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ASX Release

22 May 2015

ASX Code: **AB1**

ABN: 29 122 921 813

Quoted Ordinary Shares: 43.3 Mil

Ordinary Shares Escrowed
until 23 Dec 15: 60.9 Mil

Ordinary Shares Escrowed
until 23 Jan 17: 14 Mil

Options: 2.36 Mil exercisable
at \$0.20, expiring 23 Jan 18

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ANIMOCA BRANDS CORPORATION LTD
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Animoca Brands signs deal with Mattel, Inc.

Hong Kong – May 22, 2015 – Animoca Brands (ASX: AB1) has signed an agreement with Mattel, Inc. (NASDAQ:MAT) to create mobile games based on Mattel's portfolio of brands.

As part of the agreement, Animoca Brands and Mattel will jointly invest in the development of mobile and tablet games based on Mattel's brands for worldwide distribution by Animoca Brands and Mattel. As such, Animoca Brands will be responsible for developing and launching the mobile games, and both companies will jointly market and promote the titles.

About Animoca Brands:

Animoca Brands listed on the ASX in January and is the only ASX-listed pure play mobile game developer. Animoca Brands publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Ultraman, and Doraemon. Animoca Brand's games have been downloaded over 130 million times and are growing at 3 – 4 million downloads per month. Animoca Brands is based in Hong Kong. For more information visit

www.animocabrands.com.

About Mattel

The Mattel family of companies (Nasdaq: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2014, Mattel ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ 31,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

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