



ANIMOCA BRANDS CORPORATION LTD  
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## Animoca Brands Signs Agreement with Tencent to Distribute Game in China on Weixin, Mobile QQ and Tencent App Store

### Highlights

- Distribution agreement with Tencent to publish its *Groove Planet* game across Android versions of Weixin, Mobile QQ, and Tencent App Store in mainland China
- Commercial revenue share agreement for funds generated from the title's in-game purchase options
- Weixin (697 million monthly active users) and Mobile QQ (642 million monthly active users) are China's leading communication platforms

**Hong Kong – 22 March 2016** – Animoca Brands Corporation Limited (ASX: AB1 or the "Company") today announces it has entered into an agreement with Tencent, China's leading provider of Internet value added services, to distribute in mainland China one of the Company's mobile games across Tencent's Android versions of Weixin and Mobile QQ platforms, and the Tencent App Store.

*Groove Planet* is a music mobile game developed by Animoca Brands that blends clicker and rhythm gameplay with stylized world-building, and that was globally positively received since launching in December 2015. *Groove Planet* will be distributed in mainland China on Weixin, Mobile QQ, and the Tencent App Store for a period of two years, with an auto-renewal feature for one additional year, on a revenue share agreement.

The combined monthly active users of Weixin and WeChat were 697 million while QQ had 853 million monthly active users (Mobile QQ had 642 million monthly active users), as of 31 December 2015. Tencent App Store is the number one Android-based app store in China.

### **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 world-wide. Animoca Brands is based in Hong Kong. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google+](#).