



ASX Release

5 March 2018

Animoca Brands launches Tokyo Casino Project

Highlights:

- Animoca Brands launches the highly successful *Tokyo Casino Project* social casino resort simulation mobile game worldwide (excluding Japan, South Korea and China)
- The launch is the result of a publishing agreement with leading Japanese game developer and publisher COLOPL
- Casino Project was originally launched by COLOPL exclusively in Japan

Animoca Brands (ASX: **AB1**, the “**Company**”) is pleased to announce the immediate worldwide launch (excluding Japan, China, and South Korea) of **Tokyo Casino Project**, the social casino resort simulation mobile game from Japanese developer and publisher COLOPL, Inc (JP:3668, “COLOPL”). *Tokyo Casino Project* is available on the App Store and Google Play.

Tokyo Casino Project is a mobile multiplayer game that invites players to play social casino games and build a resort. The game is free to play and offers in-app purchases. 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.

COLOPL, the developer of *Tokyo Casino Project*, is a Japanese game developer and publishing giant that partnered with Animoca Brands to access the Company’s publishing network in Asia Pacific, Europe, the Middle East and the Americas as well as its localisation expertise to increase the number of users of the game worldwide.

In March 2017, Animoca Brands and COLOPL announced a publishing agreement (the “Agreement”) granting Animoca Brands the right to publish *Tokyo Casino Project* worldwide excluding the original launch territory of Japan where the game is already published by COLOPL. Animoca Brands will pay COLOPL royalties based on revenue generated by the game (see ASX press release dated 27 March 2017).

Since signing the Agreement, the Company has invested in software development focused on the localisation of the game to suit global markets and has been working on executing the publishing and distribution strategy.

-ENDS

For personal use only



About Animoca Brands

Animoca Brands (ASX: AB1) publishes globally a broad portfolio of mobile games and subscription products including several games and e-books based on popular intellectual properties such as Garfield, Thomas & Friends™, Ever After High and Doraemon. The Company is based in Hong Kong and Finland. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#)

About COLOPL

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: 6,460 million yen (As of end of Dec, 2017)

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

For personal use only