



ASX Release

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## Animoca Brands and HTC sign agreement to collaborate

### Highlights:

- Animoca Brands and HTC Corporation sign a memorandum to develop opportunities for collaboration
- HTC is a global leader in the innovation and design of smartphones, connected devices, and virtual reality

Animoca Brands Corporation Limited (ASX: **AB1**, “**the Company**”) is pleased to advise it has entered into a Memorandum of Understanding (the “Memorandum”) with HTC Corporation (TWSE:2498, “HTC”) to develop opportunities for business collaboration.

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

As specified in the Memorandum, Animoca Brands and HTC will 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.

**-ENDS**

### About HTC

HTC Corporation aims to bring brilliance to life. As a global innovator in smart mobile devices and technology, HTC has produced award-winning products and industry firsts since its inception in 1997, including the critically acclaimed HTC U and Desire lines of smartphones. The pursuit of brilliance is at the heart of everything we do, inspiring best-in-class design and game-changing mobile and virtual reality experiences for consumers around the world. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). [www.htc.com](http://www.htc.com).

### 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](http://www.animocabrands.com) or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google](#) [±](#).

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