



ASX Release

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Animoca Brands launches beta of *Crazy Defense Heroes* for Android

Animoca Brands Corporation Limited (ASX:AB1, the “Company”) is pleased to announce that *Crazy Defense Heroes* (the “Game”) for Android devices has beta-launched in selected countries.

The Game’s beta launch will allow the Company to test the new version of the game and to collect data about how Android users engage with *Crazy Defense Heroes* in order to enhance the gaming experience.

Crazy Defense Heroes, launched on Apple iOS devices in January 2018, is the sequel to *Crazy Kings*. Both games achieved significant success on the App Store, generating A\$2.8 million in the first three months since the Game’s launch (see ASX announcement of 30 April 2018). The Company expects that availability on Android, which accounts for over 77% of the mobile operating system global market, will increase the adoption and revenue of *Crazy Defense Heroes*.

Crazy Defense Heroes for Android (beta) is now available for testing on Google Play in the Philippines, India, Malaysia, Chile, Macao, Croatia, Brunei, Latvia, Panama, and Paraguay. Users in these territories can access the beta version of the Game.

The Game remains available globally on the App Store for iPhone and iPad, free to play and download with optional in-app purchases.

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About Animoca Brands

Animoca Brands (ASX: AB1) leverages gamification, blockchain, and artificial intelligence technologies to develop and publish a broad portfolio of mobile products including games such as *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes* as well as products based on popular intellectual properties such as *Garfield*, *Thomas & Friends*[™], *Ever After High* and *Doraemon*. Animoca Brands is the exclusive China distributor of *CryptoKitties*. The Company is based in Hong Kong, Canada, 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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