



## ASX ANNOUNCEMENT

## SHAREHOLDER LETTER

**HONG KONG, Friday 2 September 2016:** Attached is a letter sent today by **Animoca Brands Corporation Limited (ASX: AB1)** to those of its shareholders who have provided an email address to the company.

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Dear Shareholder,

It is with great pleasure that I share with you our first subscription service, e-book product. This e-book service has been developed in collaboration with Mattel, one of our brand-licensing partners, and is based on the leading global brand *Thomas & Friends*<sup>TM</sup>.

We have been working closely alongside Mattel to create the content and develop the e-book subscription product. The service is now in its final stages of development and review, however, I wanted to share the current version with you, our shareholders, before its wider public launch.

The service has today been launched in a closed-beta format on the iOS platform for Apple users to our shareholders and key stakeholders. This access will enable users to view the application and explore the available e-books, accompanying videos and educational games before it is completed and launched to the wider market.

There are over 60 e-books, videos and games available at launch with unlimited access to the subscriber for US\$4.99 a month or US\$49.99 a year.

The content is based upon the original books and videos of *Thomas & Friends*<sup>TM</sup> that have been adapted by Animoca Brands for the mobile digital age.

As part of this closed-beta launch we will be seeking your feedback. Shareholders will have received an email inviting them to download Apple's "Test Flight" application on their iPad that will provide them with access to the e-book service.

Following the closed-beta launch, we will collect user feedback to refine the product before proceeding to a full commercial launch across the Apple App Store and Google Play store.

We at Animoca Brands are very excited for the launch of the new product. The addition of e-books to our product stable has not only diversified our product offering into the e-book market and learning materials, but will also deliver our first subscription revenues. The e-learning market represents a significant opportunity for us, and with our e-book collection, we have made the first and significant step towards entering this market and will look to become a key player.

We have a number of e-books in the pipeline and recently signed a partnership agreement with Dreamworks Animation to create book apps based on well-known characters and brands including *Madagascar*, *The Croods*, *Trolls*, *How to Train your Dragon* and *Kung Fu Panda*.

I hope that you enjoy exploring the product as much as we do and I look forward to receiving your comments and feedback.

*If you're not currently a shareholder and would like to view the product in this closed-beta phase please go to this page to submit your request: [ThomasBeta.AnimocaBrands.com](https://ThomasBeta.AnimocaBrands.com)*

Yours sincerely,

Robby Yung  
Chief Executive Officer

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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 220 million times and are growing at over 8 million downloads per month. Animoca Brands is based in Hong Kong. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#).