



ASX ANNOUNCEMENT

ANIMOCA BRANDS PARTNERS WITH LIONSGATE AND SPLASH ENTERTAINMENT ON TWO GAMES BASED ON THE UPCOMING FEATURE FILM “NORM OF THE NORTH”

HONG KONG, 8 January 2016 — Animoca Brands (ASX: AB1) is pleased to announce it has partnered with Lionsgate (NYSE: LGF), a premier next generation global content leader and feature film producer Splash Entertainment to produce two mobile games for the upcoming Lionsgate animated feature, *Norm of the North*, being released in theatres on 15 January 2016.

In another example of bringing filmmakers and game developers together to develop value-added content and brand extensions for fans, Lionsgate, Animoca Brands and Splash Entertainment worked closely to create the two *Norm of the North* themed games, the first of which is **Norm of the North’s Digit Dodge**, a multiplayer edutainment app targeted at children to help enhance math skills through an epic snowball fight between Norm and his pals, the Lemmings. It is available now for iPhone and Android.

The second game is a runner game for players of all ages as they compete against each other to dodge obstacles and build up points while immersed in Norm’s Arctic world and adventures in New York. It will be available in late January. The two *Norm of the North* games add to Animoca Brand’s already strong portfolio of brands, which includes Garfield, Doraemon, Ultraman, Paris Hilton, and various Mattel brands.

“As Lionsgate continues to expand the world of our films to games, we thought it was important to extend the positive and kid friendly message of *Norm of the North* into the world of gaming, while also encouraging children to improve their math skills,” said Peter Levin, President, Interactive Ventures and Games, Lionsgate. “As we build out our brands onto other platforms, it is mission critical for us that our filmmakers and the game developers work together to help create the best experience for our fans and we are very pleased to have partnered with Animoca Brands and Splash Entertainment on these mobile games.”

Robby Yung, CEO of Animoca Brands, said, “We’re excited to have collaborated on this project with Splash Entertainment and Lionsgate, a leading global media company with blockbuster franchises like the *Divergent* and *The Hunger Games* series leading their broad content portfolio. We look forward to working with Lionsgate on this venture and on future releases. This partnership also further demonstrates our ability to partner with global companies and leading



brands, which broadens the audience appeal of our products and enhances our ability to grow our user base.”

“We’re delighted to partner with both Lionsgate and Animoca Brands and work together to further build the *Norm of the North* franchise,” commented Nicolas Atlan, co-CEO of Splash Entertainment and producer on the film.

Besides the *Norm of the North* collaboration, Lionsgate recently partnered with IGT on an *Orange is the New Black* slot machine, which was simultaneously launched into IGT’s DoubleDown Casino app. It is also currently developing the *John Wick* virtual reality game in collaboration with Starbreeze and Grab Games. Additionally, Lionsgate has partnered with Starbreeze to create game pack extensions for both *John Wick* and *Point Break* in its global sensation PAYDAY 2.

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, various Mattel brands, Ultraman, and Doraemon. The company’s games have been downloaded over 170 million times. Animoca Brands is based in Hong Kong.

About Lionsgate

Lionsgate is a premier next generation global content leader with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, new channel platforms, video games and international distribution and sales. The Company has nearly 80 television shows on 40 different networks spanning its primetime production, distribution and syndication businesses. These include the critically-acclaimed hit series *Orange is the New Black*, the multiple Emmy Award-winning drama *Mad Men*, the hit broadcast network series *Nashville*, the syndication success *The Wendy Williams Show*, the acclaimed drama *Manhattan* and the breakout series *The Royals*.

Its feature film business has been fueled by such successes as the blockbuster *Hunger Games* franchise, the first two installments of the *Divergent* franchise, *Sicario*, *The Age of Adaline*, CBS/Lionsgate's *The DUFF*, *John Wick*, *Now You See Me*, Roadside Attractions' *Love & Mercy* and *Mr. Holmes*, Lionsgate/Codeblack Films' *Addicted* and Pantelion Films' *Instructions Not Included*, the highest-grossing Spanish-language film ever released in the U.S.



Lionsgate's home entertainment business is an industry leader in box office-to-DVD and box office-to-VOD revenue conversion rates. Lionsgate handles a prestigious and prolific library of approximately 16,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate and Summit brands remain synonymous with original, daring, quality entertainment in markets around the world.

About Splash Entertainment

Specializing in children's entertainment, Splash Entertainment is an innovator, developer, and producer of original animated television series, properties and brands that are implemented across all digital platforms of the media. The company's library (over 550 half hours) contains content airing in more than 160 territories worldwide. Among Splash Entertainment's key brands licensed in markets worldwide and produced by their talented animation production staff include: *Chloe's Closet*®, *Dive Olly Dive!*®, *Hero:108*®, *Growing Up Creepie*®, *Pet Alien*® and *ToddWorld*®. Splash Entertainment's newest productions include the animated family feature film *Norm of the North*, the next three 45 minute movies in the *Alpha And Omega* franchise, and the Netflix Original series *Kulipari: An Army of Frogs*. Currently in production is *Chloe's Closet* Season 3. As a production company hired by outside content owners, Splash Entertainment has produced animated series for a number of high profile brands, such as *Care Bears*™, *Clifford The Big Red Dog*, *Lalaloopsy*™, *Strawberry Shortcake*™, *Bratz*®, *Zhu Zhu Pets*® and *He-Man Masters of the Universe*.