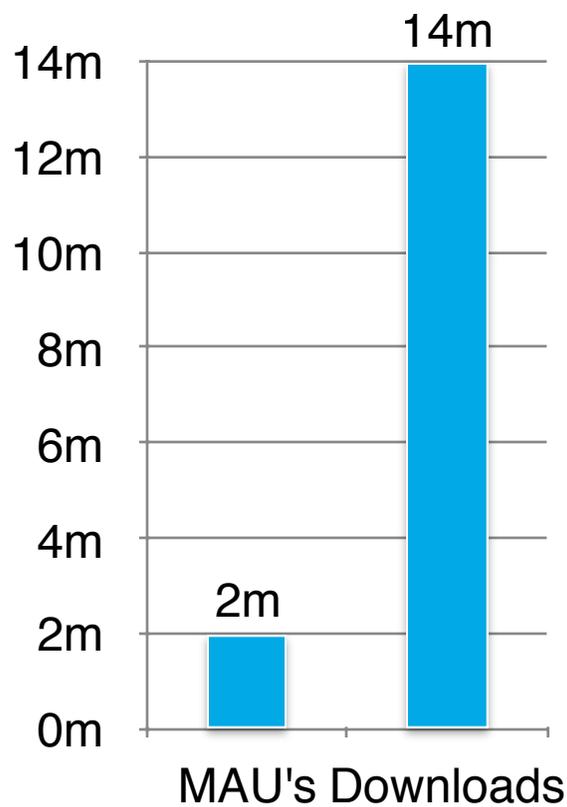
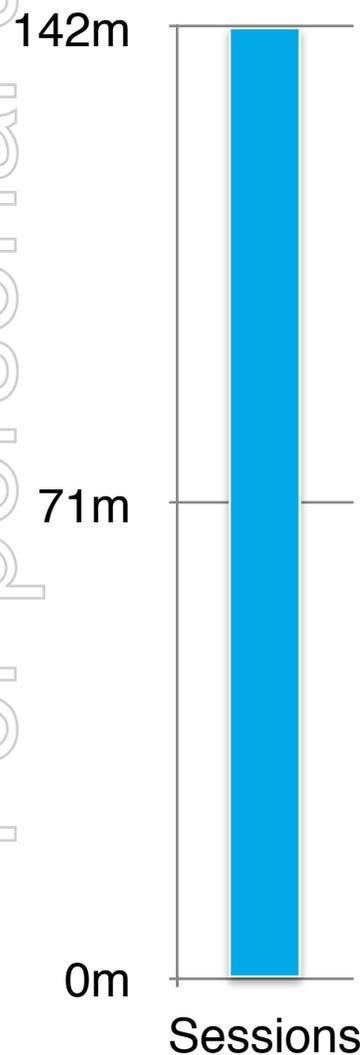
**He-Man:** Downloaded over 700k times since launch and played over 18m times.



**Thomas & Friends™: Race On!:** Downloaded over 5.8m times since launch and played over 72m times.



**Thomas & Friends™: Read & Play:** 12,000 subscribers in the first month since global launch.



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## Strategy & outlook

# Differentiated mobile game strategy

## BUILD



Generate a high volume of games

## LOW COST



Lower capital and labour costs compared to developing one hit game

## EFFICIENT



Utilises existing game engines (templates)

## CO-BRAND



Leverage household brand names, attracting large audiences

## PARTNER



Partner with platforms to publish and distribute games

## EARN



Proven long tail effect of games in the portfolio means that revenue continues to be generated from older games

## SCALE



Leverage existing infrastructure, including distribution channels, marketing capabilities, quality assurance

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## Expand, Partner and Grow the Business

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- Continue to expand product portfolio, and create more hit games leveraging existing game engines
- Launch further e-books in partnership with Mattel planned after Thomas & Friends
- Further book-apps currently in development through partnership with DreamWorks Animation
- Potential to develop further ebooks based on owned IP

- M&A opportunities that bring a portfolio of apps, which through Animoca Brands' distribution can be maximized, increasing revenue
- Leverage existing infrastructure and distribution channels, including marketing, distribution network and quality assurance to grow quality game portfolios of smaller developers
- There are thousands of independent game development studios which either self-publish titles, or enter into licensing or co-development agreements with publishers.



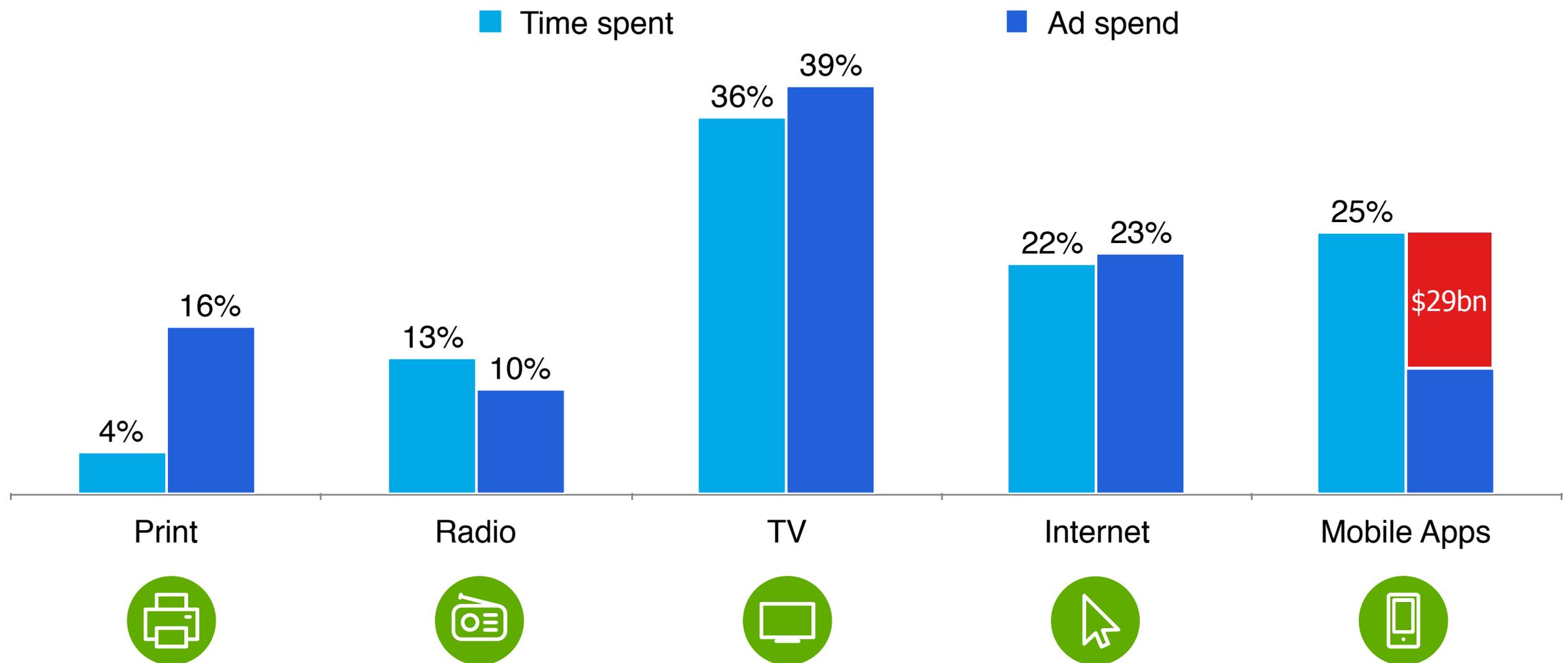
- Explore partnerships with other existing license partners to develop e-books
- Continue to seek partnerships with leading global game companies to publish their games
- Continue to develop and distribute mobile game apps based on well known brands with partners
- Continue to partner with other platforms for distribution
- Further drive in-app purchases with new game launches leveraging well known-brands
- Enhance in-app advertising attractiveness as user base grows
- Subscription revenues to form a substantial part of the revenue model
- Grow subscription revenue with the launch and promotion of further e-books



# Brand Advertising Poised to Explode on Mobile

The majority of ad clients on mobile come are other mobile apps rather than traditional offline brand advertisers. Silicon Valley analyst Mary Meeker, in her annual Internet Trends report, has charted the disconnect between the time spent on mobile versus ad dollars spent, which we feel points to a huge opportunity.

**% of time spend v advertising spend in 2015 (US)**



Mobile ad spend to top \$100 billion worldwide in 2016

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# e-books – next steps

Substantial progress made towards establishing a solid portfolio of e-books and establishing a strong position in the edutainment market

1



Partner with leading brands to co develop e-books and content

- May 2015 – Partnered with Mattel
- July 2016 – Partnered with DreamWorks Animation



Complete

2



Grow the e-book product portfolio across the well-known brands portfolio

- Launched first e-book with Mattel: *Thomas & Friends™: Read & Play*
- Launched first book app with DreamWorks Animation: *Trolls: Poppy's Party*
- Further products in development



In progress

3



Co-promote e-books with leading brand partner to drive market awareness and downloads

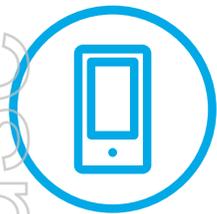
- Leverage social media channels of partners and their brands
- Online and offline advertising
- Mobile app campaigns



In progress

# M&A update (1/2)

In July 2016 the Company acquired Finnish mobile gaming developer TicBits, adding a European operational base in Finland – home to some of the biggest mobile game companies including Supercell, acquired for US\$8.6bn by Tencent, and Rovio, maker of Angry Birds.



**750k** daily active users



**13** new games and brands



**9** development staff

## Opportunities for growth and revenue generation

TicBits Revenue of  
**A\$1.5m**  
in FY15



TicBits Net profit of  
**+A\$0.72m**  
in FY15

Additional cash, TicBits had A\$1.8m, accumulated from profits



# M&A update (2/2)



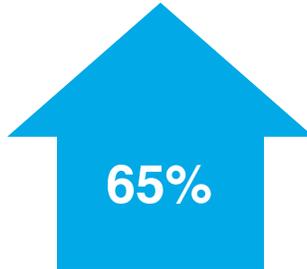
Animoca Brands has now incorporated TicBits' games into its existing infrastructure providing the resources (such as quality assurance, distribution channels and marketing capabilities) to leverage and enhance performance of existing portfolio.



**New versions** of existing titles have been released (Crazy Kings and iAssociate)

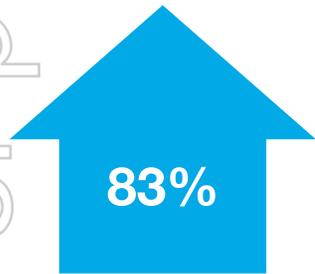


ARPPDAU has increased dramatically with the new version in Nov. : Crazy Kings is up **252%**



increase in downloads since acquisition

Crazy Kings featured **42x** in **139** countries by **Apple App Store** since acquisition



Animoca Brands' team have renewed advertising agreement for 2017 – increasing ad rates by **83%**

**Revenues** of TicBits continue growing - up **6.8%** in FY 2016



**Profitability continues** since acquisition ~A\$212k EBIT in 2H 2016

Animoca Brands has been able to leverage its partnerships with leading distribution platforms and its internal expertise and skills to bring additional promotion and scale to TicBits game portfolio, ultimately driving revenue and making TicBits more profitable.

# Summary & Outlook



## Key Strategic Targets for 2017

- Increase number of app titles through:
  - rapid development
  - leveraging existing game engines
  - acquisition
- Increase advertising revenue yield as advertisers move their spending to follow consumer behaviour
- Extend portfolio of branded apps through further brand licensing partnerships
- Extend product line to include new technologies including:
  - wearables (Apple Watch)
  - virtual reality (VR)
  - gamified learning products

## Strong Near-term News Flow Pipeline

- Additional licensing agreements of leading brands and games to be announced
- Further e-books to be launched
- New products that diversify the existing offering to be launched
- Subscription revenue performance

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# Investment summary



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01

**Expanding portfolio** of globally recognised brands and critically acclaimed titles

04

**Established distributional channels** with global publishers including Apple App Store and Google Play

02

**Strong financial results** and consistent operating metrics

05

**Positioned in a growing market** with a significant opportunity to become a leading player in the edutainment sector

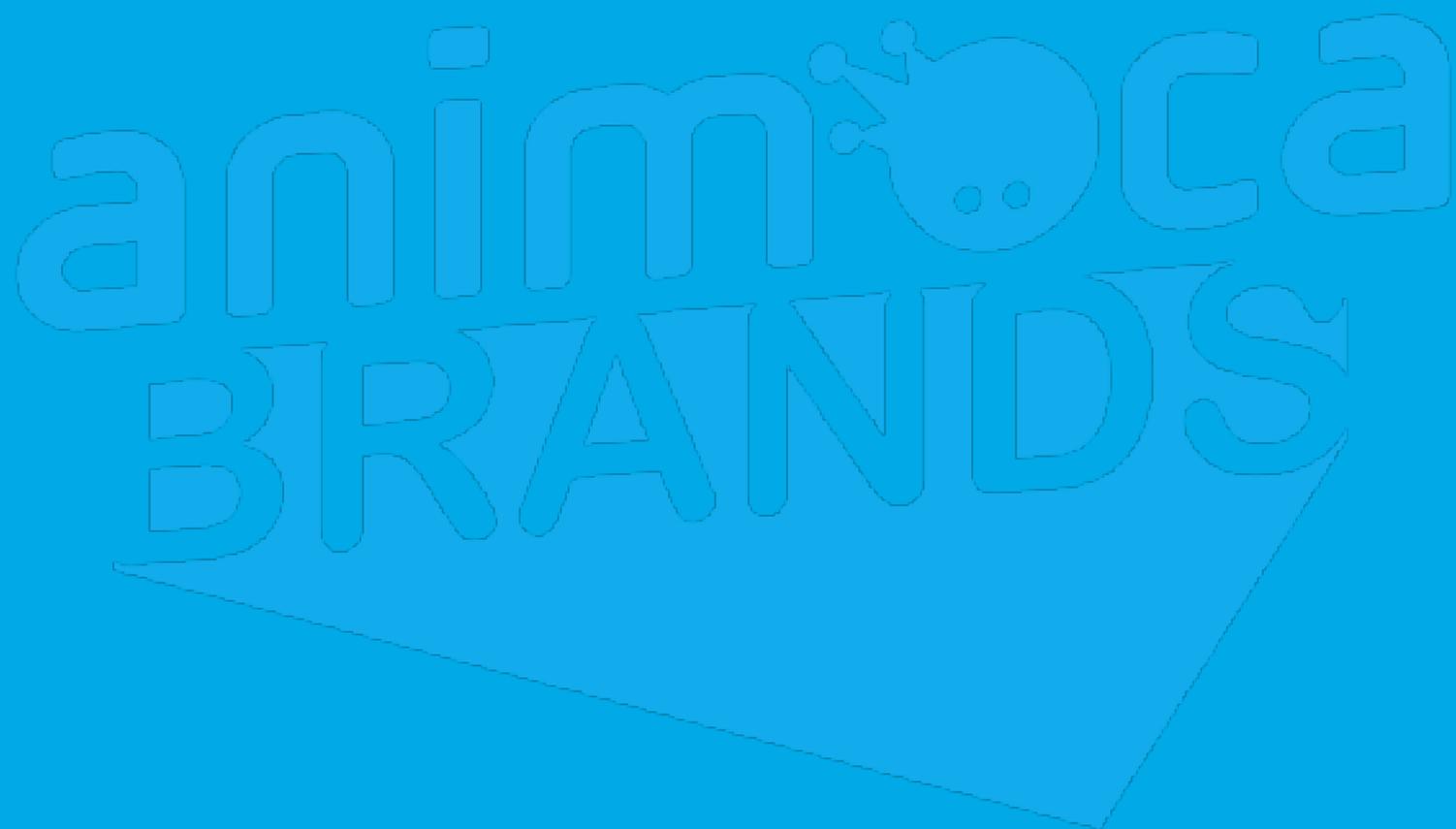
03

**Diversified product portfolio** with mobile games and e-books published globally

06

**Board & Management** with a wealth of sector expertise and networks

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**Animoca Brands**

Robby Yung (CEO)

E-mail: [ryung@animocabrands.com](mailto:ryung@animocabrands.com)

Tel: (+852) 2534 1222

Thank you