

## Animoca Brands named one of world's 50 best mobile game developers by PocketGamer.biz

### Highlights:

- Animoca Brands named one of the world's Top 50 Developers by PocketGamer.biz
- PocketGamer.biz is the world's leading B2B mobile games industry portal
- The Top 50 Developers represent the best game companies from across the sector, with *Fortnite* developer Epic Games coming in first place
- List also includes industry titans Tencent, NetEase, King, Netmarble, Roblox, Supercell, Playrix, Com2us, and Peak Games
- Companies in the Top 50 Developers list are selected by experts at PocketGamer and external advisors based on the most exciting products, innovation, revenue, influence, potential, and company growth, among others

Animoca Brands Corporation Limited (ASX: **AB1**, the “**Company**”) is pleased to announce that it has been ranked #47 in PocketGamer.biz's Top 50 Developers list of 2018 (the “**List**”).

PocketGamer.biz, published by UK-based Steel Media, is the world's leading B2B mobile games portal; it covers processes, technology, and developments in the game industry, publishes regular industry reports such as *Mobile Games Trends*, and organises various well-attended industry events.



**THE MOBILE MOVERS & SHAKERS OF THE LAST 12 MONTHS**

The Top 50 Developer list identifies the best global games companies from across the sector. The List was announced at a gala event on 21 August 2018 in Cologne, Germany, where leading figures in the mobile game industry gathered at the Hyatt Regency Hotel as the winners were revealed.

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Epic Games, the developer of the global hit *Fortnite*, was named the top game company of 2018. Other companies to make the List include Tencent, NetEase, King, Netmarble, Roblox, Supercell, Playrix, Com2us, and Peak Games. The List includes developers from all over the world, reflecting a truly global industry.

Inclusion in the List was determined by experts at PocketGamer.biz and external advisors, based on a combination of factors including the most exciting games, genuine innovation, revenue, influence, potential, company growth this year, and other criteria.

Yat Siu, founder and director of Animoca Brands, commented: "We are immensely proud that PocketGamer has named Animoca Brands one of the world's top mobile game companies. This recognition from the game industry will help us to advance our innovative strategy to leverage gamification, blockchain, and artificial intelligence as we continue to forge new paths in mobile development."

Chris James, the CEO of Steel Media, commented at the ceremony: "We've been covering the mobile games industry for almost 14 years now, from the times when it was the awkward step-child of the games world, up until its current position operating over 50% of all games revenues. Throughout that time the format has continued to innovate and evolve, and this latest Top 50 illustrates the breadth and depth of the industry from hypercasual 'twitch' games up to high-fidelity triple-A titles, and esports able to go toe-to-toe with PCs and consoles."

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#### **About Animoca Brands**

Animoca Brands (ASX: AB1) publishes and develops a broad portfolio of mobile games and subscription products including 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; in addition, Animoca Brands is the exclusive China distributor of *CryptoKitties*. 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 +](#).

#### **About Steel Media**

Steel Media Ltd is a consumer and b2b technology publisher and events company based in the UK. The company produces the leading mobile and handheld gaming website PocketGamer.com, mobile games industry portal PocketGamer.biz, PC industry news site PCGamesInsider.biz, plus recent additions InfluencerUpdate.biz and BlockchainGamer.biz. Steel Media Ltd also organises numerous international events, including the world-renowned Pocket Gamer Connects conference series, the Big Indie Pitch developer competitions, the Global VR Challenge, and new conference Blockchain Gamer Connects. The next activity takes place in Helsinki, with both Pocket Gamer Connects and Blockchain Gamer Connects on September 11th-12th. Tickets are available now from <http://www.pgconnects.com/helsinki/>

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