



Q1 Business Update





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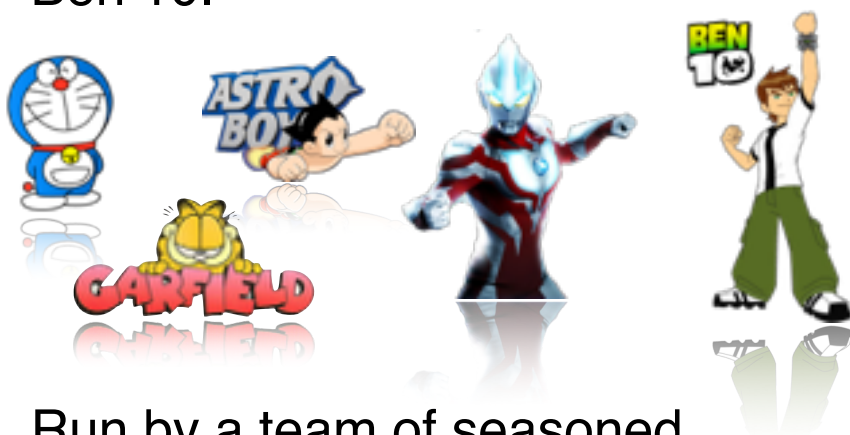
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Company Highlights

- Global developer and publisher of mobile games with a portfolio of 358 titles, 130 million downloads, and an average of nearly 8 million monthly active users in Q1 2015.
- Animoca Brands leverages well-known brands which are licensed to make games such as Garfield, Doraemon, Ultraman, Astroboy, and Ben 10.



- Run by a team of seasoned entrepreneurs who have led multiple public and private technology and media businesses.

ASX	AB1
Share price	\$0.16
Shares on issue	118.3 million
Market cap.	\$18.9 million
Cash & Receivables	\$1.3 million
Listed on	January 2015

Our shareholders include:



and noted individuals from the tech industry including:

- Joi Ito (head of the MIT Media Lab)
- Loic Lemeur (founder of the LeWeb conferences).
- Martín Varsavsky (serial entrepreneur and founder of Viatel, Jazztel, Ya.com, and FON)



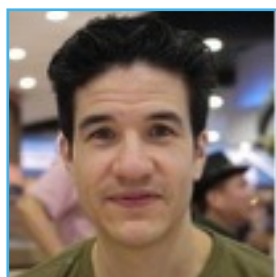
Experienced Board & Management Team



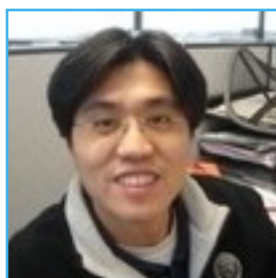
- **David Kim, Co-Founder & Chairman.**
Co-Founder & CEO, Animoca, formerly CEO at Lycos (NASDAQ: LCOS), mail.com (NASDAQ: MAIL), Techpacific Venture Capital (HK: 8088), Partner at Softbank Capital, CFO at China.com (NASDAQ: CHINA), vice Chairman at Daum Corp (KRX: 035720), Chairman at Viztel (KLSE: 0050) and Director at Outblaze.



- **Yat Siu, Co-Founder & Director.**
Founder & CEO of Outblaze, who began his career at AT&T and Atari. Outblaze's core business was sold to IBM in 2009. Yat is a Young Global Leader of the World Economic Forum and was awarded the Young Entrepreneur award at the Hong Kong Business Awards in 2009.



- **Robby Yung, CEO & Director.**
Co-founder and formerly CFO of Redgate Media, sold to Inno-Tech Holdings (HK: 8002), co-founder and former Chief Strategy Officer of One Media Group (HK: 0426), Founder and CEO of One Studio, and former GM of Metromedia Asia (AMEX: MMG).



- **Lobson Chan, COO.**
Former Senior Director of Solutions at Outblaze, and former Community Manager at Hongkong.com Corporation (HK: 8006).

- **David Brickler, Independent Director.**
David is the ICT Manager at Baptcare, which he joined after being Senior Director of Applications for World Vision International. Prior to that, David served as Asia Pacific CIO for Mizuho Securities Asia Ltd., was an Executive Director of Ernst & Young in Hong Kong, and Global CIO for the Noble Group. David was the VP of Equity Technology at Goldman Sachs Japan and also served in various engineering positions at EDS Japan, Sundai, and Fujitsu Limited. David holds and EMBA MBA from Kellogg-HKUST and a BA from Princeton University and is a fluent speaker of Chinese and Japanese.
- **Martin Green, Independent Director.**
Martin holds a BA from the University of West of England (Bristol) and qualified as a Chartered Accountant with Ernst & Young and joined their corporate finance division in London and later Australia before joining Consolidated Press Holdings (CPH). During his more than 10 years with CPH he undertook various tasks including sourcing deals, deal analysis & execution and ongoing management.
- **Richard Kuo, Independent Director.**
Richard is the founder and CEO of Pier Capital, a boutique technology investment banking firm He is a non-executive director of Probiotec Limited, Favourit.com. Richard is a Fellow of the Australian Institute of Company Directors and holds qualifications in accounting, finance and law together with post graduate qualifications in applied finance and investment.



Investment Proposition

1. Proven leading mobile games developer

- Over 350 published games and an average of 8 million monthly active users

2. Significant scale and growth

- 130 million downloads as of 31 March 2015
- 4 - 5 million downloads per month

3. Unique strategy provides strong and diversified “portfolio” exposure to the rapidly-growing US\$30bn global mobile games sector

- A high volume of releases enables more opportunities to have a “hit” game.
- A diversified portfolio of content reduces risk in investing in individual titles.

4. Focused and low risk game development and marketing strategy

- Licensing world famous brands and leveraging a global network of users to cross promote titles.
- Modular development approach: mixing and matching game engines and brands.

5. Highly scalable business model

- In-house development and enhancement of game engines
- Publishing pipeline of new titles developed by third-party studios

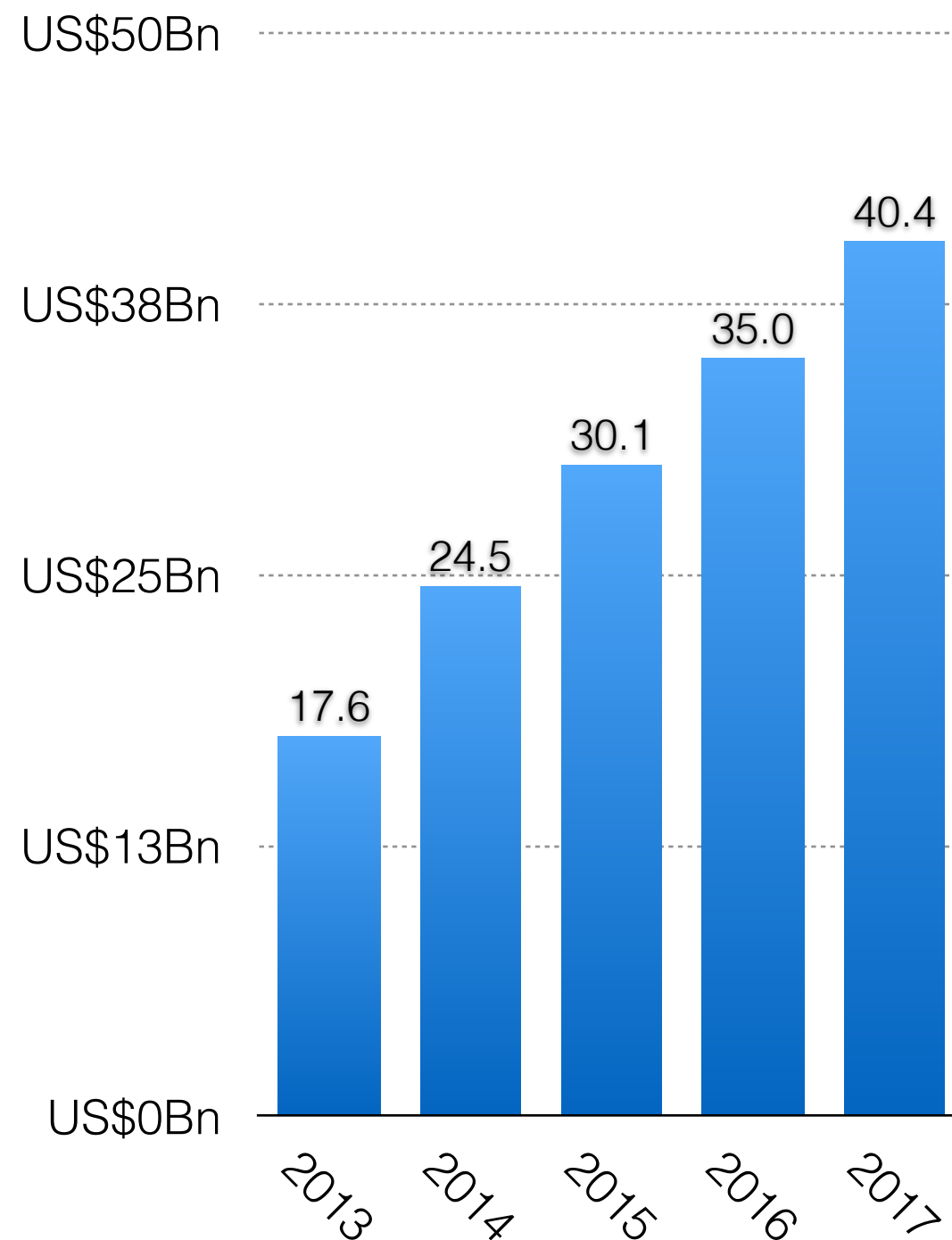


Market Opportunity



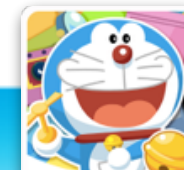
- Mobile gaming is growing at a CAGR of 23% from 2013 to 2017.
- Mobile gaming is expected to be the largest game segment by revenues in 2015 and comprise 38% of global games in 2017.
- Some growth comes at the expense of PC and console games, but much of it is organic, with smartphone gaming growing 33% and tablet gaming growing 57% from 2013 to 2014.
- Mobile in-app ads are expected to grow 320% from 2014 to 2018, eclipsing both web ads and mobile web ads as the fastest growing digital advertising category.

Global Mobile Gaming Revenues (US\$Bn) | 2013-2017



Sources:

Newzoo Global Games Market Report Premium, Q1 2015 update
IDC & App Annie: Mobile App Advertising and Monetization Trends 2013-2018, March 2015





Games contributed 80% of the revenues and 40% of the downloads globally on iOS and Google Play combined in December 2014.

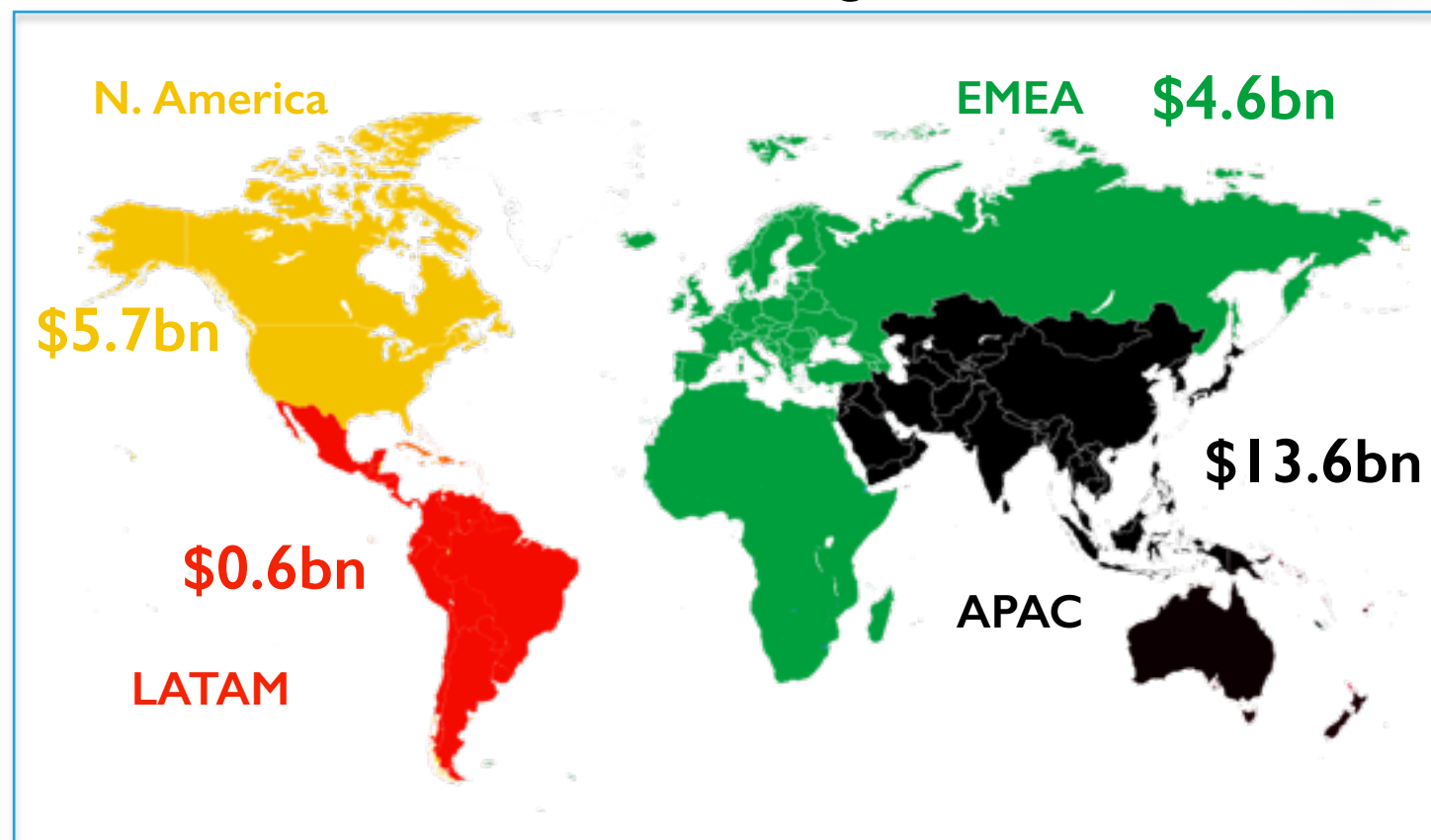
For China, Japan, and Korea, games contributed 90% of the combined iOS and Google Play revenue in December 2014.

APAC is the largest mobile market in the world, with US\$13.6bn in revenues and over 760 million gamers.

North America is the second-largest region by revenues, with 150 million gamers spending US\$5.7bn in 2014.

In emerging SE Asia, total gaming revenue nearly doubled from 2013 to 2014 on iOS and Google Play, led by Vietnam (150%) and Malaysia (115%) with Thailand (75%) coming in last.

US\$24.5Bn in Global Gaming Revenues in 2014



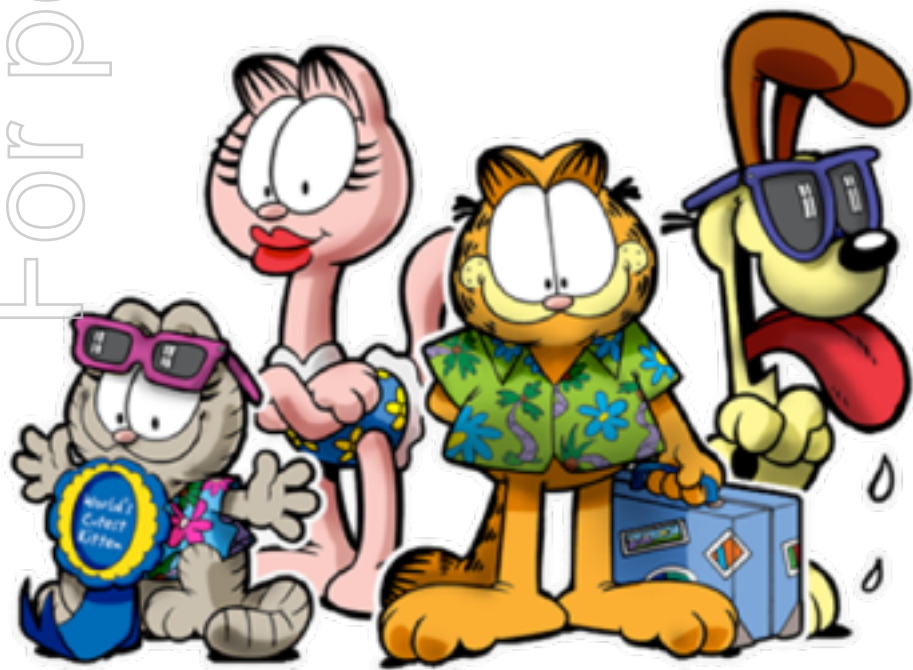
Animoca Brands' largest markets, by revenues, are the U.S., Japan, Korea, and China, followed by Taiwan, Australia, Great Britain, and others.

Sources:

Newzoo Global Games Market Report Premium, Q1 2015 update
AppAnnie, *Emerging Southeast Asia, Gaming's New Frontier*



Strategy: Portfolio Theory & Licensing Model

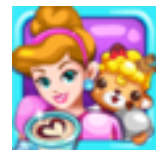


Focused and Low Risk Strategy

Portfolio Theory	Licensing	Modular Approach	Publishing
<p>Animoca's unique approach is to apply portfolio theory to game development.</p> <p>A broad portfolio maximises the opportunities to create a hit game while minimizing the risks associated with an individual title.</p>	<p>The company builds games from licensed intellectual property like Garfield, Doraemon, Astroboy, Ultraman, and Ben 10.</p> <p>Globally recognised brands tap into existing fanbases thereby reducing marketing costs and enhancing desirability.</p>	<p>The company creates games from its library of modular components including game engines and SDK's, reducing the development time and cost of an individual title.</p> <p>These engines can mixed and matched with different brands to generate new games.</p>	<p>The company markets and distribute games made by third-party developers.</p> <p>Typically, the publisher will take a revenue share on the game published.</p>



Modular Approach to Development



Cinderella Cafe
(Time Management Engine)



Characters



Spinoff Time Management Titles



Cinderella Cafe became a hit game, validating the “time management” game play engine. Pairing this proven engine with well-known characters all but guaranteed the success of *Garfield's Pet Hospital* and *Doraemon Repair Shop*, amongst others.



Market Positioning



- Animoca Brands primarily focuses on developing casual to midcore games using the freemium business model, while the publishing arm of the company publishes all kinds of games, including casual, midcore, and hardcore titles.
- Casual games are the largest category of games, and they target the broadest possible demographic groups, including males and females of all ages. Casual games are defined by their accessibility, ease of use, and short session times, which allow users to play frequently in short bursts, often engaging with their friends through social media.
- *Candy Crush*, from King Digital Entertainment PLC (NYSE: KING), is the global leader in the casual gaming genre and has earned over US\$2.3 billion in revenues. King also has a paying user ratio of 2.3%, which is not atypical of casual game companies.*

Freemium is the dominant business model in mobile gaming, where titles are free to download and users make in-app purchases for virtual items or benefits. Freemium games typically rely on a small percentage of a massive number of users for their revenues.

*"Candy Crush Saga players spent £865m on the game in 2014 alone," *The Guardian*, 13 February 2015.



Selected Partners

Global Platforms

User Acquisition

Publishing & Development

Brands

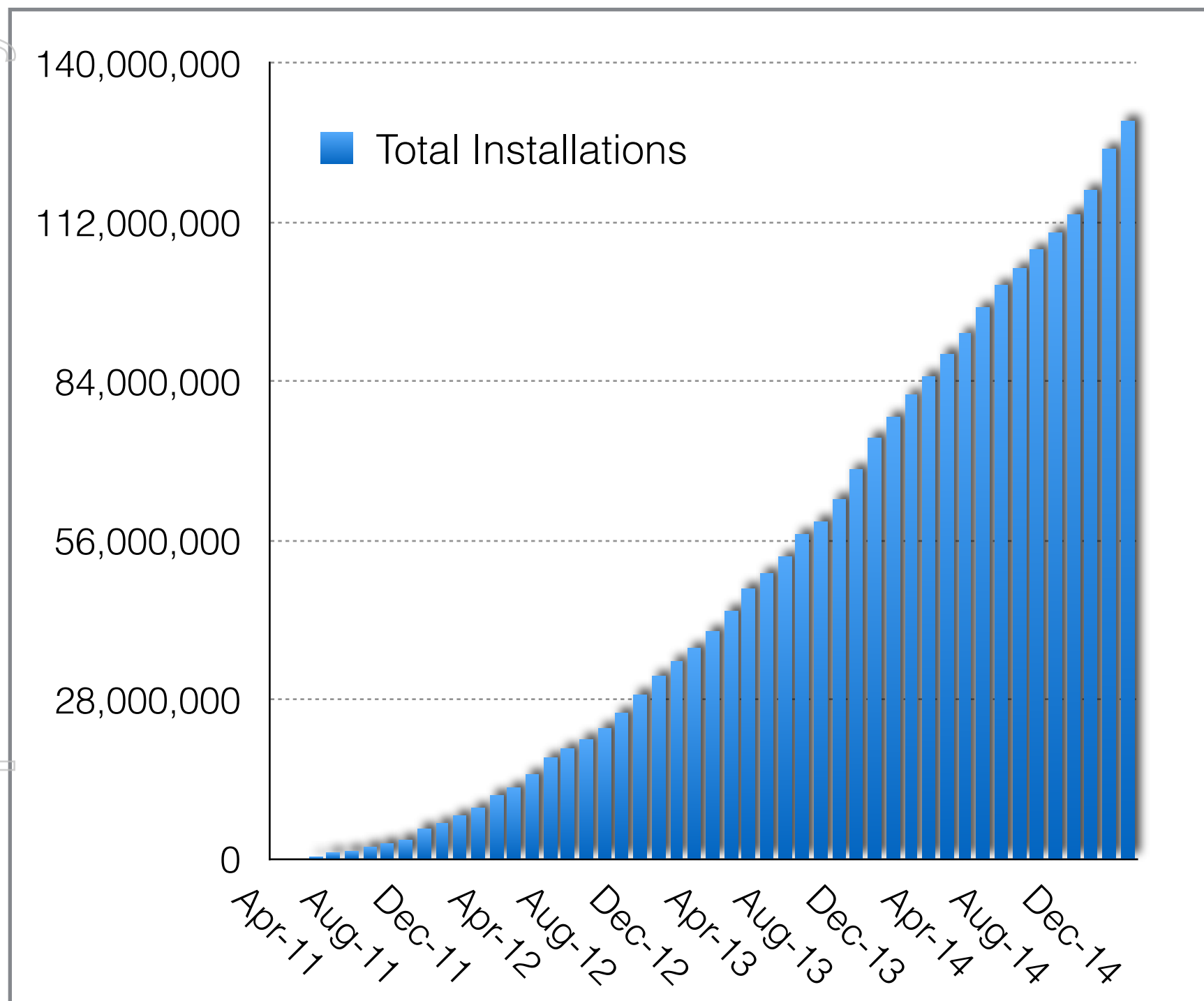


Financial & Operating Metrics

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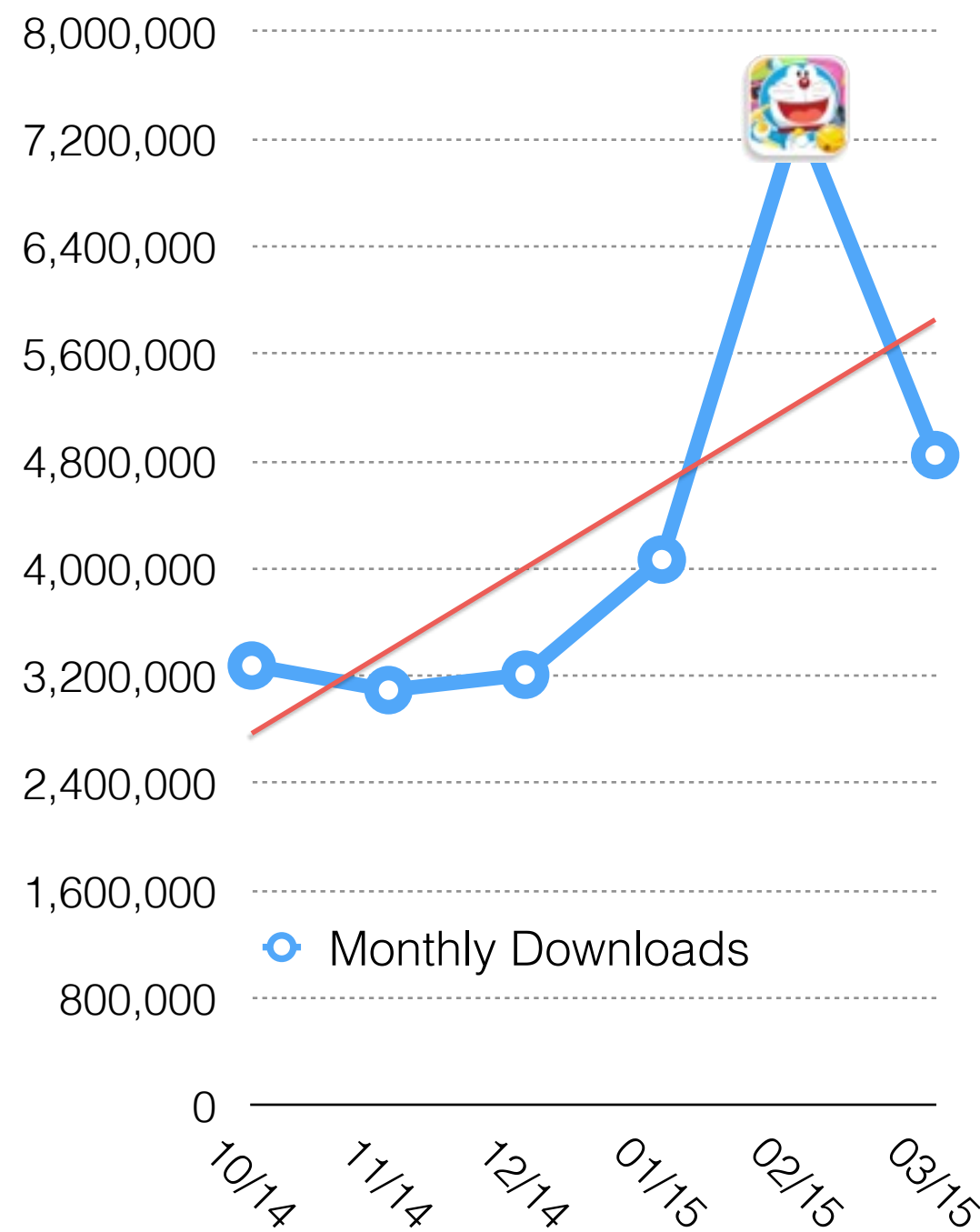
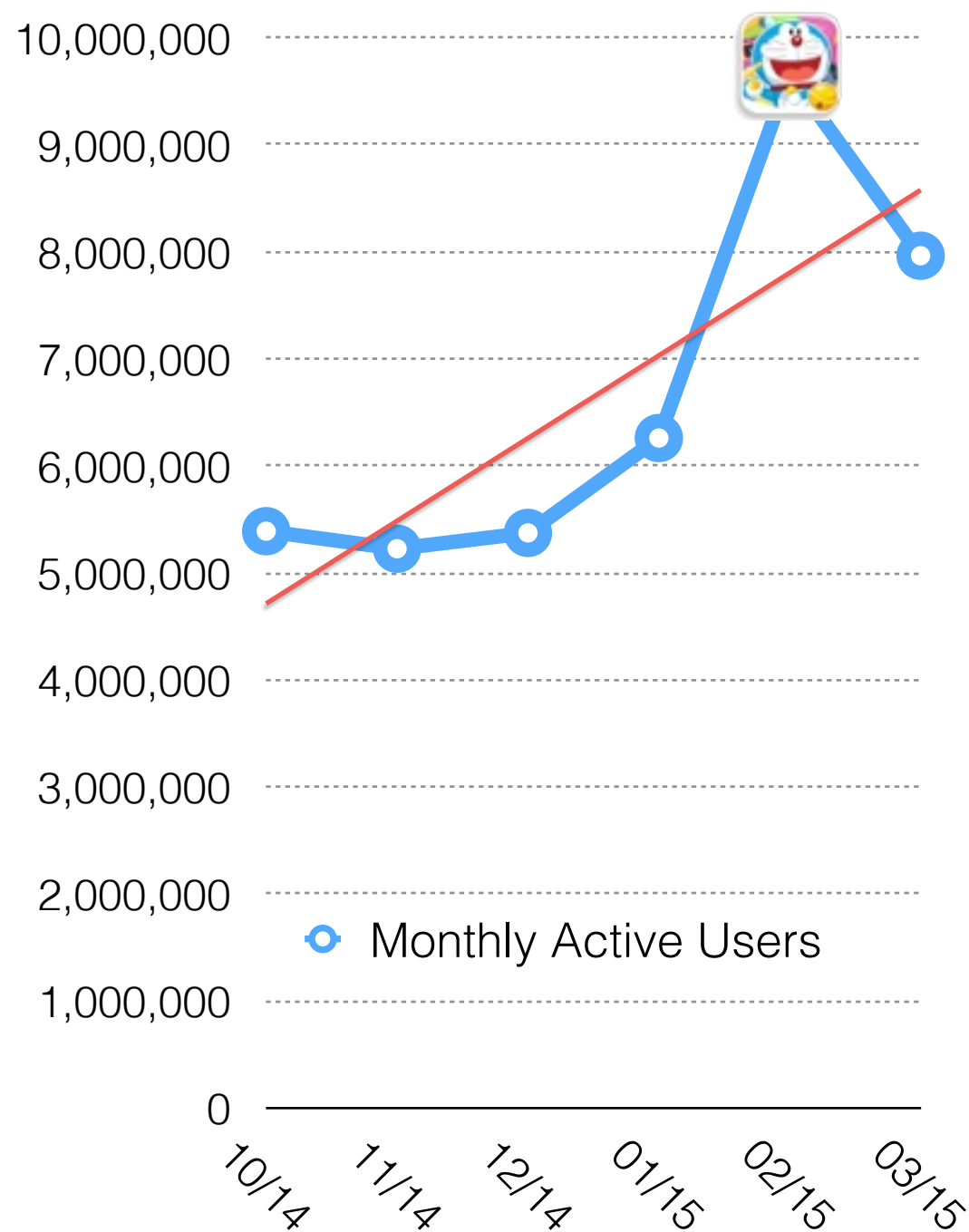
User Growth



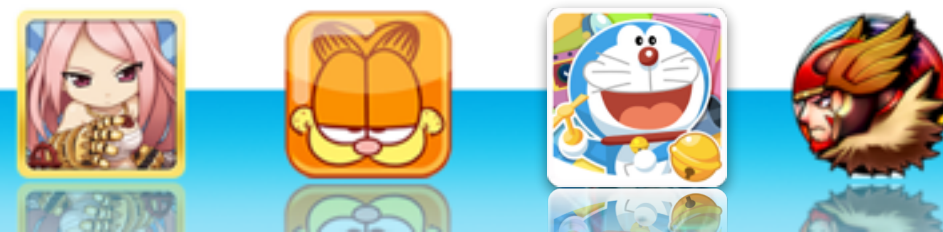
- 130,000,000 downloads as of 31 March 2015
- Animoca Brands leverages these installations for cross-promotion, marketing new titles in existing titles.
- This network functions as an in-house ad network, selling advertising to advertisers globally, primarily other game companies.
- As brand advertisers get more comfortable spending on mobile, ad rates should rise exponentially across the industry.



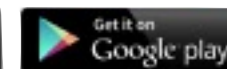
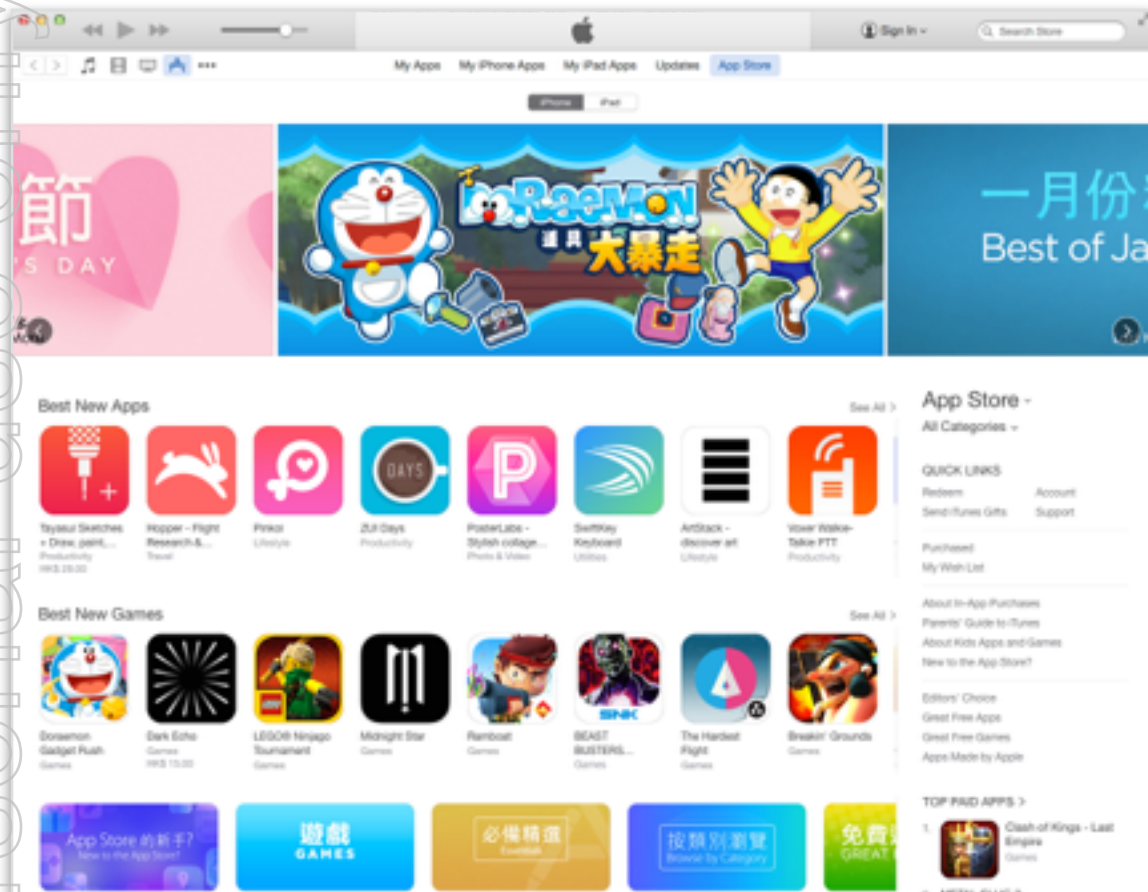
User Engagement



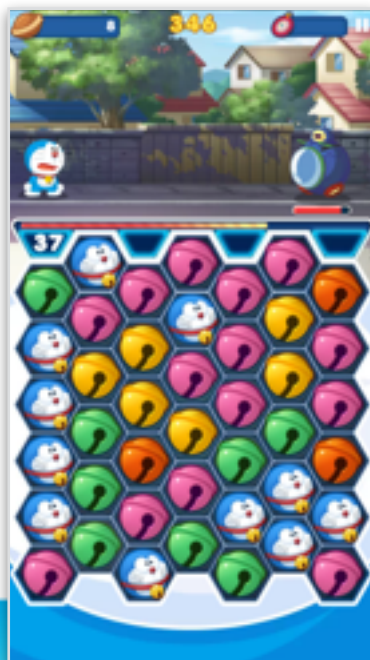
Note: Feb 2015 was the launch of the hit Doraemon Gadget Rush.



Recent Hit Game



- #1 downloaded iPad app in China, Indonesia, Hong Kong, Brunei & Macau
- #1 downloaded iPad game in Japan, China, Taiwan, Indonesia, Hong Kong, Vietnam, Macau & Brunei
- #1 downloaded action game on Google Play in Indonesia, Malaysia & Hong Kong



Financial Results

Animoca Brands announced record revenues of US\$1,102,476 achieved in Q1 2015, an average of US\$367,492 per month, which was nearly double the average monthly revenue during the period from August to December 2014.

Summary pro forma consolidated historical income statements	Aug - Dec 2014 <i>Audited (in US\$)</i>
Revenue from operating activities	\$ 933,485
Cost of revenue from operating activities	\$ (544,509)
Gross Profit	\$ 388,976
Employee benefits expense	\$ (1,022,340)
Marketing expenses	\$ (28,294)
Occupancy expenses	\$ (72,375)
Other expenses	\$ (179,833)
Net loss before income tax expense	\$ (913,866)
Income tax expense	-
Net Loss	\$ (913,866)



Activity Pipeline & Summary



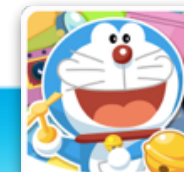
Milestones & Pipeline Activity

Milestones

- January 2014 - completed listing on the ASX
- February 2014 - Record 9.7 million monthly active users
- February 2014 - *Doraemon Gadget Rush* tops the iOS and Google Play download charts around Asia
- February 2014 - AB1 announces the licensing of the name and image of Paris Hilton for use in mobile games
- February 2014 - Partners with Chinese gaming giant Ourpalm
- March 2015 - reached 129.7 million downloads
- Q1 2015 - launched 22 new games
- Q1 2015 - announced a record quarter of US\$1.1 million in revenues

Pipeline

- License new brands in partnership with global entertainment companies.
- Publish more games with leading global gaming companies like Gravity and Neocyon.
- Increase the percentage of revenues earned from advertising.
- Grow the company's footprint in the fast-growing Chinese market.



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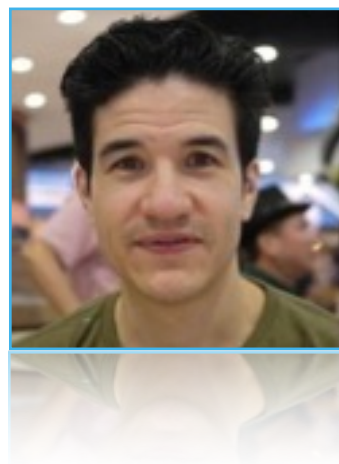
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