



ASX Release

8 May 2018

CryptoKitties partners with basketball player Steph Curry to bring sports memorabilia to blockchain gaming

Highlights:

- *CryptoKitties* to release first ever celebrity cats in partnership with basketball player Steph Curry
- The two-time MVP is auctioning off special-edition *CryptoKitties* digital cats starting 7 May 2018
- *CryptoKitties* users in China (currently in Beta release) will also have access to the auction
- Animoca Brands is entitled to 30% of net revenues generated via the *CryptoKitties* mobile app in China
- Steph Curry's significant popularity in the region could drive interest and demand in China for *CryptoKitties*
- Broader roll out in China progressing - updates expected near term

Animoca Brands Corporation Limited (ASX: **AB1**, "**the Company**") is pleased to announce that *CryptoKitties*, the world's first and most successful consumer product built on blockchain technology, has secured a partnership with AppMoji, Inc (AppMoji) and basketball superstar and two-time MVP Stephen Curry to bring sports memorabilia to the blockchain.

Special-edition collectible digital cats based on Curry, or 'CurryKitties', are on auction starting on Monday, 7 May 2018. This is one of the first times that sports memorabilia have been introduced to blockchain gaming, and Axiom Zen, the developer of *CryptoKitties*, expects the new collectibles to be highly sought. Additionally, to mark the partnership with AppMoji, *CryptoKitties* will auction 10 digital cats.

As previously announced, Animoca Brands holds exclusive distribution rights for *CryptoKitties* in Greater China. In addition to securing Tuzki creator Momo Wang as the first Artist Series contributor for the game, the Company recently also beta-launched *CryptoKitties* for iPhone and iPad in China, which allows users of Apple devices in China to bid for the special edition cats. As part of its agreement with Axiom Zen, Animoca Brands is entitled to 30% of net revenues generated via the *CryptoKitties* mobile app across China.

The Company continues to make progress on the broader launch of *CryptoKitties* in Greater China and will provide further updates in due course.

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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 superusers 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

About AppMoji

Moji (AppMoji, Inc.) is the world's leader in creating and distributing premium branded digital assets. With multiple #1 Top Paid Apps and awards from Apple, Moji holds exclusive digital rights to over 60 brands and celebrities. Regarded as an innovator in establishing the popularity of branded emoji/sticker packs, in partnership with Kapps Media, Moji will be launching a celebrity authenticated digital collectible marketplace, OneOfAKind.io

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