



ASX Release

27 March 2017

Animoca Brands Partners with Leading Japanese Developer COLOPL

- Publishing agreement signed with leading Japanese game developer and publisher COLOPL
- COLOPL is a leading Japanese game developer and publishing giant
- Agreement for Animoca Brands to publish COLOPL's highly successful *Tokyo Casino Project* mobile social casino resort simulation game worldwide (excluding Japan)
- Potential to drive Company's revenue if the global performance is similar to that in Japan

Hong Kong, 27 March 2017 - Animoca Brands (ASX: AB1, 'the **Company**') today announced it has signed a publishing agreement with Tokyo-listed Japanese game developer and publisher COLOPL, Inc. (JP:3668).

The agreement gives Animoca Brands the right to publish COLOPL's *Tokyo Casino Project* game, paying COLOPL a royalty based on revenue share. The game will be published worldwide by Animoca Brands, excluding Japan, and will be available on Apple's App StoreSM and Google PlayTM.

COLOPL is a Japanese game developer and publishing giant that has launched many highly successful games throughout Japan and generated revenue of ¥84.7 billion in FY16 (about AUD 991 million). COLOPL is partnering with Animoca Brands in order to access the Company's strong publishing network in Asia Pacific, Europe, the Middle East and the Americas as well as its localization expertise to increase the awareness and users of the game worldwide.

Tokyo Casino Project is a mobile multi-player social game that consists of two simulation factors: playing a casino and building a resort. Players can spend real money in the app, but cannot place bets using real currency; instead, *Tokyo Casino Project* taps into the high demand for virtual social gaming.

The Agreement increases and diversifies Animoca Brands' product stable and will be the first social casino title published by the Company. It is expected to be popular amongst both male and female audiences.

Robby Yung, CEO, Animoca Brands commented: "It is a privilege to be working with Colopl, and we're looking forward to making *Tokyo Casino Project* as successful around the world as it was in Japan."

-ENDS

For personal use only



For further information, please contact:

Robby Yung

Chief Executive Officer

info@animocabrands.com

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 Doraemon. The Company's games have been downloaded over 260 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 +](#).

COLOPL, Inc. Corporate Profile

Name: COLOPL, Inc. URL: <http://colopl.co.jp>

Location: Yebisu Garden Place Tower 11F, 4-20-3 Ebisu, Shibuya-ku, Tokyo

Date of establishment: October 1, 2008

Capitalization: 6,401,780,000 yen

Representative: Naruatsu Baba, President and CEO

Business lines: Provision of mobile game services to customers in Japan and overseas, mainly smartphone applications; provision of services for virtual reality devices; location data analysis consulting and research service dedicated to smartphones; the provision of other services

Apple is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play and Android are trademarks of Google Inc.

For personal use only