



## Brand Partnership to Expand Brand Portfolio and Intellectual Property

### Highlights

- Partnership with *Star Stable Entertainment AB* to co-develop and publish a portfolio of games based on its highly popular online 3D game, *Star Stable Online*
- Agreement will include the development of mobile games leveraging existing game engines and will see both companies co-invest in the creation of a new proprietary game engine for episodic content
- Episodic games offer an engaging and sophisticated experience for users, and have the potential to enhance in-app revenue through higher user engagement
- Partnership and new game engine development represents the Company's commitment to enhancing its game engine portfolio and expand its licensed intellectual property portfolio

**20 March 2017** - Animoca Brands (ASX: AB1 or the "Company") is pleased to announce it has signed a three-year partnership agreement with *Star Stable Entertainment AB* to co-develop and publish a portfolio of games based on its highly popular online 3D game, *Star Stable Online*.

*Star Stable Online* is an online 3D game world for players with a passion for horses and adventure. It is an MMORPG (Mass Multiplayer Online Role-Playing Game), meaning that thousands of concurrent players can play, chat and interact with each other. It is the fastest growing horse-themed game in the world with over 350 000 weekly players across 180 countries translated in 14 languages.

As part of the agreement, Animoca Brands and *Star Stable Entertainment AB* will co-invest in the development of mobile games. Animoca Brands will leverage its existing game engines in order to efficiently and cost effectively create *Star Stable* branded games that will appeal to a wide audience of *Star Stable* fans.

Both companies will cross-promote the new *Star Stable* mobile games in order to amplify reach and user acquisition. *Star Stable Online* has a social media following of several hundred thousand and over a million fan created videos across its platforms and an active online community of over 10 million registered players.

Robby Yung, CEO, Animoca Brands commented: "We're delighted to be partnering with *Star Stable Online*, a brand hugely popular among a global audience that is both loyal and receptive to gaming products, and we look forward to introducing the brand to mobile platforms. Given the demographic profile of *Star Stable Online*'s predominantly female fan base, we think there is a great opportunity for us to cross-promote these new titles to our existing audience."

Fredric Gunnarson, CEO, *Star Stable Entertainment AB* commented: "*Star Stable Online* has over 350,000 weekly online players eager for new *Star Stable* gaming products. We believe that mobile provides a significant opportunity and that the mobile products we are planning will be welcomed by fans. By partnering with Animoca Brands we will be able to leverage their expertise in the mobile gaming sector, their publishing partnerships, and distribution capabilities."

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### **About Animoca Brands**

Animoca Brands (ASX:AB1) publishes globally a broad portfolio of mobile games and subscription products including several games and eBooks based on popular intellectual properties such as Garfield, Thomas & Friends™, Ever After High and Doraemon. The Company's games have been downloaded over 260 million times. Animoca Brands is based in Hong Kong. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

### **About Star Stable Entertainment**

Star Stable Entertainment AB was founded in Stockholm, Sweden in 2011. Based on an existing and popular story, the company set out to create the best and most engaging horse adventure games. Today, the company employs a team of over 80+ people.

Star Stable Online is a spectacular online 3D game world built specially for those with a passion for horses and adventure. It is an MMORPG (Massively Multiplayer Online Role Playing Game) and this means that thousands and thousands of players can play, chat and help each other through the challenges and horse adventures Star Stable Online has to offer.

Star Stable Online is the fastest growing horse game in the world. It has over 10 million registered players and counting, is played in 180 countries and has been translated into 14 languages. Star Stable Online is owned, developed and operated by Star Stable Entertainment AB.

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