

ASX CODE: MKL

CAPITAL STRUCTURE

Share Price ¹	\$0.25
Shares on Issue (m)	151.7
Market Cap	\$37.9m

MAJOR SHAREHOLDERS

Philip Mayes	34.1%
Regal Funds Mgmt.	11.3%
Alium Capital Mgmt.	7.7%

BOARD & MANAGEMENT

Michelle Guthrie

Chair

Philip Mayes

Managing Director

Tony Lawrence

Executive Director

Megan Brownlow

Non-Executive Director

Gabriele Farnous

Non-Executive Director

Kaitlin Smith

Company Secretary

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¹ As per closing share price on 6 May 2021

PETER RABBIT RUN! AVAILABLE WORLDWIDE ON iOS / ANDROID

7 May 2021 – Mighty Kingdom Limited (“**Mighty Kingdom**” or the “**Company**”) is excited to announce the launch of mobile game Peter Rabbit Run! which is based on the Sony Pictures’ film PETER RABBIT™ 2: THE RUNAWAY.

Mighty Kingdom’s development team has been working closely with Sony Pictures Consumer Products to capture the excitement and cheeky fun of the new film.

This collaboration has resulted in the creation of an ‘endless runner’ game that fans of the PETER RABBIT movies will love.

Peter Rabbit Run! will delight players of all ages with fast-paced gameplay and adorable animations adapted from the exuberant personalities of the beloved characters.

The whole game development team is looking forward to seeing players hop into this exciting new adventure and play as their favorite characters - Peter, Benjamin, Flopsy, Mopsy, and Cotton-Tail!

Peter Rabbit Run! is available from today on iOS and Android smartphones and tablets. PETER RABBIT 2: THE RUNAWAY is currently playing in theatres in Australia and New Zealand, and will continue its wider rollout this summer including in the U.K. on May 17 and the U.S. on June 18.

Mighty Kingdom Managing Director Phillip Mayes said the launch of Peter Rabbit was a welcome development at a time where delayed cinematic releases had a flow-on effect to games.

“We are extremely excited to have worked with Sony in seeing their vision for Peter Rabbit come to life at the cinema and via Peter Rabbit Run! It’s a strong validation of the Mighty Kingdom teams’ skills in developing this game for a global franchise” Mr Mayes said.

This announcement has been authorised for release by the Board of Mighty Kingdom Limited.

For further information, please contact

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ABOUT MIGHTY KINGDOM LIMITED

Since its formation in 2010, Mighty Kingdom has released over 50 games that have been downloaded more than 50 million times. These games include the popular *Shopkins*, *LEGO Friends: Heartlake Rush*, *Gabby's Dollhouse*, *Wild Life* and *Ava's Manor*. Mighty Kingdom is the largest independent game developer in Australia, working with some of the most world's prestigious international companies, including Disney, LEGO, Sony, Funcom, Rogue, and Snapchat. A growing team of more than 110 staff with significant experience across mobile and console platforms supports its clients to develop high-quality, successful games whilst driving Mighty Kingdom's internal IP development.

About PETER RABBIT™ 2: THE RUNAWAY

In PETER RABBIT™ 2: THE RUNAWAY, the lovable rogue is back Bea, Thomas, and the rabbits have created a makeshift family, but despite his best efforts, Peter can't seem to shake his mischievous reputation. Adventuring out of the garden, Peter finds himself in a world where his mischief is appreciated, but when his family risks everything to come looking for him, Peter must figure out what kind of bunny he wants to be.

Directed by Will Gluck. Written by Will Gluck & Patrick Burleigh. Based on the Characters and Tales of "Peter Rabbit" by Beatrix Potter. Produced by Will Gluck, Zareh Nalbandian, Catherine Bishop and Jodi Hildebrand. Executive Producers are Doug Belgrad, Jonathan Hludzinski, Jason Lust, Emma Topping and Thomas Merrington. The film stars Rose Byrne, Domhnall Gleeson, David Oyelowo, Elizabeth Debicki, with Margot Robbie and James Corden as Peter Rabbit.

About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP) is the licensing and merchandising division of Sony Pictures' Motion Picture Group and Sony Pictures Television for Sony Pictures Entertainment (SPE) is a subsidiary of Tokyo-based Sony Group Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. Sony Pictures Television operates dozens of wholly-owned or joint-venture production companies around the world. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, 3000 Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, Sony Pictures International Productions, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>.