



ASX Announcement

Animoca Brands launches chart-topping “Groove Planet” music game for Android

Highlights:

- Animoca Brands’ chart-topping Groove Planet game is now available on Google Play for Android devices
- Groove Planet was a hit on Apple devices, with the app reaching #1 rank on the App Store 55 times
- The market for Android devices is around six times the size of the iOS market
- The release meets strong demand for Groove Planet on Android following acclaim from independent reviewers

Hong Kong, 10 March 2016 - Animoca Brands (ASX:AB1, “the Company”) is pleased to announce the launch of the Android™ version of its highly acclaimed *Groove Planet* mobile rhythm game, which was initially released on Apple devices in December 2015.

The new Android version, which is available free of charge on Google Play™, will significantly extend the audience of *Groove Planet*, as the Android market is around six times the size of the iOS market: research firm [IDC estimates](#) that Android devices hold over 80% of the market, making Android the world’s preferred smartphone platform.

Groove Planet for Apple devices received strong popular acclaim, reaching the number one rank on the App StoreSM no fewer than 55 times, and appearing on various Top 10 charts hundreds of times.

Groove Planet is also highly rated by leading independent reviewers, with TouchArcade rating the game 4.5 out of 5 stars and calling it “pretty outstanding” and “clearly made by people with a deep love and understanding of music”. TouchArcade went on to include *Groove Planet* in its roundup of all the best apps released in 2015.



Cult of Mac named *Groove Planet* an Awesome App of the Week and also one of the Best New Games in December 2015, describing it as “one of the most original and fun iOS games” and “insanely addictive.” Many other reviews, ranging from Italian to Vietnamese, also expressed strong praise for the game.

Robby Yung, CEO of Animoca Brands, commented: “Ever since the outstanding reception of Groove Planet for Apple devices, we have been bombarded by requests from Android users who desperately want to play our novel take on rhythm games. The wait is over and we are delighted to release Groove Planet on Google Play.”

Groove Planet can access music on the user’s device, analyses each track and uses the characteristics of each song to provide a unique music-based game experience.

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About Animoca Brands

Animoca Brands publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Ultraman, Doraemon, and various Mattel toy brands. Animoca Brands games have been downloaded over 180 million times worldwide. Animoca Brands is based in Hong Kong.

For more information visit www.animocabrands.com or follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google+](#).