



ASX Release

13 December 2019

Appointment of John Madden as co-company secretary

Animoca Brands Corporation Limited (ASX: **AB1**, “Animoca Brands” or “the **Company**”) is pleased to advise that it has appointed its current financial advisor John Madden as co-company secretary.

Mr Madden has over 30 years experience in financial reporting in both small and large listed entities. He has performed company secretarial roles for Indophil Resources NL (ASX:IRN; 2003 to 2008) and Aura Energy Limited (ASX:AEE; 2016 to present), as well as Indian Pacific Resources Limited (2009 to present). He brings an extensive knowledge of business analysis, taxation and financing, budgeting and planning, governance, and implementation of strategic initiatives.

A large part of Mr Madden’s career was with Rio Tinto in Australia. He also has considerable experience working with a number of companies in the Asia-Pacific region.

Mr Madden is a Fellow of CPA Australia (FCPA) and a Member of the Institute of Company Directors (MAICD).

This announcement has been authorised for release by the Board.

If you have any queries in relation to this announcement, please contact John Madden, co-company secretary, at johnm@animocabrands.com.

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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 Formula 1®, Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands’ portfolio of blockchain investments and partnerships includes Lucid Sight, Dapper Labs (creators of *CryptoKitties*), WAX, Harmony, and Decentraland. The Company is based in Hong Kong, Canada, Finland, and Argentina. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#) or [Twitter](#).

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