



ASX Release

12 July

Animoca Brands completes oversubscribed \$4.5m placement; investors include directors Yat Siu and Holly Liu and strategic blockchain partners

Highlights

- Animoca Brands raises \$4.5m via a heavily oversubscribed placement to strategic investors including directors Yat Siu and Holly Liu; and strategic advisor Wilhelm Taht and strategic blockchain partners.
- The new capital will be used to advance blockchain focussed initiatives, content development, marketing, AI related investment and potential acquisitions
- In conjunction with the placement Animoca Brands has also entered a collaboration agreement with leading multinational consumer electronics company HTC Corporation

Animoca Brands Corporation Limited (ASX:AB1, “**Animoca Brands**” or the “**Company**”) is pleased to advise that it has completed a heavily oversubscribed \$4.5m share placement (the “**Placement**”) to new and existing sophisticated and professional investors, in conjunction with a collaboration agreement with leading consumer electronics company HTC Corporation (see ASX announcement dated 12 July 2018).

Placement

The Company has successfully raised a total of A\$4.5 million through a Placement of 90 million fully paid ordinary shares to sophisticated investors at an issue price of \$0.05 per share, with a one-for-two attaching loyalty option, exercisable at \$0.07, conditional on Placement shares being held for 90 days.

Collaboration with HTC

Animoca Brands and HTC Corporation have entered into an agreement to explore opportunities for business collaboration, including product development, and joint collaboration in areas including gaming, blockchain, artificial intelligence, machine learning, augmented reality (AR), virtual reality (VR), and others.

HTC is a multinational consumer electronics company headquartered in Taiwan and listed on the Taiwan Stock Exchange, which has established itself as a global leader in the innovation and design of smartphones, connected devices, and virtual reality.

Additional background

For personal use only



Co-founder and director Yat Siu and recently appointed director Holly Liu have committed funds to the Placement, subject to approval at the Company's next general meeting. Strategic blockchain partners also participated in the Placement.

The funds raised by the Placement will finance the growth of the Company's AI, blockchain, and gaming businesses, and provide working capital to support the Company's growth opportunities.

The issue price of the Placement represents a 10.3% discount to the 30 day volume weighted average price (VWAP) of \$0.056 and a 16.7% discount to the last closing price of \$0.6. Settlement of the Placement is expected to occur on or around 18 July 2018, and new shares under the Placement are expected to be issued on the next day under the Company's existing placement capacities pursuant to ASX Listing Rule 7.1A and the placement facility approved by shareholders at the AGM held on 28 May 2018. Specifically, 40 million new shares will be issued pursuant to the placement facility approved by shareholders at the AGM held on 28 May 2018, and 50 million new shares will be issued under Listing Rule 7.1A. The new shares issued under the Placement will rank equally with existing Animoca Brands shares, and the Company will apply for quotation of the new shares on the ASX. The Company intends to utilise its placement capacity pursuant to ASX Listing Rule 7.1, or seek shareholder approval for the issue of the loyalty options.

-ENDS

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](#) .

For personal use only