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The Company and Industry
Blockchain gaming is booming, and Animoca Brands has an early lead with products like CryptoKitties, The Sandbox, and WalletPet.

In-house resources at Zeroth and Fuel Powered enable us to leverage AI in our business and products, enhancing operational efficiency, gameplay/features and monetisation.

Animoca Brands is one of the largest licensees of brands in the mobile entertainment industry, which can be used in gaming, blockchain, and AI-based products.
WHO ARE WE?

A Top 50 Global Developer (PocketGamer), one of the leading mobile game developers in Asia and on the ASX.

- Multiple game business lines: development of original games, branded games, and games for third parties; publishing and distribution services.
- Leader in the adoption of blockchain and AI for gaming.
- Partnered with some of the most respected brands and game developers in the world.

Excellent track record in global deals and a world-class technical team of designers and engineers.

- Full pipeline of high-value opportunities and several more in negotiation.
- 2018 was our best year ever with $12.8M in operating revenue.
- Investors include some of Asia’s best known technology investors.
Established Game Company

Established game company (named by PocketGamer as a Top 50 Developer) with millions of active users primed to bring to blockchain. Global reach and distribution.

Blockchain Partnerships

Strategic Partnerships (and investment) in leading blockchain companies around the world (e.g. WAX, Decentraland, OST, Dapper Labs) - over a dozen in total.

Proven Management Team

Board and management have generated over a billion USD in combined annual revenue with over a billion downloads and hundreds of millions of users (including Marvel Contest of Champions from Kabam, Angry Birds from Rovio, and Crazy Kings and Crazy Defense Heroes from Animoca Brands)
# HIGH POWERED TEAM WITH COMMERCIAL SUCCESS

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Role</th>
<th>Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Director</td>
<td>Holly Liu</td>
<td></td>
<td>Co-founder of Kabam, visiting partner at Y Combinator</td>
</tr>
<tr>
<td>Head of Partnerships ANZ</td>
<td>Michael Ephraim</td>
<td></td>
<td>Former MD of Sony Computer Entertainment (SCE) ANZ</td>
</tr>
<tr>
<td>Advisor to the Board</td>
<td>Wilhelm Taht</td>
<td></td>
<td>Former VP of games for ROVIO</td>
</tr>
<tr>
<td>President of Games</td>
<td>Mik Naayem</td>
<td></td>
<td>Board director of Nitro Games</td>
</tr>
<tr>
<td>Strategic Advisor to the Board</td>
<td>Ed Fries</td>
<td></td>
<td>CBO and co-founder of CryptoKitties, board director of Axiom Zen</td>
</tr>
<tr>
<td>Director of Strategic Partnerships</td>
<td>Gen Kanai</td>
<td></td>
<td>Co-founder of the Xbox, creator of Microsoft Games Studio, ex-Microsoft executive</td>
</tr>
<tr>
<td>Founder and CEO of Pixowl</td>
<td>Arthur Madrid</td>
<td></td>
<td>Former director of Asia community engagement of Mozilla, mentor for Chinaccelerator and 500 Startups</td>
</tr>
<tr>
<td>Co-Founder and Chairman</td>
<td>Yat Siu</td>
<td></td>
<td>Pixowl's &quot;The Sandbox&quot; is one of BlockchainGamer. biz's top 10 most anticipated blockchain games</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Year-to-date</th>
<th>Revenue</th>
<th>Comments</th>
<th>2019 Growth Opportunities</th>
</tr>
</thead>
</table>
| **Games**    | **$12.6M** | FY18 revenue, includes core business of games such as *Crazy Defense Heroes* and *Crazy Kings* NOT including one-off transactions | • Launch of *Crazy Defense Heroes* for Android, market size multiple times larger than iOS  
• Launch of Beast Quest branded game  
• Launch of MasterChef branded game  
• Launch of Blockchain games and products |
| **iClick**    | ~$12.6M | Minimum revenue from iClick deal | • Guaranteed revenue from one partner  
• Potential revenue expansion by offering services to iClick clients  
• Agreement provides access to Bytedance, Wechat, Baidu, and Alibaba media inventory that Animoca Brands will develop globally |
| **Pixowl**   | ~$5M | Pixowl's *The Sandbox*, *Goosebumps HorrorTown*, and its other games generated $5M in 2018. Pixowl is a subsidiary of Animoca Brands | • Sale of SAND for *The Sandbox*  
• Launch of blockchain version of *The Sandbox* user generated content game  
• Launch of NFTs for *The Sandbox*, sales on WAX  
• Launch of *Addams Family Mansion Builder* in Q4 2019 |
| **WAX**      | $xM | Blockchain IP titles and NFTs to be launched this FY19 | • Launch of blockchain version of Atari's *RollerCoaster Tycoon Touch* and *Goon Squad* game titles, together with their NFTs  
• Execution of other significant blockchain gaming deals with key strategic partners |
EXECUTION OF STRATEGY GENERATES BUSINESS GROWTH IN 2018

Distribute via iClick's Market Intelligence

$12.6M Guaranteed revenue from iClick deal

REWARDING EXERCISES
VALIDATED BY A.I.
Users earn LYM tokens (cryptocurrency)

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CDH: THE ANDROID OPPORTUNITY

Android market about **4 times larger than iOS**

Development of **Android version underway**
Additional monetisation functions being added

Expected to launch on **Google Play** in Q2

Launch to **increase network effect** for both applications

Company pursuing **additional distribution options** to drive growth
(e.g., Amazon, Chinese app stores)

Adaptations and “re-skins” **underpin additional revenues** (e.g., **Beast Quest**)

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**Global Mobile OS Market Share**

- **75.7%** Android
- **19.2%** iOS

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### GROWTH OPPORTUNITIES

<table>
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<tr>
<th>Growth &amp; Opportunity</th>
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<tbody>
<tr>
<td><strong>IClick Interactive</strong></td>
</tr>
<tr>
<td>780m Chinese online user profiles can be commercialised</td>
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<tr>
<td><strong>OLIVEX Better</strong></td>
</tr>
<tr>
<td>Subsidiary focused on fitness apps with AI technology and gamification. A graduate of the Zeroth acceleration programme.</td>
</tr>
<tr>
<td><strong>WalletPet</strong></td>
</tr>
<tr>
<td>Animoca Brands will target blockchain adoption through games and gamified products such as <em>WalletPet</em>.</td>
</tr>
<tr>
<td><strong>Zeroth.AI</strong></td>
</tr>
<tr>
<td>AI accelerator: Zeroth, a subsidiary of Animoca Brands, receives cohort fees and a ~6% stake in each accelerated company.</td>
</tr>
<tr>
<td><strong>Lympo, Datum, Musicoin</strong></td>
</tr>
<tr>
<td>Engineering know-how and knowledge exchange, marketing support, launch of products, co-investment and co-development opportunities with blockchain partners</td>
</tr>
</tbody>
</table>
Blockchain, Games, AI
NFTs AND AI: ANIMOCA BRANDS IS AN EARLY LEADER

Early Adopter: Animoca Brands in the lead for NFTs and AI

Early adoption provides opportunity for market dominance (e.g., the iPhone, the App Store, early games like Angry Birds)

Large companies often fail to take advantage of these trends (Innovator's Dilemma)

Graphic adapted from Everett Rogers. Learn more about the theory of Diffusion of Innovations.
We’ve been here before

The blockchain market today can be seen as analogous to the Internet boom of the late 1990s.

Today there are only about 30.5 million cryptowallets. Similarly, in 1996 there were only 36 million Internet users - but many leading Internet companies emerged during that period.

The Internet boom enabled the era of remote connections and collaboration, evolving quickly as consumers shifted from early to mass adoption.

Blockchain today presents similar opportunities for a significant technology shift.

Early market opportunity

US$177B cryptocurrency market cap (18 Apr 2019)

Driven by the owners of just ~30 million cryptowallets

The blockchain market today presents similar opportunities to the Internet market in 1996-1999
BRINGING THE NEXT BILLION TO THE BLOCKCHAIN THROUGH GAMES

Management commentary

“We believe gamers are the first and easiest frontier for blockchain adoption. Animoca Brands is on a mission to use games to onboard the next billion people on to blockchain. We believe that the true digital ownership conferred by NFTs has the potential to significantly boost conversion for our products.”

Yat Siu, co-founder and chairman

Technological benefits of blockchain

Better control over gaming economy
Animoca Brands can collect royalties from every gaming ecosystem on an ongoing basis. Additionally, blockchain allows Animoca Brands to begin or stop selling assets without any restriction.

Storage safety and security
Data stored with blockchain encryption makes it impossible for hackers to breach. This technology requires correct nodes at a correct time in order to breach. This is why game items get a double security that saves from breaches.

Reducing the price of gaming items
Blockchain comes with affordable micro-transaction benefits. This can allow Animoca Brands to sell their power-ups at cheap prices without losing profits.
**ANIMOCA BRANDS AT FOREFRONT OF GAMING AND BLOCKCHAIN**

2.3 billion gamers worldwide

Gamers understand cryptocurrency

- Virtual currencies have been used in video games for decades
- Gamers are well habituated to virtual/fiat currencies
  - "Gold farming" in World of Warcraft was a black market employing thousands
  - "eBaying" - players exchange virtual goods for real money

US$137.9 billion in games revenue in 2018

- $70.3 Billion from mobile gaming
- $57.6 Billion from PC gaming
- $15.6 Billion from console gaming

Blockchain has significant benefits for gamers

- Reduces transaction costs through use of cryptocurrency
- Allows gamers to own their personalised/unique in-game items
- Provides gamers the opportunity to earn money by trading virtual items in the gaming economy

$ Current Game Revenue

- In-app purchases
- Subscriptions
- Advertising

$ Additional Blockchain Revenue

- ICO / Token sales
- In-app purchases utilising Tokens
- Revenue clip based on transaction volume over the platform (e.g. CryptoKitties)
- Monetisation of the game economy

**Games Market**

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</tr>
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<tbody>
<tr>
<td>Mobile Games</td>
<td>$64.8bn</td>
<td>22%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
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<td>30%</td>
</tr>
<tr>
<td>PC Games</td>
<td>$70.3bn</td>
<td>37%</td>
<td>34%</td>
<td>34%</td>
<td>34%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Console Games</td>
<td>$70.5bn</td>
<td>41%</td>
<td>41%</td>
<td>41%</td>
<td>41%</td>
<td>41%</td>
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</tbody>
</table>

**Blockchain Market**

Blockchain user demographic

- 90% Men
- 4.2% Women
- 17% Millennial
- 8.8% Generation X

**Animoca Brands at forefront of blockchain gaming**

- Commercial relationship with Axiom Zen and Dapper Labs, developers of CryptoKitties
- Strategic investment in Zeroth for capabilities in AI, token sales, ICO
- Upcoming blockchain version of the hit game The Sandbox
- Partnered with Decentraland to co-develop games for the Decentraland platform
- Partnered with Atari to make blockchain versions of the popular games RollerCoaster Tycoon Touch and Goon Squad and Atari became a shareholder
- Partnership with WAX Blockchain to progress virtual item and crypto collectible NFTs
- More recent partnerships with multiple major brands are described in the rest of this presentation.
**NON-FUNGIBLE TOKENS (NFTs)**

Emerging segment in global game market: virtual tokens for digital scarcity, security and authenticity

<table>
<thead>
<tr>
<th>Fungible</th>
<th>Non-fungible</th>
</tr>
</thead>
<tbody>
<tr>
<td>E.g., One US Dollar</td>
<td>E.g., Limited-edition postal stamp</td>
</tr>
<tr>
<td>Interchangeable</td>
<td>Not interchangeable</td>
</tr>
<tr>
<td>Uniform (all are the same)</td>
<td>Distinct or unique</td>
</tr>
<tr>
<td>Divisible</td>
<td>Indivisible</td>
</tr>
</tbody>
</table>

**Token Interfaces**

- **ERC-20**: fungible tokens. For assets like currencies. Such tokens are uniform and interchangeable.
- **ERC-721**: non-fungible tokens. For things. Such tokens are completely unique and not interchangeable.

**CryptoKitties** is built on blockchain just like Bitcoin and Ethereum, but it uses non-fungible tokens (NFTs) and is not a cryptocurrency.

NFTs allow **CryptoKitties** to be traded as unique items. The blockchain tracks ownership securely.
DIGITAL OWNERSHIP COULD INCREASE CONVERSION

Gamers and Blockchain

- Gamers already understand concepts like cryptocurrencies and digital ownership
- There are 2.3 billion gamers worldwide
- Gamers are more likely to be early adopters
- Gamers push technology development and even entire industries forward (personal device graphics, processing power, capacity, game software, etc.)

Driven primarily by less than 3% conversion in Free2Play Games

1% increase in Free2Play conversion rates represents a $20-25B growth opportunity
PARTNERSHIP WITH CRYPTOKITTIES

The world’s most used consumer blockchain application, outside of exchanges

- CryptoKitties is the first commercially successful blockchain game
- Animoca Brands invested in Series A financing for Dapper Labs, the company behind CryptoKitties
- Dapper Labs recently raised US$15m in the round from investors that include Venrock, GV, Samsung NEXT, Andreessen Horowitz, Union Square Ventures, and others
- Animoca Brands is the Greater China distributor for CryptoKitties, and brokered a deal to distribute the game on HTC mobile phones.

- CryptoKitties is a pioneer in blockchain games, and represents an important step toward our vision of widely used cross-platform non-fungible tokens (NFTs)

Animoca Brands is a partner and investor in Dapper Labs, the company behind CryptoKitties

- 3.2M Transactions
- $25M Total dollars transacted

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GLOBAL BRANDS ATTRACTED TO ANIMOCA BRANDS

Gain market share through NFTs and blockchain products that feature popular characters

Brand Advantage

- Broad portfolio of licensed brands
- **MasterChef** mobile game in development
- **Beast Quest** mobile game in development
- Ongoing relationship with **Mattel, Inc.**, including products for **Thomas & Friends™**, **Ever After High™**, **Monster High™**, **Masters of the Universe™**, etc.
- Dozens of other brands including **Doraemon**, **Garfield**, **Ben 10**, **Astro Boy**
The first phase of the game, featuring NFTs based on Formula 1® intellectual property, will be launched in Q2 of this year. The game will have a collectible component based on non-fungible tokens (NFTs) as well as a racing component utilising those NFTs.
FORMULA 1® REACH AND POTENTIAL

Global Market Reach Stats

- 506 MILLION Global FANS
  The second biggest global sports league fan base in the world.

- 65% of sports fans call F1
  The GREATEST racing spectacle on the planet!

A Strong Foundation

Global Partnerships

- Rolex
- Heineken
- Emirates

Media Rights Partnerships

- Fox
- Sky
- ESPN

F1 attracts the most prestigious manufacturers, best engineers, superhuman drivers, and some of the world’s most influential commercial partners.

- 65% of sports fans call F1
  The GREATEST racing spectacle on the planet!

- 200
  F1 is broadcast in 200 territories

- 1.8 Bn
  Cumulative viewers

- 7.7 M
  Likes and followers on Facebook

The licensing agreement can considerably broaden Animoca Brands’ consumer reach. Potential growth and product uptake by leveraging Formula 1’s significant brand power.
F1® is considered the pinnacle of motorsport, and is the world’s most popular annual sporting series. It has a global footprint, hosting 21 races in 21 countries across five continents. During the nine months of racing per year, F1 attracts 1.6 billion television viewers, 506 million fans and 4.1 million race attendees.

Annual race attendance is over 4.1m people with the majority of fans in the top income bands.

**The World's Most Valuable Sporting Fanbase**

**Vs General Sports Fans...**

- **1.3 x** Over-Index in the top 2 income brands
- **Average Age:**
  - **39**
  - **38%** female
  - **62%** male

**21 Races**

**5 Continents**

**9 Months**
**F1® DELTA TIME**

*F1® Delta Time* is a blockchain-based game that will utilise ERC-721 and ERC-20 standards for the non-fungible and fungible tokens, respectively.

Players will be able to take their owned collectibles in the form of Cars, Drivers and Components, and manage them as a race-ready Grand Prix entrant. Gameplay is presented through a selected circuit, with the player being in command of their car's racing line.

**The Website Online store**

- **Token Rarity** is partially dictated by the performance of the actual Car and Driver during an official Grand Prix, with Collectables generated for the Race Results.

**Collectibles**

- NFT: Collectibles (ERC-721)

**Collectibles Game**

- Collection and assembly
- Exchange NFTs

**Fiat**

**Ether**

**Loot-boxes**

- All of the Loot-boxes will contain five items, with one of those Collectibles guaranteed to be either a Car or Driver, and Tyres
- 3 Tiers of Loot-box: Common, Epic and Legendary

**Racing Game**

- Use in
- Entry fee
- Race against other players

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The gameplay is executed by the player drawing their desired raceline around the circuit within the given timeframe. Once set, the race will begin.

Profit from NFT loot-boxes sales

Loot-boxes will contain five items, with one of those Collectibles guaranteed to be either a Car or Driver, and Tyres.

3 Tiers of Loot-box govern the Rarity of Collectibles

- **Legendary**
  - Guarantee at least one Legendary Collectible
- **Epic**
  - Higher chance of containing Epic items
- **Common**
  - 0.02% chance of containing a Legendary Collectible

Commission fee for NFT tradings among players

Game items and collectables are freely traded in our NFT Marketplace website.

- Commission fee charged on each trade transaction

Unrestricted in-game Marketplace

Everything that exists in *F1® Delta Time* is a unique and ownable NFT. Players can sell, keep, or trade them. Players can choose to do this inside the in-game Marketplace, or outside the game.

Profit from each game play

The Racing game is a Grand Prix that will play out on Formula 1 2019 Circuits. Entry fee into the Grand Prix is paid with *F1® Delta Time* ERC-20 tokens and goes into a pot.

- The pot winnings are shared among the winners of the race and the owner of the circuit
- Animoca Brands takes a percentage cut from the pot

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EXAMPLES OF NFT PRESALES

In F1® Delta Time, critical game elements are all NFTs: Cars, Drivers, and Components, with Components referring to different parts or equipment that can be attached to a Car or Driver to improve the base performance.

An NFT is a unique Collectible that can be wholly owned by a player, who has the ultimate permission to use, trade or sell it.

Components: Gloves, Suit, Shoes and Helmet. Each will impact the Driver’s base Stats for winning the Racing Game.

For example, a Car token has the attachable Components of Transmission, Turbocharger, Engine block, Breaks, Energy store, Suspension, Tyre, Front Wing and Rear Wing. Each one of these Components will impact the Car’s base Stats, granting them better potential performance in the Racing Game.

Max Speed: governs the total straight line speed of a Car
Acceleration: governs amount of time it takes for your Car to hit higher speeds
Grip: affects how your Car corners

Concentration: affects how the Driver will be able to recover from mistakes
Aggression: Aggressive driver will be more inclined to drive at higher speeds
Stamina: affects the consistency of driver’s performance

Suit Helmet Gloves Shoes
Front Wing Transmission Turbocharger Engine Block
Rear Wing Breaks Energy Store Suspension Tyre
PARTNERSHIP WITH LUCID SIGHT

Baseball has a strong reach in Asian countries including China, Japan and Korea

Animoca Brands becomes Lucid Sight’s exclusive partner to promote, market, and distribute Lucid Sight games in Asia

Lucid Sight’s portfolio includes the blockchain game *MLB Champions™*, an officially licensed product of Major League Baseball and Major League Baseball Players Association

Other games by Lucid Sight

- **Crypto Space Commander (CSC)**
  - Lucid Sight VR and AR games have been downloaded more than 1 million times across the Steam, Gear VR, Oculus Rift, Daydream, and PlayStation platforms
- **Polyrunner VR**
  - Animoca Brands will seek to implement the assets from Lucid Sight’s games into NFTs for blockchain titles being developed by the Company
- **Star Drive**
  - Animoca Brands will receive a share of net revenues generated by the Games in Asia, as well as a share of net revenues generated by the Games outside of Asia in connection with distribution, publishing deals, and other agreements

Animoca Brands will seek to implement the assets from Lucid Sight’s games into NFTs for blockchain titles being developed by the Company
ACQUISITION OF STRYKING

Stryking is a leading Germany-based company and the operator of the popular fantasy sports game Football-Stars.

Dirk Weyel
Hong Thieu
Stryking has a highly experienced management team of serial games and finance entrepreneurs, with multiple successful exits and IPOs.

Stryking holds an official license from the Bundesliga, the top-tier German football league, for the rights to use all club logos and player pictures.

Stryking has a license from renowned German football club Bayern Munich, one of the most followed football teams globally with more than 60 million social media followers.

Animoca Brands completed a heavily oversubscribed strategic capital raise of A$4.6m at a 4.2% premium to the 30-day VWAP from international blockchain investors, Australian institutional investors, and existing shareholders

(See ASX announcement of 4 April 2019)

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Animoca Brands will become a strategic reseller for iClick, in a transaction that has already provided revenues of approximately A$12.6 million for 2019. iClick will provide opportunities to increase market share of Animoca Brands products in China.

Animoca Brands will empower iClick to expand the scope of its activities in the gaming sector in international markets.

Animoca Brands provides expertise in:
- Mobile gaming
- Blockchain
- AI
- International markets

$12.6M Revenue

Animoca Brands will become a strategic reseller for iClick, in a transaction that has already provided revenues of approximately A$12.6 million for 2019.

(See ASX announcement of 8 March 2019)
Talenthouse is a platform for creators that has major global brand clients: Disney, Google, Amazon, Samsung.

**Purpose**
- Opportunities for artist, designers & photographers

**Business model**
- On-demand, on-brief quality creative content for brands

Support creators everywhere at every stage of their career.

Become the world’s leading source of creative solution for brands.

Talenthouse partner platforms include ELLO, The Circle.

Talenthouse has raised over US$30m (~A$42.4 million) from investors such as Reliance Entertainment, ProSiebenSat.1 Media, Eric Schmidt’s Innovation Endeavors, William Lauder (Estee Lauder Group), 3TS Cisco Growth Fund, Sir Nigel Bogle (BBH), and others.

Brands and agencies engage Talenthouse creators for culturally relevant, diverse creative work and influencer marketing. Talenthouse’s platform approach provides a scalable cost-effective way to source original, high quality creative work with fast turnarounds for multiple channels and markets.

**Offers the services of its community of over 4 million creators and influencer marketers**
Animoca Brands and Talenthouse will form a joint venture to provide Talenthouse services to gaming and media clients worldwide (including clients of iClick) and develop commercial opportunities for Talenthouse’s services in Asian markets.

China is the world’s second largest market in terms of digital advertising spend, estimated at US$62.6 billion in 2018 (eMarketer); the synergy of Animoca Brands, Talenthouse, and iClick offers notable opportunities for the Company to increase the market share of its products and services.

The joint venture with Talenthouse is expected to generate initial minimum revenue of US$1m, and unlock the potential to significantly expand the reach and revenue potential of Animoca Brands products and services.

Selling Animoca Brands services, such as, Sandbox, CDH, Snoopy Town, Beast Quest, F1

Selling services to clients
PARTNERSHIP WITH ATARI

Atari, established in 1972, is a pioneering brand in video games, game consoles, personal computers, and game publishing.

RollerCoaster Tycoon Touch has over 19 million downloads and is part of the popular RollerCoaster Tycoon theme park simulation video game franchise.

Animoca Brands partnered with Atari to make blockchain versions of the popular mobile games RollerCoaster Tycoon Touch and Goon Squad.

The new titles will feature the integration of non-fungible tokens (NFTs).

RollerCoaster Tycoon Touch is a popular theme park management simulation game for iOS and Android devices, with over 19 million downloads globally. It is one of the recent instalments in the video game franchise RollerCoaster Tycoon, which since 1999 has spawned several top-ranking sequels and spinoffs across multiple platforms including PC, mobile, and game consoles.

Goon Squad is a card-based, multiplayer brawler video game for iOS and Android devices, launched in 2017, in which players navigate an underworld ruled by mobsters and fast-paced card battles in order to build the ultimate criminal empire.
2018 Q4 was Pixowl’s strongest quarter on record with $1.5M in Gross Revenues (unaudited) which resulted in an uplift of 44% growth YoY, driven primarily by Peanuts: Snoopy’s Town Tale performance and Nickelodeon.

Pixowl’s The Sandbox was named one of BlockchainGamer.biz’s Top 10 Most Anticipated Blockchain Games

Traditional Games

- **Peanuts: Snoopy’s Town Tale**
  2018 Q4 best revenue quarter since launch

- **Goosebumps 2 Movie**
  Released by Sony
  Downloadable movie tie-in content was made for the game Goosebumps HorrorTown

- **Wonder Park**
  Game accompanied the release of the animated movie Wonder Park

- **Addams Family Mansion Builder**
  Game launching in Q4 2019.

Blockchain Games

- **The Sandbox** (existing version) has 572,000 monthly active users
  Pixowl has launched a $2.8 million Creator Fund that will reward artists for creating items on its upcoming blockchain-based gaming platform
  VoxEdit and Metrics with link to Discord channel 1,500+ members and 1,000+ Assets produced
Animoca Brands seeks to raise US$2-3 million for The Sandbox (as a stand alone product) at a pre-money valuation of US$10 million.

Upon launch of The Sandbox on blockchain, players will have the ability - through NFTs - to trade game assets and monetise the time and effort they have invested in playing. These tokens will be tradeable in a free and open decentralized marketplace for voxel creators and world builders.

Non-blockchain user-generated content games such as Minecraft (sold to Microsoft for $2.5Bn) and Roblox (valued at over $2.4Bn) have proven highly popular.

The blockchain version of The Sandbox has been named one of the top 10 most anticipated blockchain games in the world (BlockchainGamer.biz).
THE SANDBOX USER GENERATED CONTENT (UGC)

Launched in 2011
70M MAUs
240M registered users
Microsoft acquired at $2.5B(2014)

Launched in 2004
50M MAUs
40M+ Games
Valuation: $2.5B(Series F, 2018)
$32M annual in-apps purchase

USER-GENERATED CONTENT (UGC) : 500 million creators worldwide

When it comes to UGC, more than 50% of consumers want a brand to provide guidance on what type of content to create and share. However, studies show only 16% of brands have a system in place to effectively initiate and manage UGC.

The Sandbox blockchain edition is a decentralized, community-driven platform where creators can monetize voxel assets and gaming experiences.

It offers a 3D voxel-styles multiplayer & social platform where users will be rewarded for their participation, time and effort in the game.

True Ownership: Assets are owned and controlled by the player
Decentralized marketplace: game assets are interoperable across games
Cryptocurrency earnings: players can monetize their creativity
THE SANDBOX LETS USERS CREATE GAME EXPERIENCES
Uploading a VOX model as an NFT in The Sandbox Marketplace
CONTENT IS BECOMING THE PLATFORM

Multiple Uses
Not confined to a single game

The Sandbox NFTs

Lasting & Growing Value
Increase in Utility

THE SANDBOX
CRAZY DEFENSE HEROES
GARFIELD GAMES
OTHER GAMES
OTHER PLATFORMS
PARTNERSHIP WITH WAX

**WAX** is the world's first and largest purpose-built global blockchain e-commerce platform designed for trading virtual items.

**The Sandbox** is a successful mobile game franchise (40m installs with 1.2m active monthly users) that will become the world’s first decentralised community driven game platform, providing users with true ownership of their creations as NFTs.

**5M**

WAX is the equivalent of eBay or Amazon for digital items, facilitating over 5m trades per day.

The Sandbox platform’s Voxel Editor, launched in December 2018, allows users to create 3D assets while also providing a Marketplace for trading and selling these assets.

<table>
<thead>
<tr>
<th><strong>Animoca Brands &amp; WAX</strong></th>
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<tbody>
<tr>
<td><strong>WAX Blockchain</strong> and <strong>Animoca Brands</strong> partnered to progress virtual item and crypto collectible trading on blockchain through Non-Fungible Tokens (NFTs)**</td>
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<tr>
<td><strong>Animoca Brands</strong> will introduce <strong>user-generated items</strong> for its game <strong>The Sandbox</strong> on to the <strong>WAX</strong> platform</td>
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</table>

Animoca Brands expects that the option to sell and trade digital assets on WAX will boost **The Sandbox** users’ loyalty and incentivise them to generate more content, enriching the community and ecosystem. Animoca Brands will collect a share of the revenue generated by every transaction on WAX that involves assets for **The Sandbox**.
SYNERGY WITH WAX, ATARI, iCLICK

Partnership with WAX adds significant **value** and **fast-tracks** user adoption by allowing millions of *The Sandbox* users and other gamers (e.g., *RollerCoaster Tycoon* and *Goon Squad*) access to a liquid market for their creations, and access to **presale virtual items** on **WAX ExpressTrade**, the easiest and free way to trade virtual items.

Ad Exchange + Data + Media Buying

Distribute via iClick's Market Intelligence

**Blockchain E-Commerce Platform**

*virtual items + crypto collectible (NFTs)*
AI and Talent Acquisition
**ARTIFICIAL INTELLIGENCE: TECH HISTORY IN THE MAKING**

**AI Market Status (2012 ~ 2018)**

- **3608**: AI companies funded by VCs
- **175**: AI companies with exits
- **23B**: USD committed to AI
- **42%**: of the AI companies acquired received VC backing

**Strong and Growing Exit Market in the AI Space**

- Corporations outside the internet sphere are starting to realize the potential of integrating AI into their business - it is becoming more urgent than ever for companies to accelerate their digital transformations
- AI/ML exits are currently occurring almost exclusively via strategic acquisitions, and at an earlier stage than before

**AI becomes the new electricity**

By 2019, 75% of development teams will include AI functionality in applications. By 2025, AI will power 95% of all customer interactions.

**Largest applied AI exits to date**

- Flatiron Health acq. by Roche for $1.8bn
- Cruise acq. by GM for $1bn

**2014**

- **Largest pure AI exit**
  - DeepMind acquired by Google for $600m

**2009**

- **“Big Bang” of AI**
  - Faster GPUs and Bigger Datasets
  - Deep Learning outperforms other AI architectures

**1965-1989**

- **Birth of current AI architectures**
  - Multiple architectures proposed, but limitations in computing power meant the models couldn’t be fully exploited and advantage was marginal

**Source:** CB Insights, South China Morning Post, PitchBook, Venture Scanner
OLIVEX
Subsidiary develops gamified AI apps for health and fitness

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<tr>
<th>Company</th>
<th>Investors</th>
<th>Product</th>
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</table>
| **OliveX** is a graduate of the Zeroth acceleration programme<br>management includes:<br>**Sonny Vu**  Director<br>Founder of MisFit, a wearable tech company acquired by Fossil Group for US$260 million in November 2015<br>**Keith Rumjahn**  Director<br>CEO of Coachbase, a top-ranked paid app for iOS, Android, and Mac<br>**Dylan Boyd**  Advisor<br>Served as managing director of Techstars' Nike+ accelerator program<br>**Jeremiah Owyang**  Advisor<br>One of the founders of Catalyst Companies and noted tech analyst<br>**Zeroth.AI**<br>• Thanks to the OliveX capabilities, Animoca Brands won a government grant of A$770,000<br>• OliveX generated A$500,000 investment into Animoca Brands<br>• Lympo to lead an investment round into OliveX<br>**Lympo Squat**<br>For Crypto<br>• Health and fitness apps market size: US$28 billion and projected to grow to US$102 billion by 2023 (Research and Markets)<br>OliveX, a subsidiary of Animoca Brands, develops and publishes mobile apps, including apps powered by AI, that leverage gamification to improve the fitness and health of users.<br>Lympo Squat is an app powered by machine learning for Apple mobile devices that challenges users to perform squats and tracks their performance using the device camera.
**ZEROTH: AI ACCELERATOR SUBSIDIARY**

**Strategic partnership for innovation**
Majority ownership gives Animoca Brands access to cutting-edge AI and machine learning technologies.

**Integral to Blockchain Strategy (the Yin & Yang)**
Blockchain and AI are highly complementary technologies that depend on each other for reliability of information and proof-of-work or proof-of-stake frameworks.

**IP and distribution access**
Zeroth companies can leverage Animoca Brands’ licensed IP portfolio as well as its global audience of gamers.

**Strong operating upside**
Co-location means direct access to highly experienced development teams.

**Building equity for the future**
Investment brings strong potential for equity upside in Zeroth companies as they continue to grow, prosper, and aim to spin off.
### Zeroth Companies Attract High-Profile Investors

<table>
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<tr>
<th>Zeroth companies</th>
<th>Headline investors</th>
<th>Zeroth portfolio companies are reshaping industries</th>
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<tbody>
<tr>
<td>Impress.ai</td>
<td>REA.PRA Ventures</td>
<td><strong>Impress.ai</strong> provides AI-powered chatbots for screening interviews to free up humans from this mundane activity and vastly improve hiring outcomes at the same time.</td>
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<tr>
<td>Fano Labs (Accosys)</td>
<td>Horizons Ventures</td>
<td><strong>Fano Labs (Accosys)</strong> is developing speech and NLP technologies to help enterprises improve customer services.</td>
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<tr>
<td>Seoul Robotics</td>
<td>KB Investment</td>
<td><strong>Seoul Robotics</strong> makes affordable and accurate LiDAR sensors combined with Deep Learning based Object Detection Software to make the roads a safer place.</td>
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<td>Planto</td>
<td>PORTAGE ventures</td>
<td><strong>Planto</strong> has developed a financial management app to help millennials develop personalized saving plans.</td>
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<td>Utu</td>
<td>æternity</td>
<td><strong>Utu</strong> is developing machine-learning powered trust infrastructure for sharing platforms, p2p e-commerce, and fintech companies by modelling each user’s individual trust profile based on their relationships, in-app behaviors, and other contextual factors.</td>
</tr>
<tr>
<td>Laboratik.</td>
<td>Mizuho archetype*</td>
<td><strong>Laboratik</strong> is developing a smart productivity bot “A;” on slack which helps company draw insights to optimize team communication by analyzing and visualizing team’s engagement in real-time with NLP.</td>
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**WHY HONG KONG?**

In his budget speech, Financial Secretary Paul Chan Mo-po said he would set aside an additional **HK$50 billion (A$8.85 billion)** to support I&T development this financial year, especially in the areas of biotechnology, artificial intelligence (AI), smart cities and financial technologies (fintech), in addition to the HK$10 billion (A$1.77 billion) commitment for supporting the industries last year.

“To shine in the fierce I&T race amid keen competition, Hong Kong must optimise its resources by focusing on developing its areas of strength ... our targeted efforts must be underpinned by adequate resources,” he said.

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**Government financial support - A$8.85 Billion**

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<tr>
<th>Amount</th>
<th>Description</th>
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<tr>
<td>A$3.53 billion</td>
<td>HK$20 billion will be used on the first phase of the Hong Kong-Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop for, site formation, infrastructure, superstructure and initial operation.</td>
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<td>A$1.76 billion</td>
<td>HK$10 billion into the Innovation and Technology Fund (ITF). The ITF’s financial support for I&amp;T development in Hong Kong has increased from about $700 million in 2013-14 to $1.5 billion in 2017-18. The ITF will continue to support applied R&amp;D work in Hong Kong.</td>
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<tr>
<td>A$1.76 billion</td>
<td>HK$10 billion to support the establishment of two Technology Research Clusters on healthcare technologies and on artificial intelligence and robotics technologies, to attract the world's top scientific research institutions and technology enterprises to Hong Kong for conducting R&amp;D projects.</td>
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<tr>
<td>A$1.76 billion</td>
<td>HK$10 billion is allocated to the HKSTP.</td>
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<td>A$53.25 million</td>
<td>HK$200 million is earmarked for Cyberport to enhance the support for start-ups and promote the development of digital technology ecosystem. Cyberport is going to launch an “easy landing” programme to attract multinational companies to set up offices and R&amp;D units in Hong Kong.</td>
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</table>
Animoca Brands will monetise iClick’s database of 780 million Chinese user profiles. The subsidiary Zeroth confers Artificial Intelligence capabilities that can increase performance on media services and generate valuable market intelligence.

Zeroth has 33 portfolio companies. An additional 30 companies are being processed in 2019 Q1.

Zeroth’s portfolio companies are supported by our token partners.

Increase performance on Media Services

- Reduce costs per acquisition with data intelligence
- Identify optimal performance marketing campaigns
- Tap into Chinese media resources