

***Crazy Defense Heroes* for Android available globally on Google Play store via Early Access**

Highlights:

- ***Crazy Defense Heroes* (CDH) for Android available worldwide on Google Play as an Early Access title**
- **Early access feature coincides with Chinese New Year holiday, expected to boost engagement for the game on Android**
- **CDH has been highly successful, leading the franchise to generate A\$2.8m in first three months since launch on iOS only**
- **Android market is the largest mobile market by far, accounting for 74.5% of the mobile operating system global market, and is the dominant operating system in Asia**
- **Animoca Brands expects the *Crazy Kings* franchise adoption and revenue to increase with the availability of CDH on Android devices**
- **Additional distribution agreements, marquee branding opportunities and re-skin initiatives to leverage successful game metrics and provide additional revenue opportunities are being progressed**

Animoca Brands Corporation Limited (ASX:AB1, the “**Company**”) is pleased to advise that *Crazy Defense Heroes* for Android devices is on track to launch worldwide later this year, and is available globally right now as an Early Access feature on Google Play.

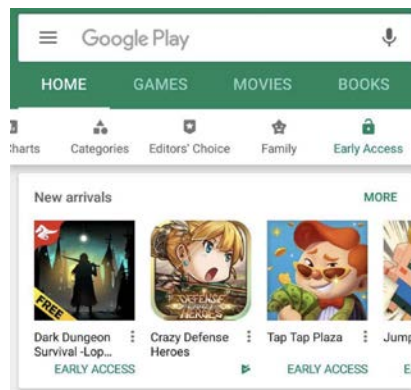


Image one: *Crazy Defense Heroes* for Android featured in the Google Play Store via Early Access

Crazy Defense Heroes is the highly successful sequel to popular tower defense game *Crazy Kings*. Both games achieved significant success on Apple’s App Store, generating A\$2.8m

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in revenue in the first three months since the launch of *Crazy Defense Heroes* in January 2018 (see ASX announcement of 30 April 2018).

Crazy Defense Heroes has continued to generate strong revenues following a phased iOS release in 2018; the iOS version of the game is now available globally.

Crazy Defense Heroes is now featured worldwide on Google Play's Early Access platform, in preparation of the full commercial launch campaign to occur after the Early Access period.

Animoca Brands expects the launch on Android, which accounts for 74.5% of the mobile operating system global market (source: StatCounter GlobalStats), will increase user adoption and revenues of *Crazy Defense Heroes* and *Crazy Kings*.

The Company is also pursuing additional distribution agreements, marquee branding opportunities and adaptations of the game, similar to the agreement with Coolabi Group for the highly popular *Beast Quest* franchise (see ASX announcement of 9 April 2018), to drive revenue growth.

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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* and the *Sandbox* as well as products based on popular intellectual properties such as Garfield, Snoopy, 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, with subsidiaries in Canada, Argentina, 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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