



ASX Release

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## Animoca Brands Expands Learning App Portfolio with BrainyTap

### Highlights

- Animoca Brands adds educational mobile app BrainyTap to its portfolio of apps
- BrainyTap is subscription based and provides educational content as well as the ability for users to create custom content within the app including games, puzzles, quizzes and e-books
- The addition of the app to its portfolio provides Animoca Brands with an engine to create new educational content
- In line with the Company's strategy to leverage existing engines and create new content from its licensed portfolio of brands
- Advances the Company's position in the education/edutainment sector

**4 May 2017** - Animoca Brands (ASX: AB1 or the "**Company**") is pleased to announce it has added the new educational app BrainyTap and its underlying app engine to its portfolio of products. The core engine was originally developed by TinyTap, an Animoca Brands partner and investee. The engine was used to create BrainyTap, a new educational app for children.

BrainyTap enables Animoca Brands to offer educational content using its portfolio of licensed brands, realising significant additional benefits from the technology.

BrainyTap already offers a wide and growing range of over 1,200 e-books from diverse publishers including Oxford University Press, Kids Dailies, Chocolate Rain, and Miss Humblebee School Readiness.

Additionally, BrainyTap allows educators and parents to create and offer their own apps, e-books, games, presentations, albums, and more via a convenient creation interface within BrainyTap itself. Users can assign materials to any number of children within the app and receive updates on the progress made by each child.

BrainyTap regularly adds new content to its library, and users regularly share their own materials for use by the BrainyTap community.

BrainyTap is currently published in Hong Kong and Singapore as part of a soft launch. Later this year, Animoca Brands will leverage its extensive distribution network to launch the app globally.

BrainyTap is free to use and download but requires a subscription to unlock all features, costing the equivalent of about A\$4 per month. The app will further build on the Company's subscriber products, increasing its subscription based revenue stream.

Robby Yung, CEO, Animoca Brands commented: "Our investment in TinyTap has delivered significant benefits to the business. It enabled us to accelerate the development of *Thomas & Friends: Read and Play* and gives us the ability to efficiently and effectively create additional educational apps. It has advanced our strategy to become a leading provider of edutainment apps and we continue to focus on this sector as a priority."

**– ENDS –**

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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 e-books 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 +](#).

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### **About BrainyTap**

BrainyTap is a mobile learning environment that offers users over 1,200 activities including e-books, games, quizzes, soundboards, puzzles, and more. Additionally, BrainyTap empowers anyone to create their own custom learning apps using the built-in creation and sharing tools. Parents and educators can use BrainyTap to assign content to children and track their progress through the material. BrainyTap is aimed at parents and teachers for both formal and informal learning needs. It is currently soft-launched in Hong Kong and Singapore and will be available globally soon. For more information visit <http://app.brainytap.com/activities/>.

### **About TinyTap**

TinyTap is a social platform and developer which empowers families, teachers and students to learn from each other by creating their own personalised learning apps and playing thousands of new ones shared daily by a worldwide community of educators and learners worldwide. For more information visit <https://www.tinytap.it/about/>.

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