



## **ASX ANNOUNCEMENT**

### **ANNUAL GENERAL MEETING PRESENTATION**

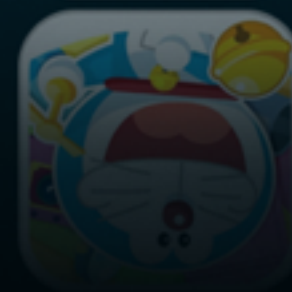
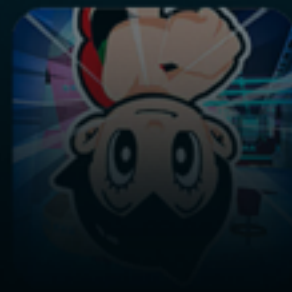
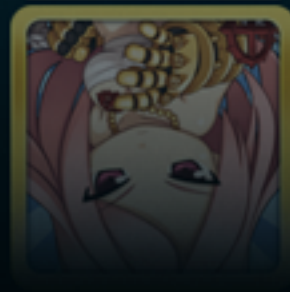
**SYDNEY, Friday 8 April 2016: Animoca Brands Corporation Limited (ASX: AB1)**

Attached is the presentation to be given by the Company's Chief Executive Officer (Robby Yung) at the Company's annual general meeting to be held today at 11:00am (Sydney time) at the offices of Grant Thornton Australia at Level 17, 383 Kent Street, Sydney, New South Wales.

## Animoca Brands (ASX:AB1)



2016 AGM Presentation



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# Agenda

1. Introductions
2. FY 2015 Review
  - Financial Overview
  - Operational Overview
3. Trading Halt
4. Strategy and Outlook
5. Formal Items of Business
6. Q&A

# Introducing the Board and Management



**Steven Hu**

Non-Executive Director

**Richard Kuo**

Non-Executive Director

**David Brickler**

Non-Executive Director

**Robby Yung**

Chief Executive Officer

**Yat Siu**

Non-Executive Director

**David Kim**

Non-Executive Chairman

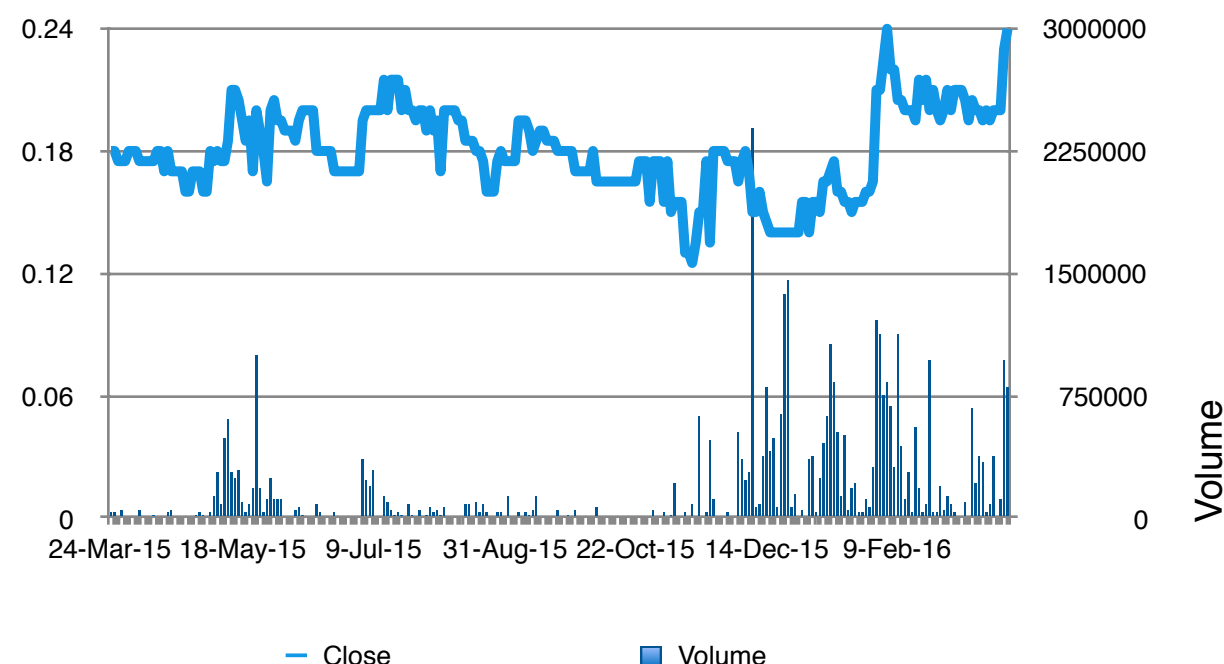
**Martin Green**

Non-Executive Director



# Company Overview

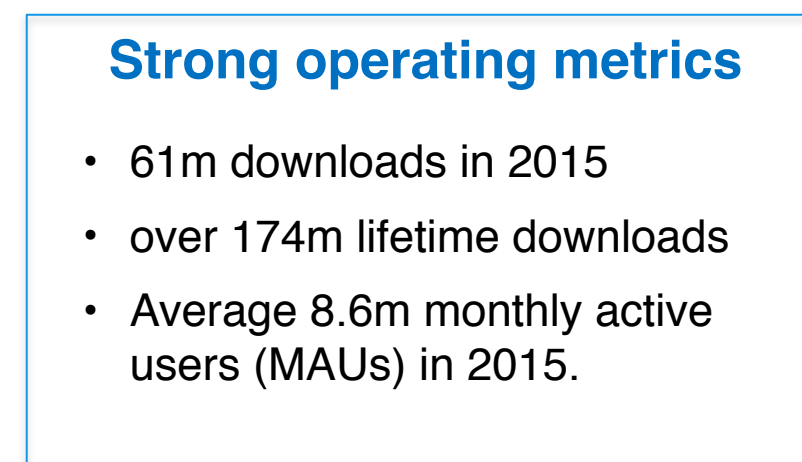
Animoca Brands is a leading global developer and publisher of mobile games, with one of the largest licensed brand portfolios in the industry.



ASX	AB1
52 Week Share Price	A\$0.12 - A\$0.28
Shares on Issue	167,520,708
Share Price	A\$0.20 (as at 7 April 2016)
Market Cap (undiluted)	A\$31.5 million (as at 7 April 2016)
Cash at bank	A\$4.94 million (as at 31 Dec 2015)

Substantial Shareholders	ordinary shares	%
FingerFun (HK) Ltd.*	14,785,714	8.83%
Asyla Investments Limited	14,021,882	8.37%
Datahouse Investments Limited	14,013,115	8.37%
Intel Capital Corporation	10,934,232	6.53%
Yong Hui Capital Holdings I and II, IDG-Accel China entities, and Chi Sing Ho	10,934,231	6.53%

\* Fingerfun (HK) Ltd. is a 100% subsidiary of Ourpalm.



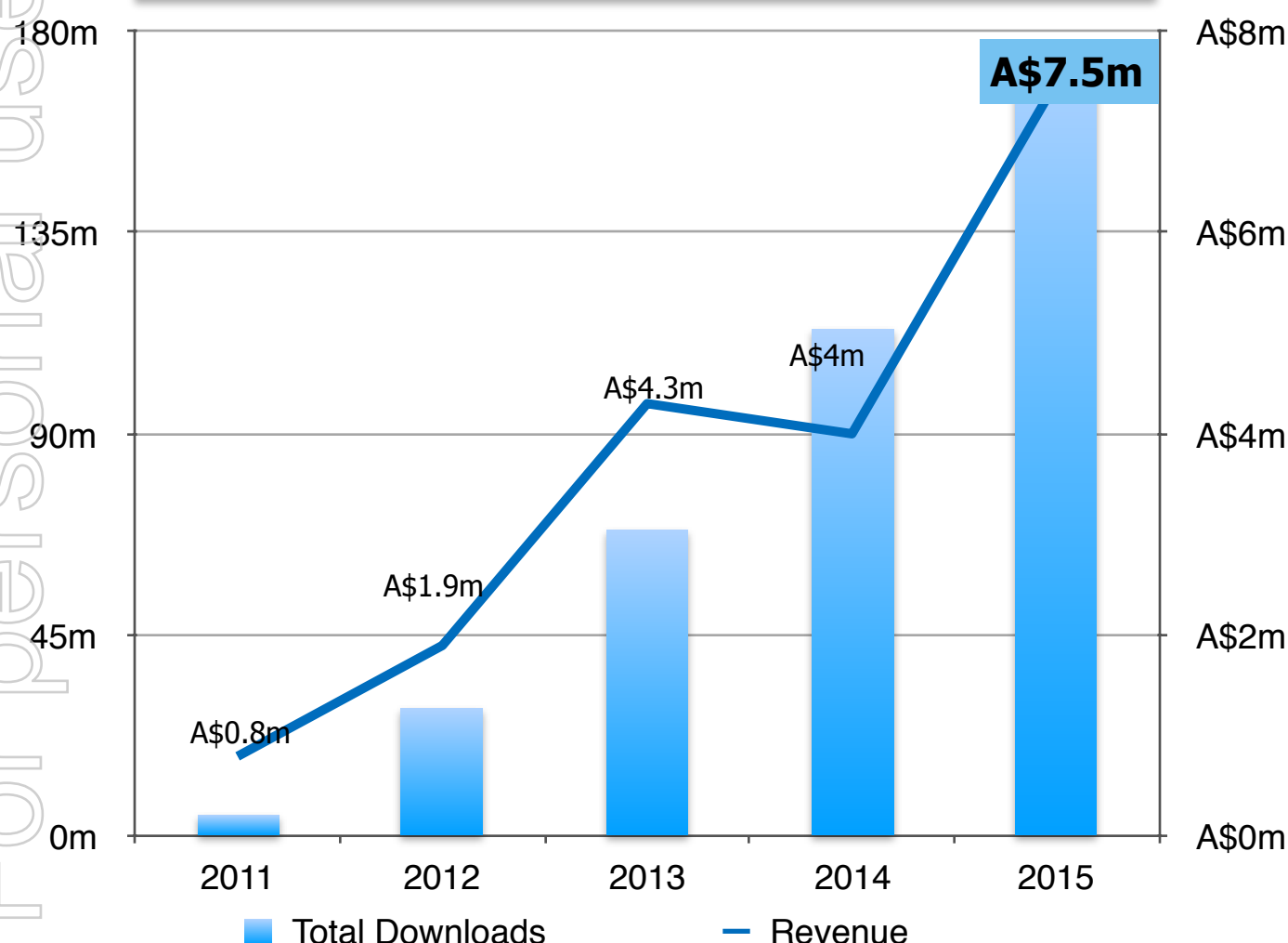
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# FY 2015 REVIEW

# Record Revenue Growth of 69%

Strong correlation between total app downloads and revenues, affirming the Company's strategy to focus on producing a high volume of games in order to drive users and revenue.

Annual Revenue Growth vs Total Downloads



## Revenue Growth driven by:

- An expanded app portfolio, particularly of branded apps, and a growing user base.
- Increased distribution channels, resulting in user growth, particularly in China.
- Strong growth from advertising revenue, which accounted for over 20% of revenues.
- Continued performance of in-app purchases.

*Note: The 2014 revenues are comprised of pro forma results from January – June 2014, audited results from August – December 2014, and unaudited management accounts for July 2014. The pro forma revenue figures above are originally in US\$ and were disclosed in the Company's prospectus issued in December 2014 and have been translated to A\$ for reference purposes only. The rate used is the year end US\$/A\$ FX rate of the RBA, namely 1.2192 for the year ending 31 December 2014. Some of the quarterly revenue figures illustrated in the chart and table are originally in US\$ and have been translated to A\$ for reference purposes only. The rates used are the year end US\$/A\$ FX rate of the RBA, namely 1.1675, 1.2712, 1.2839, 1.3105, and 1.3917 for each of Q4 2014 through Q4 2015, respectively.*



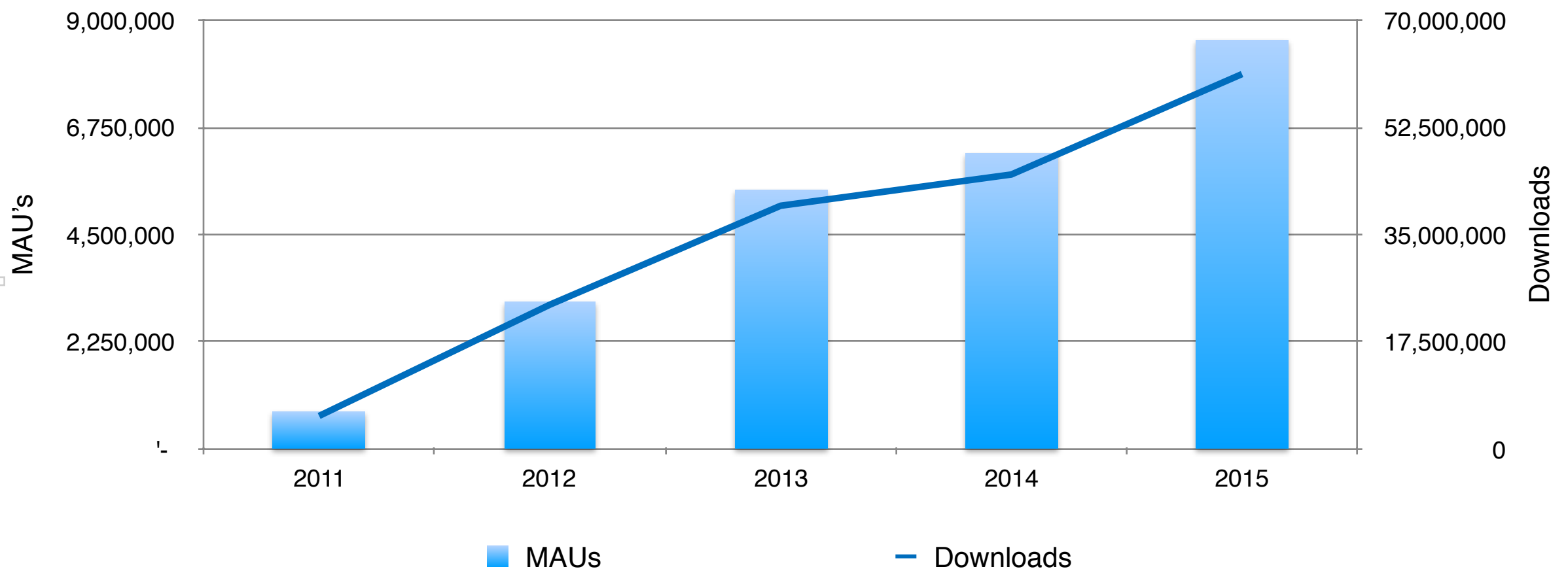
# The Largest Brand Portfolio in Mobile Gaming

Following partnership with Mattel, signed in 2015, Animoca Brands is the licensee of some of the largest brands for use in mobile games and e-books.



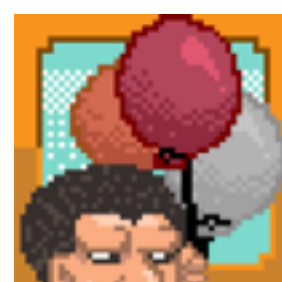
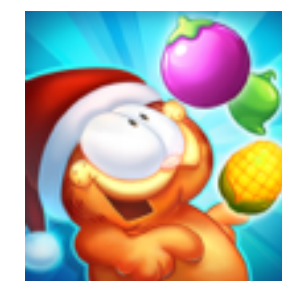
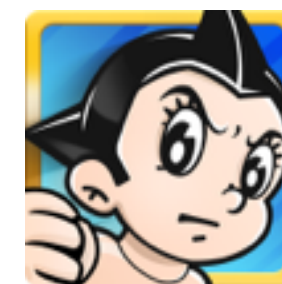
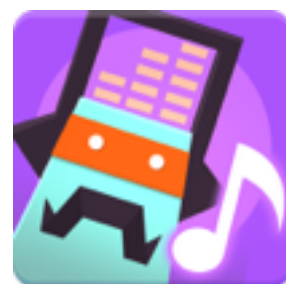
# Key Performance Metrics – Ongoing Growth

	2015	2014	% change
Cumulative new installations / downloads	174.7m	113.4m	+54%
Monthly average new installations / downloads	5.1m	3.7m	+38%
Average monthly active users (MAU's)	8.4m	6.2m	+35%
Titles released	75	92	-18%





# 75 New Games Launched – Total 411



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# PLACEMENT AND SPP

# Trading Halt Request

- The Company is seeking to undertake an equity raising by way of a book-build
- The equity raising will involve a placement of shares to institutional investors and is intended to be followed by a Share Purchase Plan
- The purpose of the equity raising is to meeting working capital requirements and growth opportunities
- The trading halt will not last beyond the commencement of trading on Monday 11 April 2016



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# STRATEGY, MARKET AND OUTLOOK

# New Initiatives to Diversify Revenue Streams

**Focused strategy to increase revenues through new initiatives: mobile advertising and E-Books**

- **Interactive Learning and Entertainment Products / E-Books**
  - Subscription basis – product paid in full at the time of download
  - Potential to provide a strong recurring revenue stream
  - Simple and highly scalable model, leveraging existing content from Mattel's range of properties with additional interactive content
- **Focus on increasing advertising revenue**
  - Currently accounts for 26% of revenue
  - Animoca Brands high MAUs allow for cross-promotion of products, which drastically decreases the Cost per Installation (CPI)
  - Its highly engaged user base enables the Company to attract advertising by third parties, in turn increasing its revenue
  - New advertising formats, like video, continue to attract more advertisers to mobile

# Outpacing a Growing Market

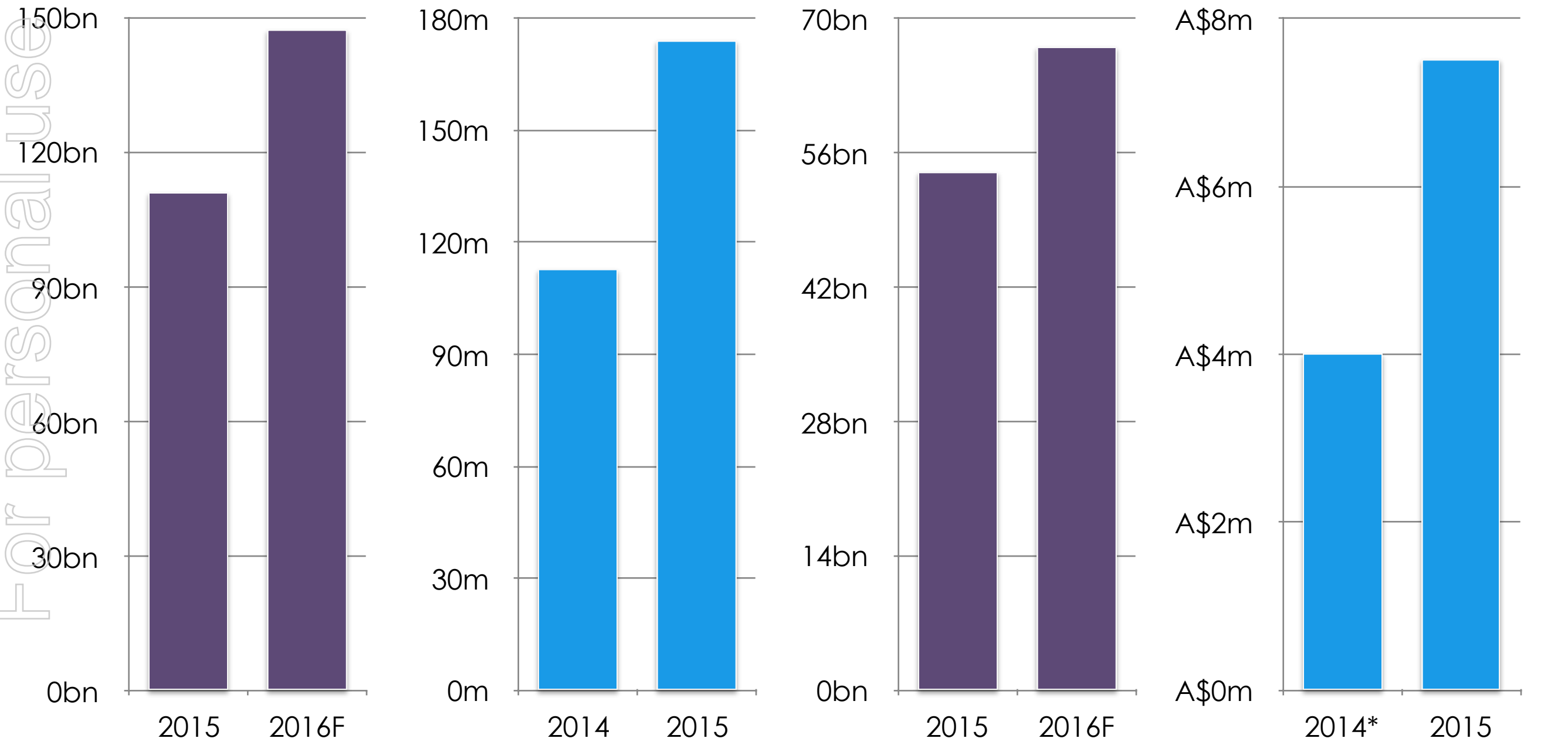
Up 32.4%

Up 53.9%

Up 24%

Up 69%

Global App Downloads AB1 App Downloads Global App Revenues AB1 App Revenues



# Where are we now?

## Portfolio of globally recognised brands



## Strong operating metrics

- 61m downloads in 2015
- over 174m lifetime downloads
- Average 8.6m monthly active users (MAUs) in 2015.

## Established distribution channels with global publishers



## Strong financials

- Record revenue of \$7.5 m
- 69% increase YoY
- Net loss of A\$2.9m, a 63% decrease on FY14.

# Where are we going?

We will continue to:

- **Expand our licensed IP** through potential acquisitions and continuing to partner with leading global companies and brands
- **Further increase our mobile game portfolio** with new releases based on globally recognised brands.
- **Increase our user base** and leverage this with advertising opportunities.
- **Take advantage of the significant opportunity** in the growing mobile ad market and the e-book sector.
- **Grow our revenue** through existing revenue sources and additional advertising and subscription streams.



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# FORMAL ITEMS OF BUSINESS

# Formal Items of Business

## RESOLUTION 1 – REMUNERATION REPORT

To consider and, if thought fit, to pass the following resolution as a non-binding resolution:

“That the remuneration report as contained in the directors’ report of the Company for the financial year ended 31 December 2015 be adopted.”

In Favour	Against	Abstain / Excluded	Proxy’s Discretion
27,459,214	5,000	14,291,882	144,753

# Formal Items of Business

## RESOLUTION 2 – RE-ELECTION OF DIRECTOR – HU (STEVEN) BIN

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That Hu (Steven) Bin, who retires in accordance with ASX Listing Rule 14.4 and clause 13.4 of the Company’s constitution and being eligible, offers himself for re-election, be re-elected a director.”

In Favour	Against	Abstain / Excluded	Proxy’s Discretion
41,756,096	0	0	144,753

# Formal Items of Business

## RESOLUTION 3 – RE-ELECTION OF DIRECTOR – RICHARD KUO

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That Richard Kuo, who retires in accordance with clause 13.2 of the Company’s constitution and being eligible, offers himself for re-election, be re-elected a director.”

In Favour	Against	Abstain / Excluded	Proxy’s Discretion
41,756,096	0	0	144,753

# Formal Items of Business

## RESOLUTION 4 – RE-ELECTION OF DIRECTOR – DAVID BRICKLER

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That David Brickler, who retires in accordance with clause 13.2 of the Company’s constitution and being eligible, offers himself for re-election, be re-elected a director.”

In Favour	Against	Abstain / Excluded	Proxy’s Discretion
41,756,096	0	0	144,753



## Formal Items of Business

### RESOLUTION 5 – RATIFICATION OF PRIOR ISSUE OF ORDINARY SHARES UNDER PLACEMENT PURSUANT TO ASX LISTING RULE 7.1

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That for the purposes of ASX Listing Rule 7.4 and all other purposes, approval is given to the issue and allotment of 20,102,485 fully paid ordinary shares, as detailed in the Explanatory Statement.”

In Favour	Against	Abstain / Excluded	Proxy's Discretion
40,122,524	0	1,633,572	144,753

# Formal Items of Business

## RESOLUTION 6 – RATIFICATION OF PRIOR ISSUE OF ORDINARY SHARES UNDER PLACEMENT PURSUANT TO ASX LISTING RULE 7.1A

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That for the purposes of ASX Listing Rule 7.4 and all other purposes, approval is given to the issue and allotment of 13,401,656 fully paid ordinary shares, as detailed in the Explanatory Statement.”

In Favour	Against	Abstain / Excluded	Proxy's Discretion
40,122,524	0	1,633,572	144,753

# Formal Items of Business

## RESOLUTION 7 – APPROVAL TO ISSUE SHARES

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That for the purposes of ASX Listing Rule 7.1 and all other purposes, the Company is authorised to issue up to 16,752,070 ordinary shares at an issue price which is not less than 80% of the volume weighted average market price of ordinary shares in the Company over the last 5 days on which sales of such shares were recorded before the day the issue is made and in accordance with the terms and conditions set out in the Explanatory Statement.”

In Favour	Against	Abstain / Excluded	Proxy's Discretion
41,746,096	5,000	5,000	144,753

# Formal Items of Business

## RESOLUTION 8 – ADDITIONAL CAPACITY TO ISSUE EQUITY SECURITIES UNDER ASX LISTING RULE 7.1A

To consider and, if thought fit, to pass the following resolution as a special resolution:

“That, for the purposes of ASX Listing Rule 7.1A, approval is given for the Company to have the additional capacity to issue equity securities of up to 10% of the issued share capital of the Company calculated in accordance with the formula prescribed in ASX Listing Rule 7.1A.2 on the terms and conditions described in the Explanatory Statement.”

In Favour	Against	Abstain / Excluded	Proxy's Discretion
41,746,096	5,000	5,000	144,753

# Formal Items of Business

## RESOLUTION 9 – NON-EXECUTIVE DIRECTORS' REMUNERATION

To consider and, if thought fit, to pass the following resolution as an **ordinary resolution**:

“That for the purposes of ASX Listing Rule 10.17 and clause 13.7 of the Company's Constitution, the total amount of directors' fees that may be paid in aggregate and in any one year by the Company to its non-executive directors be increased by A\$50,000, from A\$200,000 to A\$250,000 with effect from the close of the meeting.”

In Favour	Against	Abstain / Excluded	Proxy's Discretion
27,029,214	35,000	14,691,882	144,753



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# Q&A

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# APPENDIX

# A Year of Milestones

Successfully raised  
a total of A\$10.2m

Largest and  
Growing Brand  
Portfolio

Expansion of  
Distribution  
Channels

Ourpalm to publish Doraemon  
Gadget Rush



Agreement with Mattel, global  
toy producer, to license leading  
brands Thomas & Friends, Ever  
After High, Monster High,  
BLOKS, Bob the Builder and  
more

Framework Agreement with  
Ourpalm Co. Ltd signed for the  
development and distribution of  
the Company's apps in China

Google Play store  
"Designed for Families"  
incorporates 15 Animoca  
Brands' apps

Successful listing  
on the ASX  
raising \$2.4m

Doraemon Gadget Rush app  
dominated Asian charts,  
with 1.8m downloads in less  
than two weeks

First celebrity  
license for the  
name and image  
of Paris Hilton

Collaboration with  
Neocyon and Gravity,  
Gung Ho subsidiaries



Jan 2015

Feb 2015

Mar 2015

Apr 2015

May 2015

Google play  
Jun 2015

A\$3.1m investment  
secured from  
strategic investor  
Ourpalm

Appointment of Mr Steven  
Hu, co-CEO of Ourpalm, as  
Non-executive Director

First Paris Hilton branded  
merchandise published in  
popular Star Girl app

Distribution agreement  
with Tencent to  
publish successful  
Armies of Dragons app

Launch of first mobile  
game in partnership  
with Mattel: Ever After  
High, Tea Party Dash!

A\$4.7m placement  
to professional and  
institutional investors

Launch of second mobile  
game in partnership with  
Mattel: Thomas & Friends:  
Race On!



July 2015

Aug 2015

Sept 2015

Oct 2015

Dec 2015

Partnership with  
Lionsgate to produce  
mobile games for  
animated feature film  
Norm of the North

Xiaomi to publish popular  
Garfield Chef in China



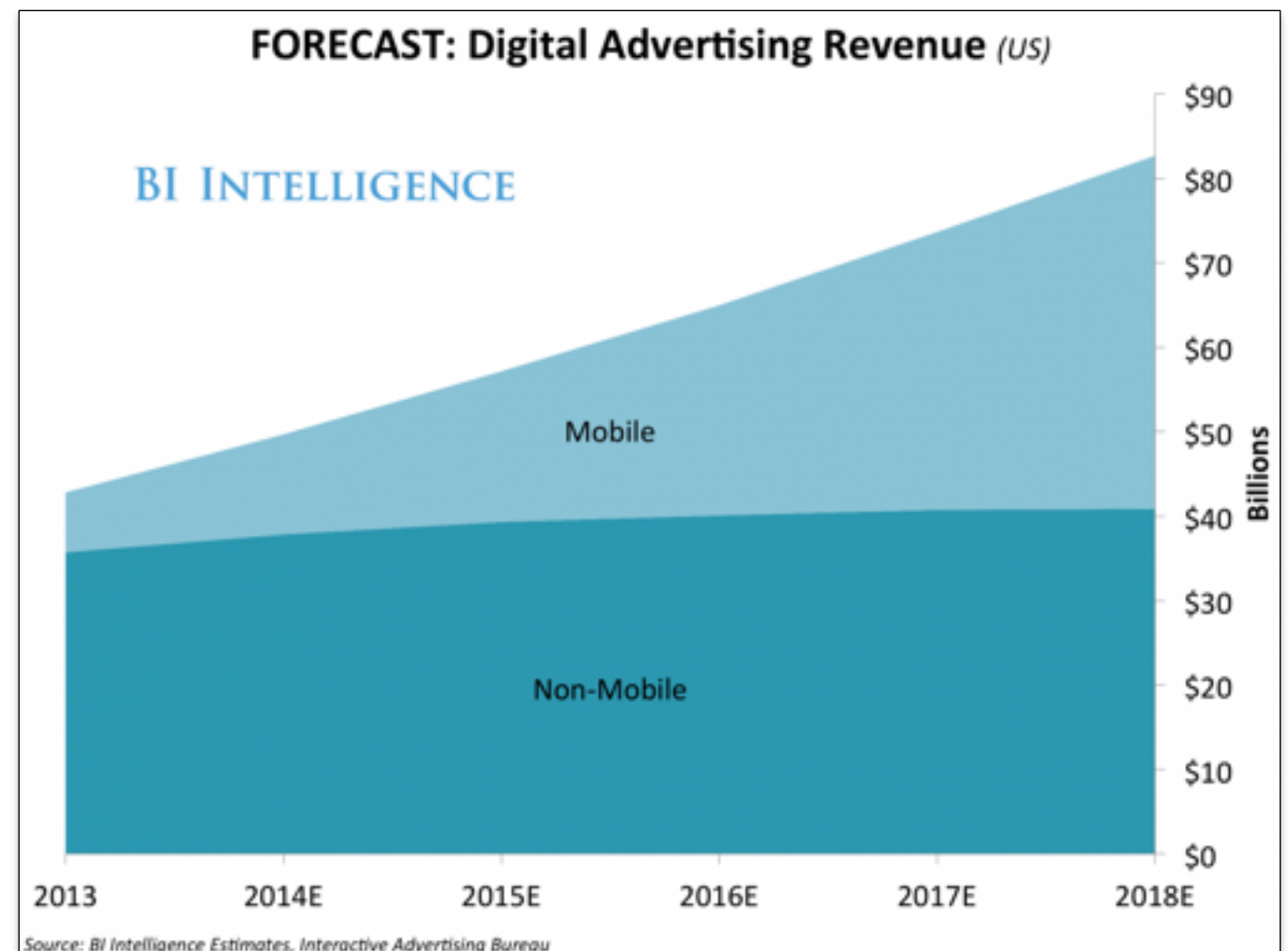
2016

# Mobile Advertising's Continued Growth

**Significant addressable market:** Mobile ad spend to top \$100bn worldwide in 2016, comprising 51% of digital ad spending with the US and China accounting for nearly 62% of global mobile ad spending in 2017.

**Substantial market growth:** Global Mobile advertising is expected to grow 59% in 2015/2016. US mobile ad spend is forecast to grow at a CAGR of 43% from 2013-2018.

**Massive adoption of mobile devices:** Estimated 2bn smartphone users worldwide in 2016 are expected to continue driving the growth of mobile advertising.



In-app mobile ads performed much better than mobile web ads globally with click-through rates of 0.56% for in-app ads versus 0.23% for mobile web ads.

# E-Books – Global Opportunity

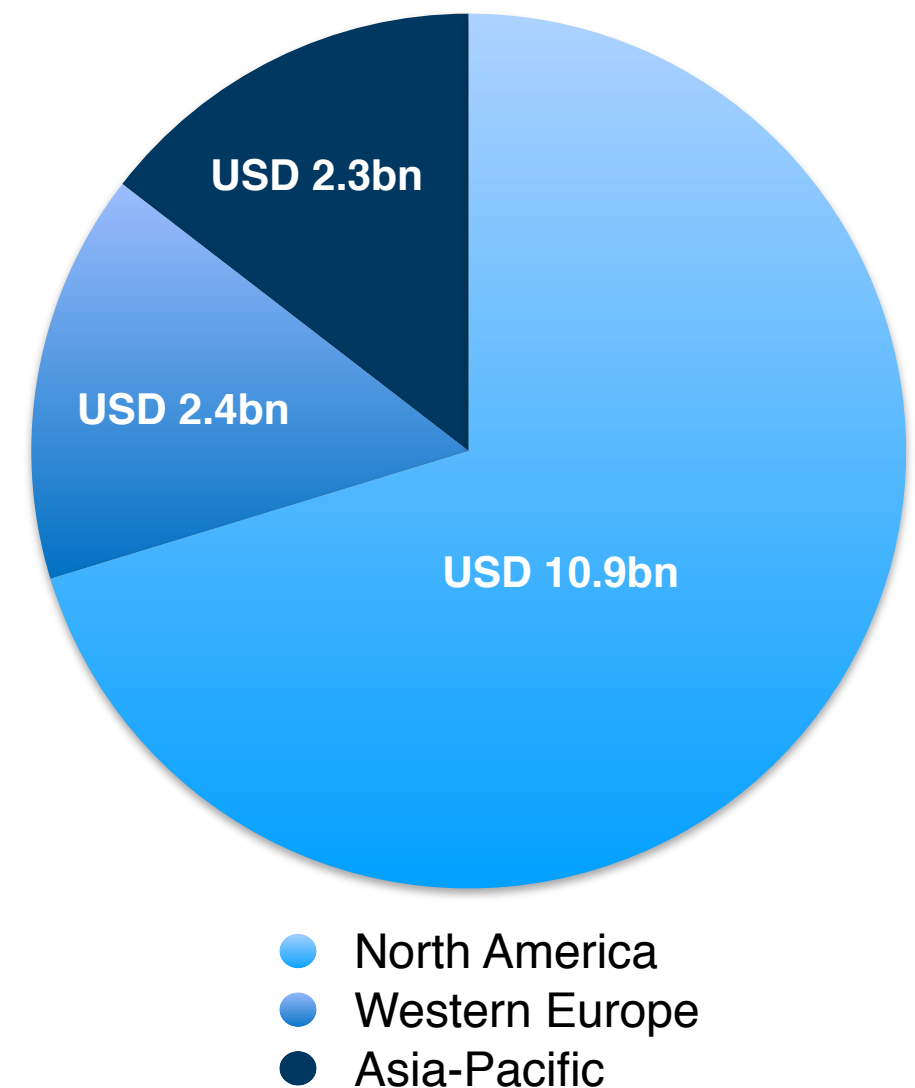
E-Books are rapidly overtaking traditional print publications and there is a huge potential market opportunity.

Total forecasted global E-Book revenue of US\$15.9bn in 2016, up from sales revenue of US\$13.bn in 2015

Asia-Pacific is a large and growing e-book market, with a penetration rate of only 12% in 2016 and expected continued growth.

The most prolific e-book readers are Millennials (Ages 18-29), of which there are 2.5bn worldwide.

**Forecast 2016 E-Book Revenue  
(Billions of USD)**



## CONTACT

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# THANK YOU