

ASX Release

24 April 2015

ASX Code: **ABI**

ABN: 29 122 921 813

Quoted Ordinary Shares: 43.3 Mil

Ordinary Shares Escrowed
until 23 Dec 15: 60.9 Mil

Ordinary Shares Escrowed
until 23 Jan 17: 14 Mil

Options: 2.36 Mil exercisable
at \$0.20, expiring 23 Jan 18

Registered Office: Level 1,
169 Fullarton Road
Dulwich SA 5065

T: +61 8 8133 5000

F: +61 8 8431 3502

W: www.animocabrands.com

E: ir@animocabrands.com



ANIMOCA BRANDS CORPORATION LTD
ABN 29 122 921 813

Business update: collaboration with Neocyon and Gravity

Hong Kong – April 24, 2015 – Animoca Brands announces the upcoming release of two high profile mobile games in cooperation with Gravity Co. Ltd. and Neocyon Inc., both subsidiaries of Gung Ho Online entertainment.

The two new games, to be released in the next few weeks, are **Ragnarok Kingdoms: Horn of Wars** and **Cinderella Farm**.

Ragnarok Kingdoms: Horn of Wars, is a massively multiplayer real-time strategy (MMORTS) that will harness experimental mobile gaming mechanics to capitalise on the popular Ragnarok Online franchise.

It will be released worldwide on the Amazon Appstore and Google Play except in Japan, China, Taiwan, Thailand, and South Korea. The game is developed by Gravity Co. Ltd., a subsidiary of Gung Ho Online Entertainment.

Gravity was the first Korean company directly listed on the NASDAQ Global Market and has released a number of highly popular titles including Ragnarok Online, which is also published for Android by Animoca Brands and was one of that company's highest grossing apps in 2014.

Cinderella Farm is a farming sim game targeted at families and young audiences. NDP Group reveals that children under the age of 15 typically spend up to 2 hours per day playing mobile games, and make up the second largest spending segment for in-game purchases.

It will be released worldwide on Google Play except in Hong Kong, Taiwan, Macau, Japan, and South Korea. The game is developed by Neocyon Inc, a subsidiary of Gung Ho Online Entertainment.

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

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