



ASX Release

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## Animoca Brands and Dapper Labs partner with HTC to distribute *CryptoKitties* on mobile

### Highlights:

- Animoca Brands enters agreement with HTC Corporation and Dapper Labs to distribute *CryptoKitties* on mobile
- HTC is a global leader in the innovation and design of smartphones, connected devices, and virtual reality
- Dapper Labs is a subsidiary of Axiom Zen and the creator of *CryptoKitties*, which in February 2018 raised over US\$12m from Andreessen Horowitz, Union Square Ventures, and the founders of Dreamworks, Reddit, Coinbase, Zynga, and AngelList, among others
- Agreement grants HTC a limited, non-transferable right and license to publish, distribute, commercialise and promote *CryptoKitties* on HTC phones, including HTC's U12+ flagship mobile device
- Fast-tracks distribution of *CryptoKitties* in Greater China and enables global joint promotional and development opportunities with HTC products including the upcoming Exodus, the world's first native blockchain phone

Animoca Brands Corporation Limited (ASX:AB1, "the Company") is pleased to advise that its wholly owned subsidiary Animoca Brands Limited has entered into an agreement (the "Agreement") with HTC Corporation (TWSE:2498, "HTC") and Dapper Labs Inc. ("Dapper Labs") that grants HTC the right to distribute the popular cryptocollectible game *CryptoKitties* on mobile.

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

*CryptoKitties* was released by Axiom Zen in November 2017 and spun out into a new company called Dapper Labs in February 2018, raising \$12.85M from leading investors including Andreessen Horowitz, Union Square Ventures, and the founders of Dreamworks, Reddit, Coinbase, Zynga, and AngelList, among others.

The Agreement grants to HTC a limited, non-transferable right and license to publish, distribute, commercialize and promote *CryptoKitties* on HTC branded phones, including HTC's U12+ flagship mobile device.



The Agreement fast-tracks mobile distribution of *CryptoKitties* in Greater China and enables global joint promotional and development opportunities with HTC for its current generation of products as well as the upcoming Exodus, the world's first native blockchain phone with all-important storage cold wallet and key recovery.

Yat Siu, the co-founder of Animoca Brands, commented: "This is an incredibly important milestone as we develop a network of partnerships with future-oriented companies like HTC and Dapper Labs to take advantage of exciting trends, particularly the rising prevalence of blockchain and DApps."

Phil Chen, the chief crypto officer of HTC, said: "I'm excited about the opportunity to decentralize the internet and reshape it for the modern user. Today, HTC has taken a major step in this direction by partnering with Animoca Brands and Dapper Labs, two dynamic and innovative companies at the forefront of the blockchain revolution."

Roham Gharegozlou, CEO of Dapper Labs, commented: "We partnered with Animoca Brands and HTC because of their experience navigating early platform shifts. We look forward to expanding our relationship and bringing many more decentralized success stories to market."

**-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 Dapper Labs**

CryptoKitties was created by Axiom Zen and spun out into a new company called Dapper Labs in February 2018, raising \$12.85M from leading investors including Andreessen Horowitz, Union Square Ventures, and the founders of Dreamworks, Reddit, Coinbase, Zynga, and AngelList, among others. CryptoKitties is the world's most successful blockchain game; since launching, tens of millions of US dollars in transactions have been conducted on the platform, with some of the game's most popular cats selling for the equivalent of over US\$100,000. Unlike cryptocurrencies, CryptoKitties are individually unique digital assets akin to digital art with ownership secured on the blockchain.

#### **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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