



ASX Announcement

Animoca Brands Update on Partnership with Mattel

- First results of the partnership between Mattel and Animoca Brands
- Multiple Mattel-based games to be released in December 2015 and Q1 2016
- Two games based on Ever After High™ and one game based on Thomas & Friends™
- The initial products are based on franchises that provide broad coverage of both male and female young audiences
- Additional titles to be jointly developed and published in 2016

Hong Kong – December 9, 2015: following the agreement between Animoca Brands Corporation Limited (“the Company”) and Mattel Inc. (“Mattel”) announced on 22 May 2015, the Company provides an update on the partnership and future plans.

The Company recently launched *Ever After High Tea Party Dash*, the first mobile game resulting from the partnership with Mattel. The game is a freemium time-management challenge based on Ever After High™, Mattel’s hit franchise of dolls, games, books and animations for girls. With its high brand recognition among female audiences around the world, Ever After High was an ideal fit for the Company, whose casual gameplay styles have always been popular with female audiences.

As the holiday season approaches, the Company and Mattel continue to work on additional mobile games. The first forthcoming title will launch mid-December: *Thomas & Friends: Race On*, will feature Thomas the Tank Engine™ and other characters from *Thomas & Friends™*, the global content-led preschool franchise whose timeless stories are enjoyed by families in over 300 territories.

Another mobile game based on Ever After High will be released in January 2016: *Ever After High Charmed Style* will be a female-oriented dress-up game in which the player styles the fashion and makeup of key characters from the franchise like Apple White™ and Raven Queen™.

The Company expects that its product releases will address the market demands of a wide demographic of young male and female audiences over this holiday season and in the coming year.

Throughout 2016, the Company and Mattel will continue to expand the portfolio of jointly developed mobile games and entertainment products based on iconic Mattel brands. These new games, currently in development and targeted for release in 2016, will be announced at a later date.

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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 165 million times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com. Follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

About Mattel

The Mattel family of companies (Nasdaq: [MAT](#)) is a worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends™ and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

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