CryptoKitties beta launch in China, Tuzki creator Momo Wang named brand ambassador and contributor

Highlights

- Animoca Brands launches Axiom Zen's *CryptoKitties* in Greater China with new iOS app in beta release for 5,000 players
- Momo Wang, creator of Tuzki, one of China's most recognisable emoticon characters, joins *CryptoKitties* as brand ambassador and first contributor to the Artist Series
- Momo Wang to collaborate with Axiom Zen and Animoca Brands to design limited edition cats for *CryptoKitties*
- Animoca Brands receives a share of revenue generated by the game in Greater China, and is entitled to worldwide royalties from Momo Wang's designs and associated transactions
- Significant uptake expected from first *CryptoKitties* Artist Series

Animoca Brands (ASX:**AB1**, "the **Company**") is pleased to announce the exclusive beta release of **CryptoKitties** ("the **Game**") in China, Hong Kong, and Taiwan, and the appointment of internationally recognised illustrator Momo Wang as brand ambassador for *CryptoKitties*, the first and most successful consumer product built on blockchain technology.

Today's launch of the *CryptoKitties* iOS app is initially limited to 5,000 new players. To participate in the exclusive launch, new players simply need to join the *CryptoKitties* official WeChat account and register their email address on a special entry page.

In addition to acting as brand ambassador for *CryptoKitties*, Momo Wang, the creator of the highly popular Tuzki character, will design four rare special edition digital cats, which will be available globally as the first crypto-collectibles in the game's Artist Series.

In January 2018, Animoca Brands partnered with Axiom Zen, the developer of *CryptoKitties*, to publish the Game on mobile in Greater China, with the Company receiving a share of revenue generated in the region (see ASX release dated 25 January 2018). Animoca Brands is entitled to worldwide royalties from all transactions of Momo Wang's designs in *CryptoKitties.*

CryptoKitties offers digital cats ("CryptoKitties") that users collect, breed, and trade, and is the Ethereum network's largest blockchain game, responsible for over a quarter of the network's traffic during its peak. Unlike cryptocurrencies, such as Bitcoin or ether, *CryptoKitties* are cryptocollectibles that secure ownership of digital art via blockchain technology. Since launching in late 2017, the game has acquired 1.5 million registered users and conducted over

US$40 million in transactions, with some of the game's most popular cats selling for the equivalent of over US$200,000.

Momo Wang, creator of the famous character Tuzki, is a multiple award-winning and internationally recognised illustrator based in Beijing. She was named the 46th most powerful person in "China's 100 Most Powerful People" by Century Weekly in 2007, and is the author of seven books including *I, TUZKI, U,* which won Best Graphic Novel at the Annual Book Industry Awards of China.

Momo Wang's most famous creation, Tuzki, is a black and white line drawing of a bunny that is one of the most recognised characters on social media in Asia. Tuzki has featured in advertising campaigns by companies as diverse as Motorola, KFC, and Fujifilm. Tencent and Turner Entertainment are collaborating on a motion picture based on the character.

Momo Wang is the first celebrity contributor to the *CryptoKitties* Artist Series, which will offer special edition digital cats designed by prominent artists, influencers, and designers. Animoca Brands expects that these special edition cats will be highly sought.

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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 CryptoKitties
CryptoKitties is the world's leading cryptocollectible game, loved by devoted communities of super-users from around the world. The game has captured the world's imagination by bringing consumer interest to the blockchain in a dramatic new way. *CryptoKitties* is the most popular distributed application ever developed, responsible for thousands of transactions on the Ethereum blockchain every day. For additional context or access to key team members, please contact press@axiomzen.co.

About Axiom Zen
Axiom Zen is an award-winning venture studio that specializes in new platforms and emerging technologies. Axiom Zen was named first among Canada's Most Innovative Companies by Canadian Business. Products developed by Axiom Zen have touched 200+ million consumers and are used by the world's leading companies and government organizations. For more information visit www.axiomzen.co