



ASX Release

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Animoca Brands appoints Kabam co-founder Holly Liu to Board of Directors

Highlights:

- Animoca Brands appoints internationally renowned entrepreneur Holly Liu as Non-Executive Director and strategic advisor
- Ms Liu co-founded the gaming company Kabam, which was sold to Netmarble in February 2017 for approximately A\$1bn
- At Kabam, Ms Liu helped drive revenue growth from zero to over US\$400m annually and led the design of the mobile game *Kingdoms of Camelot*, which grossed US\$250m within four years
- She has been named a leader in gaming and entrepreneurship by both *Fortune* and *Forbes*
- Ms Liu sees great potential in the blockchain gaming and AI business segments of Animoca Brands

Animoca Brands Corporation Limited (ASX:AB1, “the Company”) is pleased to announce that leading entrepreneur Holly Liu has been appointed Non-Executive Director and strategic advisor to its board of directors.

Ms Liu was named one of “10 Most Powerful Women in Gaming” by *Fortune*, and one of “12 Women in Gaming to Watch - Entrepreneurs’ Edition” by *Forbes*.

Ms Liu has significant industry experience. In 2006, she co-founded Kabam, a venture backed mobile gaming company, where she led the design of the award-winning *Kingdoms of Camelot* franchise, which grossed over US\$250m in just four years. Other successful titles by Kabam include *The Hobbit: Kingdoms of Middle-earth* and *Marvel Contest of Champions*.

At Kabam, Ms Liu was instrumental in growing annual revenue from zero to US\$400m. Ms Liu was also the founding mobile designer for the game extension *Battle for the North*, which made *Kingdoms of Camelot* the highest grossing app for iPhone and iPad in 2012.

In January 2017, the majority of Kabam’s assets were acquired by Netmarble, South Korea’s largest mobile gaming company, for approximately A\$1bn. Following the transaction, two of Kabam’s remaining studios formed Aftershock, which was subsequently acquired by FoxNext for an undisclosed amount.

Following her exit from Kabam and Aftershock, Ms Liu took on a role as a visiting partner at Y Combinator, an accelerator providing seed funding to nearly 2,000 startups with a combined value of over US\$80bn.

Yat Siu, co-founder and director of Animoca Brands, said: “We are very excited to have attracted someone of Holly’s calibre to the board of Animoca Brands. Holly has co-founded, led and exited a billion dollar company and her advice and guidance will be essential as we drive growth in new areas of focus like blockchain gaming and AI.”



Holly Liu commented: "I am delighted to be joining the Board of Animoca Brands and feel privileged to be trusted as a strategic advisor to this dynamic company at the forefront of blockchain and AI in mobile gaming. I look forward to help the Company grow and drive value for shareholders as we leverage these exciting technologies."

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About Animoca Brands

Animoca Brands (ASX: AB1) publishes and develops a broad portfolio of mobile games and subscription products including several games such as Crazy Kings, Crazy Defense Heroes as well as products 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 +](#).

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