

# ASX Release

**18 June 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**  
**ABN 29 122 921 813**

## **Animoca Brands celebrates Garfield's 37th birthday with two new games and various giveaways**

### **Highlights**

- Animoca Brands celebrates Garfield's 37th birthday with the launch of two new games plus promotions across its portfolio of Garfield games
- Successful partnership with Garfield licensor Paws, Inc. since 2011
- Partnership with Paws, Inc. set to continue at least through end of 2016
- Animoca Brands has released over 20 Garfield titles to date, for a total of over 45 million downloads
- Demonstrates the Company's ability to partner with leading brands and develop successful and popular games

**Hong Kong – 18 June 2015** – Animoca Brands (ASX:AB1) today announced the start of festivities to celebrate Garfield's 37<sup>th</sup> birthday on 19 June 2015, including the launch of two new official games: **Garfield Chef: Game of Food** on the App Store<sup>SM</sup> and **Garfield's Epic Food Fight** on Google Play<sup>TM</sup>, both available to download for free.

As part of the birthday celebrations, the newly launched games will include free in-game items, currency, and upgrades for a limited time. Animoca Brands is also gifting users of select *Garfield* games with free in-game currency worth approximately USD 5 per game. Additionally, some paid *Garfield* games and apps will receive temporary price reductions of up to 100%.

Based on its agreement with Paws, Inc., Animoca Brands has been developing and publishing mobile games based on the famous Garfield comic strip since 2011. The games have proved highly popular, achieving more than 45 million downloads globally. Animoca Brands launched its first Garfield title, called Garfield's Diner, in 2012 and to date that game has generated revenues of over USD 2,840,000.

The Animoca Brands strategy to partner with well-known popular brands continued in 2015 with further partnerships signed including an agreement to license the name and image of Paris Hilton and an agreement with Mattel, Inc., the world's leading publisher and manufacturer of toys and family products, to produce games based on various Mattel properties.

Robby Yung, CEO of Animoca Brands commented: "Our partnership with Paws, Inc. to develop and publish *Garfield* mobile games has proved not only highly advantageous but also great fun. We're absolutely delighted to have the fat lazy cat in our brand portfolio and we look forward to making plenty more games based on him and his companions."

The *Garfield* comic strip was created by Jim Davis and first published on 19 June 1978, achieving unprecedented global success. *Garfield* holds the Guinness World Record as the most widely syndicated comic strip in history, and the title character has been the star of television series, feature films, comic books and video games.

### **About the new games**

*Garfield's Epic Food Fight* is available free to download on Google Play for Android™ devices. It fuses Match-3 gameplay, role-playing game mechanics, and general food-based zaniness as the player assists Garfield, Jon, Liz, Odie, Nermal and other beloved characters in repelling an alien invasion.

*Garfield Chef: Game of Food* is available free to download for iPhone®, iPad® and iPod touch® from the iTunes App Store. Using Match-3 gameplay, the game invites players on a culinary journey as Jon Arbuckle attempts to become a chef and Garfield hungrily devours everything in sight. The two are joined by a full cast of favorite characters including Pooky, Arlene, Nermal, Squeak, Odie and others.

Animoca Brands' Garfield-themed mobile games are published and operated by its wholly-owned studio Web Prancer ([webprancer.com](http://webprancer.com)).

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### **About Animoca Brands:**

Animoca Brands Corporation Ltd. (ASX: AB1) publishes globally a broad portfolio of mobile games, including several games based on popular intellectual properties such as Garfield, Ultraman, and Doraemon. The company's games have been downloaded over 130 million times. Animoca Brands is based in Hong Kong. For more information please visit [www.animocabrands.com](http://www.animocabrands.com).

For ongoing updates, follow Animoca Brands on [Facebook](#), [Twitter](#) or [Google+](#)

### **About GARFIELD:**

GARFIELD was born on the comics pages on June 19, 1978. The creation of cartoonist Jim Davis, GARFIELD is a humorous strip centered on the lives of a quick-witted orange cat who loves lasagna, coffee, and his remote control; Jon Arbuckle, his owner; and Odie, a sweet but dumb dog. GARFIELD was introduced to the world in just 41 newspapers and is now the most widely syndicated comic strip ever, appearing in 2100 newspapers. The strip, distributed by Universal Press, is read by over 220 million people each day and is translated into 42 languages.

The success of the comic strip spawned an entertainment empire including television: *Garfield and Friends*, *The Garfield Show*, and a dozen primetime specials; movies: *Garfield: The Movie* and *Garfield: A Tail of Two Kitties*; hundreds of best-selling books, and thousands of licensed products.

Garfield has long been considered an evergreen property because he has not only endured, but continues to be fresh and funny after 37 years in the limelight.

Follow Garfield, along with nearly 17 million other fans, on Facebook ([facebook.com/Garfield](https://facebook.com/Garfield)) and Twitter ([twitter.com/Garfield](https://twitter.com/Garfield)), and visit [garfield.com](https://garfield.com), and Garfield's free educational site, [professorgarfield.org](https://professorgarfield.org).