



Animoca Brands launches *He-Man™ Tappers of Grayskull™*

- Animoca Brands launches *He-Man™ Tappers of Grayskull™* based on the Masters of the Universe® franchise
- The new game features voice-over acting by the legendary Alan Oppenheimer and Cam Clarke, the official voices of Skeletor® and He-Man/Prince Adam, respectively
- The Masters of the Universe brand is estimated to have over 30 million fans worldwide
- Further games based on Mattel properties arriving in 2016; Animoca Brands will launch its first e-book based on *Thomas & Friends™* in the September quarter

Hong Kong, 31 August 2016 - Animoca Brands (ASX: AB1, 'the Company') today announced the launch of its latest mobile game, **He-Man™ Tappers of Grayskull™**. The game is based on the iconic Masters of the Universe® franchise, launched in 1982.

He-Man Tappers of Grayskull is available globally on iPhone®, iPad® and iPod touch® on the App StoreSM, and for Android™ devices on Google Play™.

In **He-Man Tappers of Grayskull**, He-Man and the Masters of the Universe battle Skeletor and his magically enlarged minions across multiple locations on the planet Eternia®. He-Man and his allies must secure powerful ancient artifacts and defeat wave after wave of gigantic foes to stop Skeletor's evil plans, thus ensuring safety for Castle Grayskull® and all Eternia.

The app utilises clicker gameplay and features dozens of Masters of the Universe characters including He-Man®, Skeletor®, Teela®, Man-At-Arms®, Battle Cat®, She-Ra®, Orko®, Evil-Lyn®, Beast Man®, Mer-Man®, Sorceress®, Stratos®, Mekaneck®, Scareglow™, Hordak® and others.

He-Man Tappers of Grayskull boasts voice acting by the Emmy Award-nominated Alan Oppenheimer (Skeletor) and Cam Clarke (He-Man, Prince Adam). The game is free to download and play, with optional in-app-purchases.

Masters of the Universe, launched in 1982 as a toy line, was followed by *He-Man and the Masters of the Universe* (1983-1984), a hugely popular animated television series produced by Filmation. It became one of the most popular animated shows of the 1980s and has achieved cult status.

The Masters of the Universe brand quickly became a significant global media franchise. The first animated series was followed by another animated series targeted at a female audience (*She-Ra®: Princess of Power®*, 1983-1984), as well as various comics (including the



eponymous series by DC Comics, 2012-present), a live action motion picture *Masters of the Universe* (1987), several books, additional animated series (1990-1991, 2002-2004), video games (1983-present), board games, records, and multiple successful lines of toys and collectors' items that are still evolving today.

The Masters of the Universe brand is estimated to have over 30 million fans worldwide, and the new game taps into the popularity of the franchise and the nostalgia of adults everywhere who grew up with the toy and media franchise.

He-Man Tappers of Grayskull is the sixth game released as part of the partnership between Animoca Brands and Mattel. Additional mobile apps are in production, with the first e-book based on Thomas the Tank Engine™ and other characters from *Thomas & Friends*™ expected to launch in the September quarter.

Robby Yung, CEO of Animoca Brands, commented: "Masters of the Universe is the fifth Mattel brand we have incorporated into our games portfolio. We will continue to leverage Mattel's highly successful and globally recognised brands as we launch further apps in the coming months, including our highly anticipated first e-book."

Download Links, Images & Trailer

He-Man: Tappers of Grayskull is available globally free of charge, with optional in-app purchases.

App Store: <http://itunes.apple.com/app/id1100110635>

Google Play:

<https://play.google.com/store/apps/details?id=com.animocabrands.google.HeManTappersUniverse>

Trailer: <https://youtu.be/gtUI-vPHnVQ>

Screenshots: <http://www.animocabrands.com/launch-he-man-tappers-of-grayskull>.

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About Animoca Brands

Animoca Brands (ASX:AB1) publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Thomas & Friends™, and Ultraman. The company's games have been downloaded over 230 million times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).

About Mattel

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends®, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 31,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.