



ANIMOCA BRANDS CORPORATION LTD
ABN 29 122 921 813

Appointment of Steven Hu

Hong Kong – 26 August 2015 – Animoca Brands (ASX: AB1 or the “Company”) is pleased to announce that further to the completion of the subscription agreement with Ourpalm Co. Ltd, Mr Steven Hu has joined the Company’s Board effective from 18 August 2015. His biography is listed below:

Steven Hu has over a decade of experience in the internet & mobile industry and is one of China's pioneers in that space. Mr Hu currently serves as Co-CEO of Ourpalm, where he oversees the company's strategy and operation and spearheads the transformation of Ourpalm into a global gaming company.

Prior to joining Ourpalm, Mr Hu was a partner at Chinese venture capital firm Qiming Venture Partners, one of the best known and successful investors in China. During his time at Qiming, Mr Hu played an important role in the firm’s investments in promising Chinese companies, including one of the world's largest smartphone makers, Xiaomi, advertising platform Domob, online dating service provider Jiayuan.com (NASDAQ: DATE), Zhihu.com and D.cn. Mr Hu was instrumental in helping these companies grow into industry leaders.

Mr Hu was also a co-founder of KongZhong.net (NASDAQ: Kong), one of China's first mobile value added service providers, where he managed the mobile gaming business. He began his career at Sina (NASDAQ: SINA) and helped launch their news portal, paving the way for the company to eventually become one of China's largest internet portals. He holds a bachelor degree in information science from Peking University.

ASX Release

26 August 2015

ASX Code: AB1

ABN: 29 122 921 813

Quoted Ordinary Shares: 59 Mil

Ordinary Shares Escrowed
until 23 Dec 15: 61 Mil

Ordinary Shares Escrowed
until 23 Jan 17: 14 Mil

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

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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 Ourpalm

Ourpalm was founded in Beijing in 2004 as a government licensed telecommunications and service provider. Strong background in web and mobile content have secured Ourpalm a place as one of China's leading web and mobile game developers and publishers. In May 2012, Ourpalm made its first public offering on the Shenzhen Stock exchange (Ticker: 300315-CN). The Company primarily focuses on mobile and web game development and publishing and comprises of more than 2,000 talented individuals and has experience in game development and publishing for over 200 titles.

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