



E-Book Subscription Performance Ahead of Expectations

- Strong initial uptake of *Thomas & Friends™: Read & Play*, with 12,000 subscriptions in the first month since global launch, significantly ahead of management's expectations
- Subscription revenue adds another revenue stream to the business and is the Company's first recurring revenue
- Further subscription products to be added to the portfolio this year to become a larger part of the revenue mix

Hong Kong, 17 January 2017 - Animoca Brands (ASX: **AB1**, "The Company") is pleased to announce the strong performance of the recently launched *Thomas & Friends™: Read & Play* (or the **Mobile App**), with total subscription numbers of 12,000 in the first month since global launch, which exceeds the Company's expectations.

Published under the Company's partnership with Mattel Inc (NASDAQ; MAT), the Mobile App is available on Apple's App StoreSM and Google PlayTM.

The Mobile App was prominently featured on the iPad section of the App Store in 79 countries over the Christmas period, and enjoyed strong subscription numbers in its first month since global release.

The Mobile App is a subscription-based children's entertainment and learning mobile application for tablets, based on Mattel's popular preschool franchise *Thomas & Friends™*. The Mobile App includes a range of e-books, videos, games, creation tools and other educational or entertainment activities for children. It is available for a subscription fee of US\$4.99/month or US\$49.99/year.

Robby Yung, CEO, Animoca Brands said: "These initial subscription numbers reflect the high demand for subscription e-books and the quality of our product. We intend to make subscription products a larger part of our product portfolio and increase the proportion of our recurring revenue. We're delighted with the early success of *Thomas & Friends™: Read & Play* and will continue to enhance the product with additional content, providing ongoing value for subscribers."

About Animoca Brands

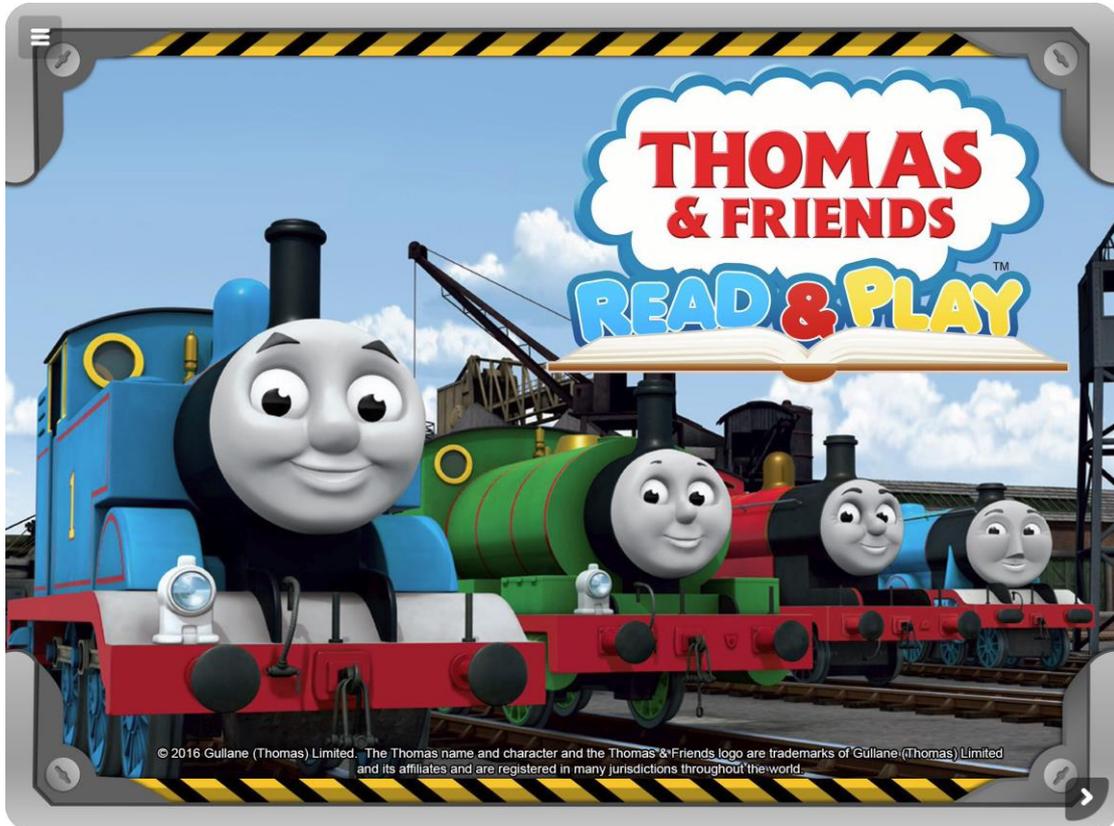
Animoca Brands publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Astro Boy, and Doraemon. Animoca Brands' games have been downloaded over 250 million times. In November 2016 the Company launched its first e-book based on the popular *Thomas & Friends™* franchise, adding new products to its portfolio and subscription revenue to its business model. For more information visit www.animocabrands.com or follow on [Facebook](#), [Twitter](#) or [Google +](#).

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