

ASX Spotlight Investor Presentation

May 2016



What We Do



All Ages Market

in-house development

publishing

Children's Market

edutainment / ebooks

games

Platforms & Distribution

Global platforms



App Store



Google play

*Together total 95% of the mobile market**



Chinese Android Platforms

Tencent 腾讯

China's largest Internet company



Xiaomi - World's 4th largest smartphone maker

200m downloads
400 apps

Increasing users drives increasing revenue



Existing revenue streams

IAPs

Higher user numbers increase IAPs

Advertising

Higher user numbers attract larger advertisers.

Diversifying revenue

Subscription

Expected to commence in Q3 diversifying revenue sources.

Animoca Brands At a Glance



Animoca Brands is a leading global developer and publisher of mobile gaming applications (apps)

430+

mobile
gaming
apps

13m+

monthly
active
Users

200m+

Total
down-
loads

Highly successful apps, available across Google Play and Apple App Store



Astro Boy Siege:
Animoca Brands



Groove Planet
Animoca Brands



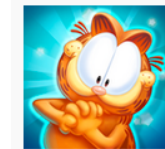
Doraemon Gadget
Animoca



Ever After High™
Animoca Brands



Thomas & Friends:
Animoca Brands



小米应用商店
APP.MI.COM
小米游戏
加菲猫爱消除
分类: 休闲益智 | 支持: 手机
★★★★☆ (1308次评分)

手机屏幕截图

Partnerships with Leading Brands and a Strong Portfolio of Licensed IP



Scalable Revenue Model

Highly scalable commercial model with multiple revenue streams to grow



In App Purchases (IAPs)

- Freemium model focused on user growth.
- Continues to grow as App portfolio expands.



Advertising

- Freemium model with user growth increasing attractiveness for advertisers.
- Accounted for 26% of revenue FY15.



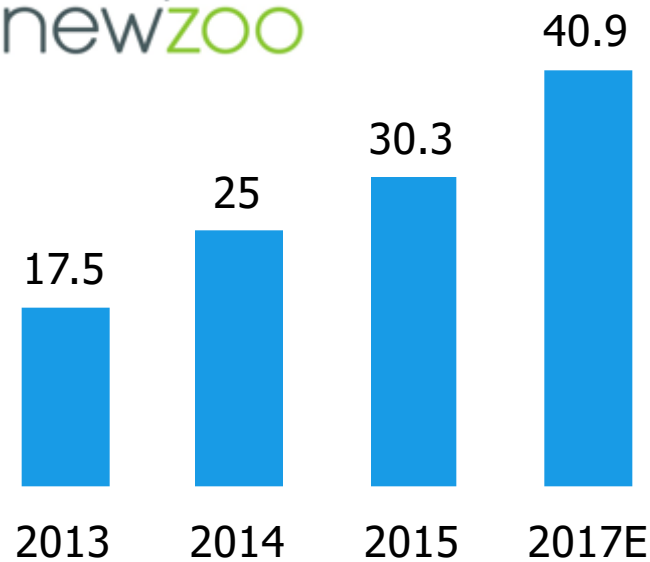
Subscription

- Subscription revenue to form a substantial part of the revenue base as the Company launches its first e-Book initiative in partnership with Mattel.
- Subscription users to grow as the company increases its focus on the children's gaming / edutainment sector.

Mobile Gaming and Educational Apps are Growing

Mobile Gaming Revenue Growth

US\$ Billion



VentureBeat

Mobile games hit \$34.8B in 2015, taking 85% of all app revenues

DATA TRACKING: FEBRUARY 15, 2015 1:07 AM
TAGS: APP STORE, MOBILE GAMES



Significant opportunity in children's gaming and educational apps...



Age of Learning, a quiet giant in education apps, raised \$150M at a \$1B valuation from Iconiq

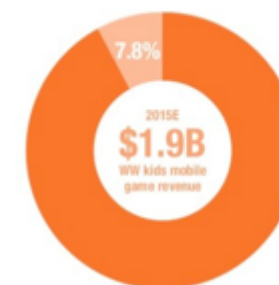


VentureBeat

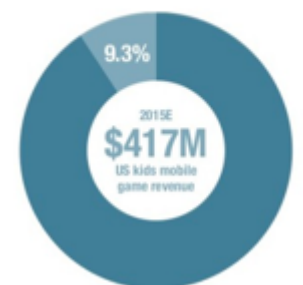
Kids' gaming makes up nearly 8% of mobile game spending worldwide

JEFF GRUBB AUGUST 18, 2015 9:55 AM
TAGS: ANDROID, IOS, SUPERDATA RESEARCH

Kids mobile game market share of WW mobile game market, 2015E



Kids mobile game market share of US mobile game market, 2015E



Mobile Game Revenues to Grow 16.5% in 2015, Surpassing \$3 Billion

Gaming leads growth of \$10 billion mobile content market

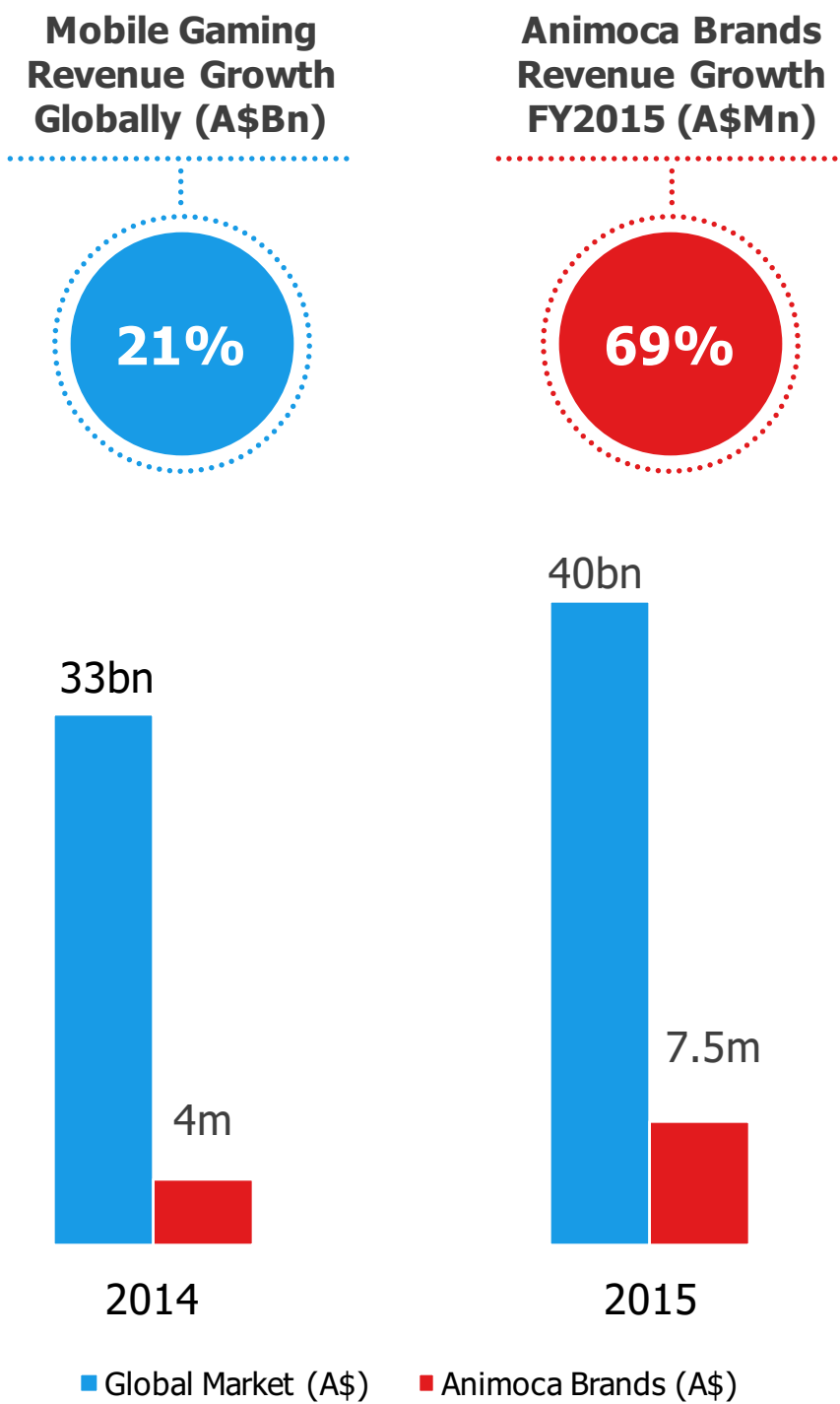
THE WALL STREET JOURNAL.

Mobile-Games Revenue Growth Is Outpacing Other Content

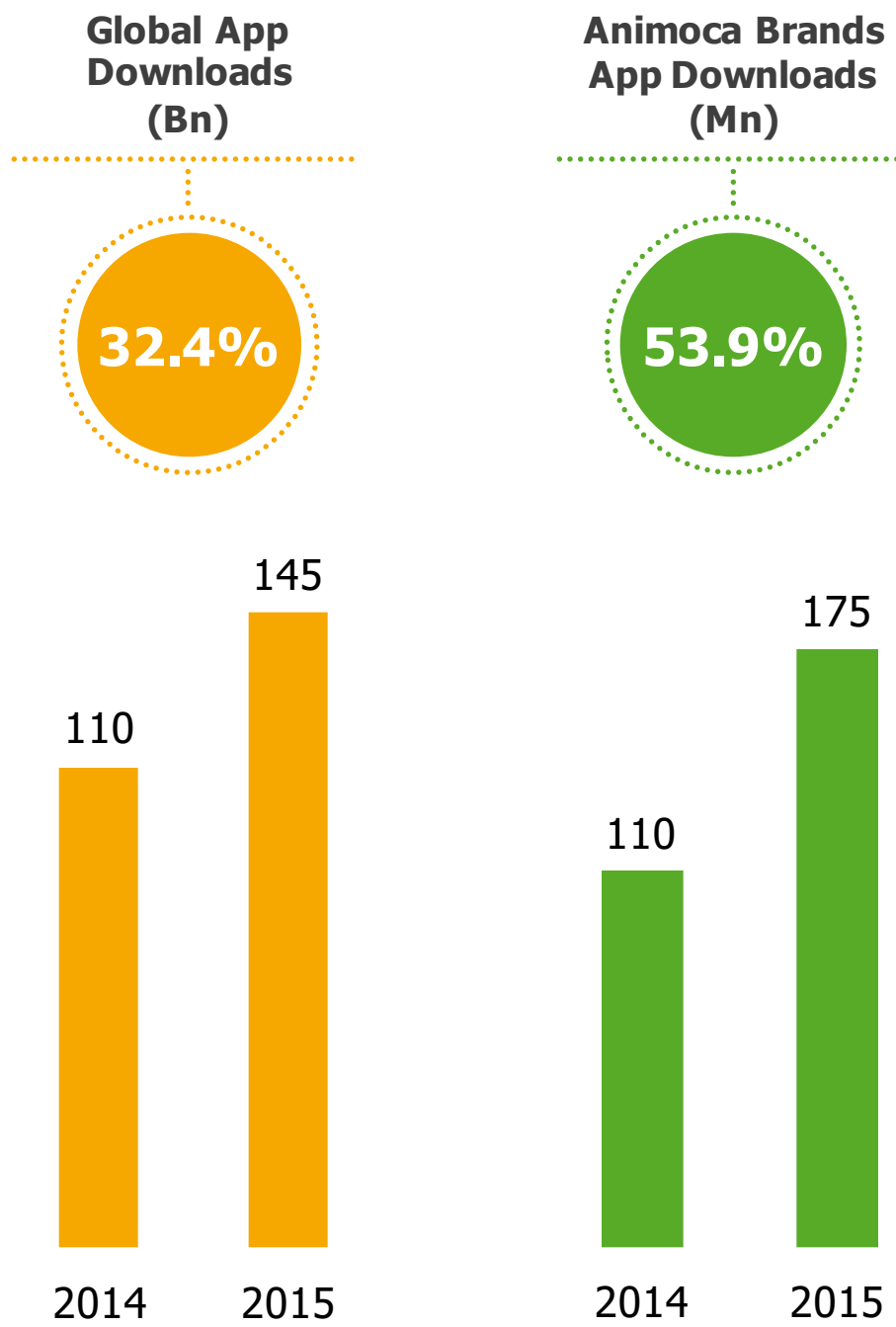
Revenue from U.S. mobile-game downloads and in-game purchases is projected to grow 16.5% to \$3.04 billion in 2015, according to a study released Wednesday by the research firm eMarketer. By contrast, mobile-download revenue for e-books, music and video will rise by 4.4%, 5.4% and 13.8%, respectively.

Outpacing Market Growth

Revenue

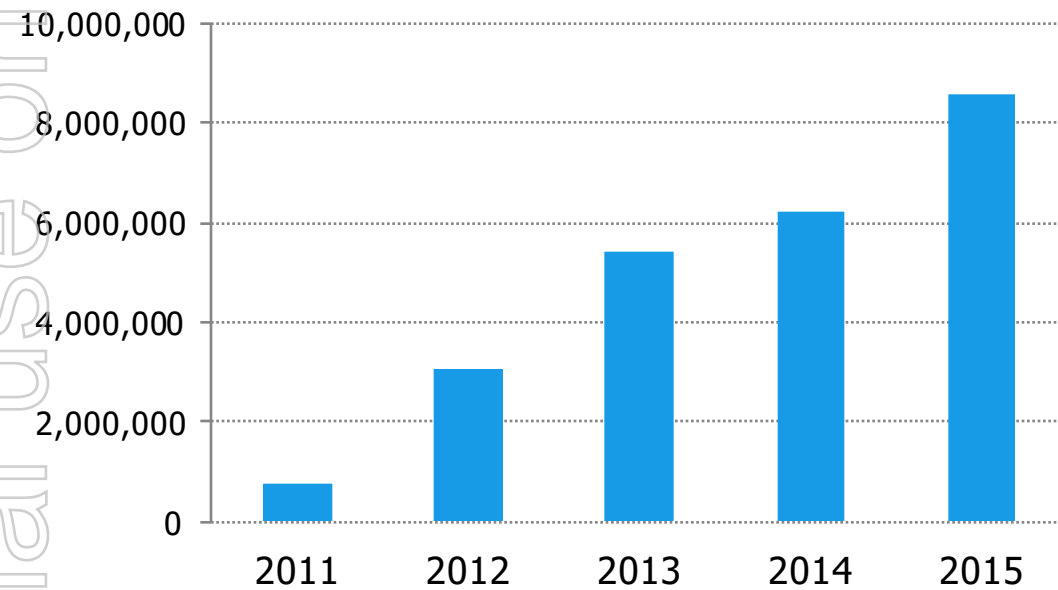


Downloads

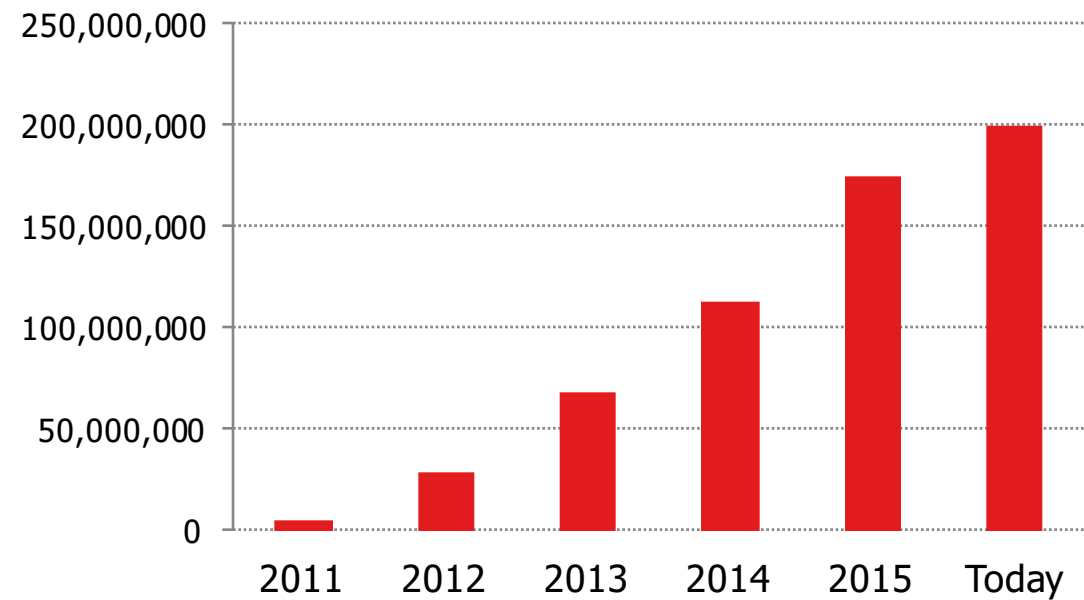


Key Performance Metrics Continue to Perform

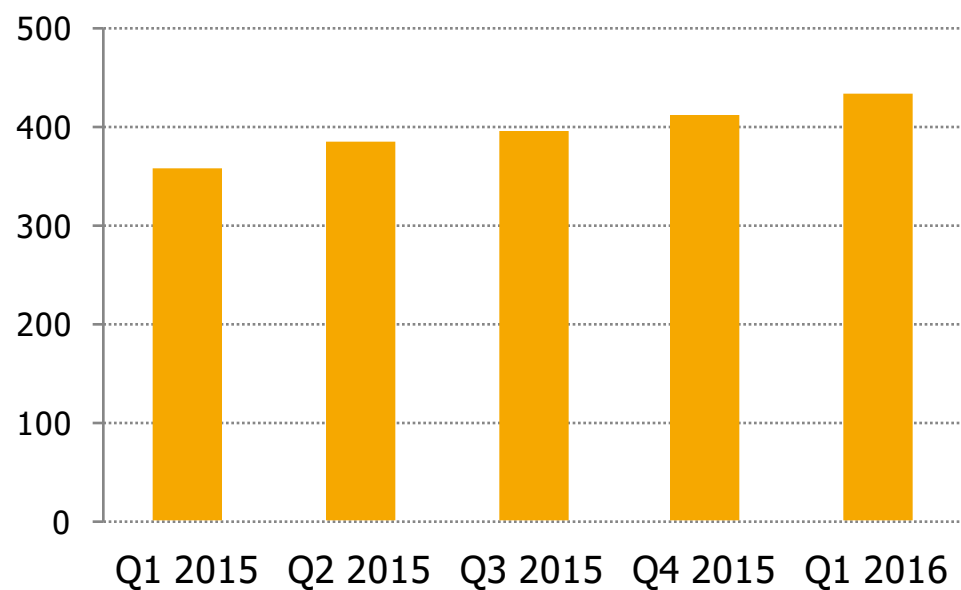
Monthly Active Users (MAUs)



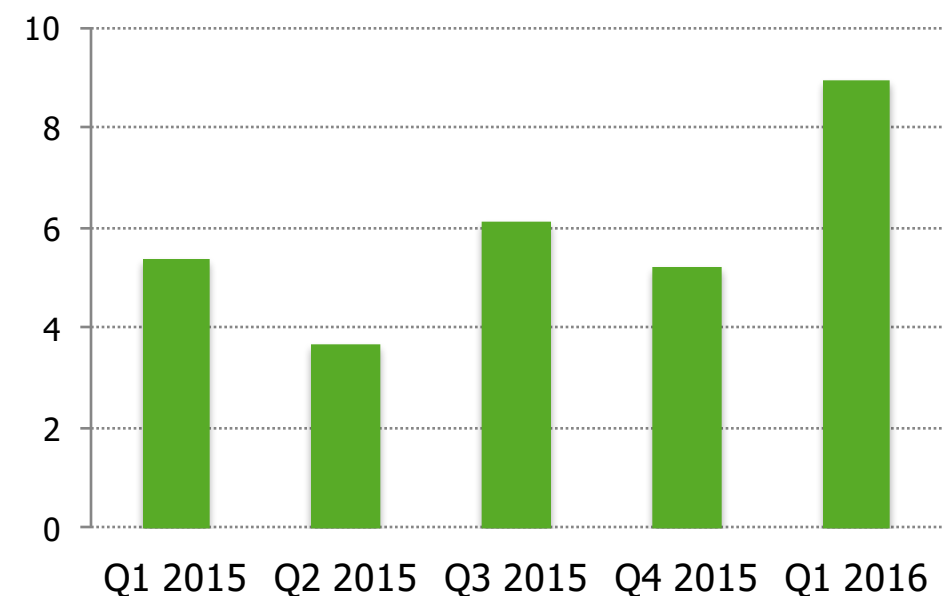
Total Downloads (Cumulative)



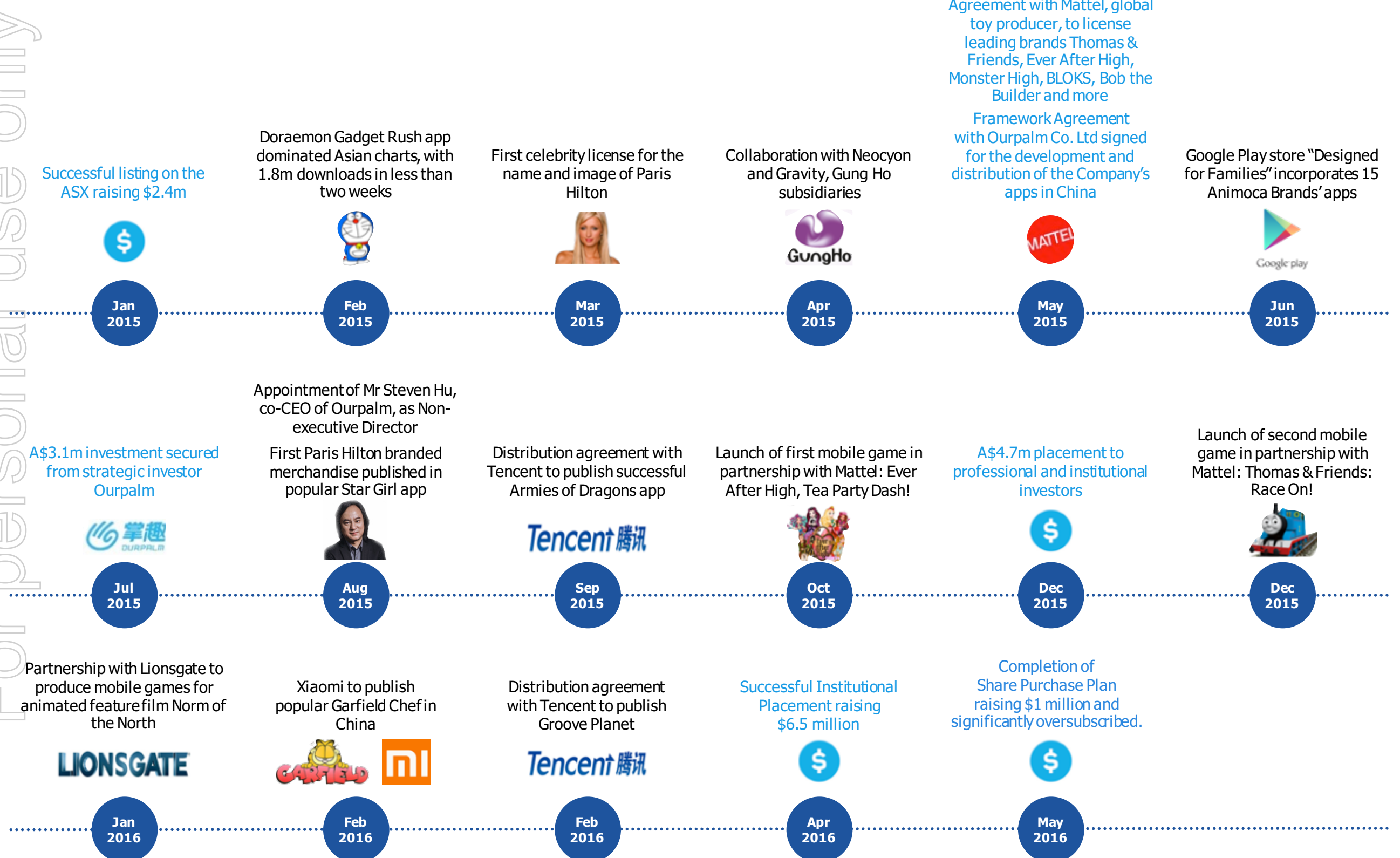
Total App Releases



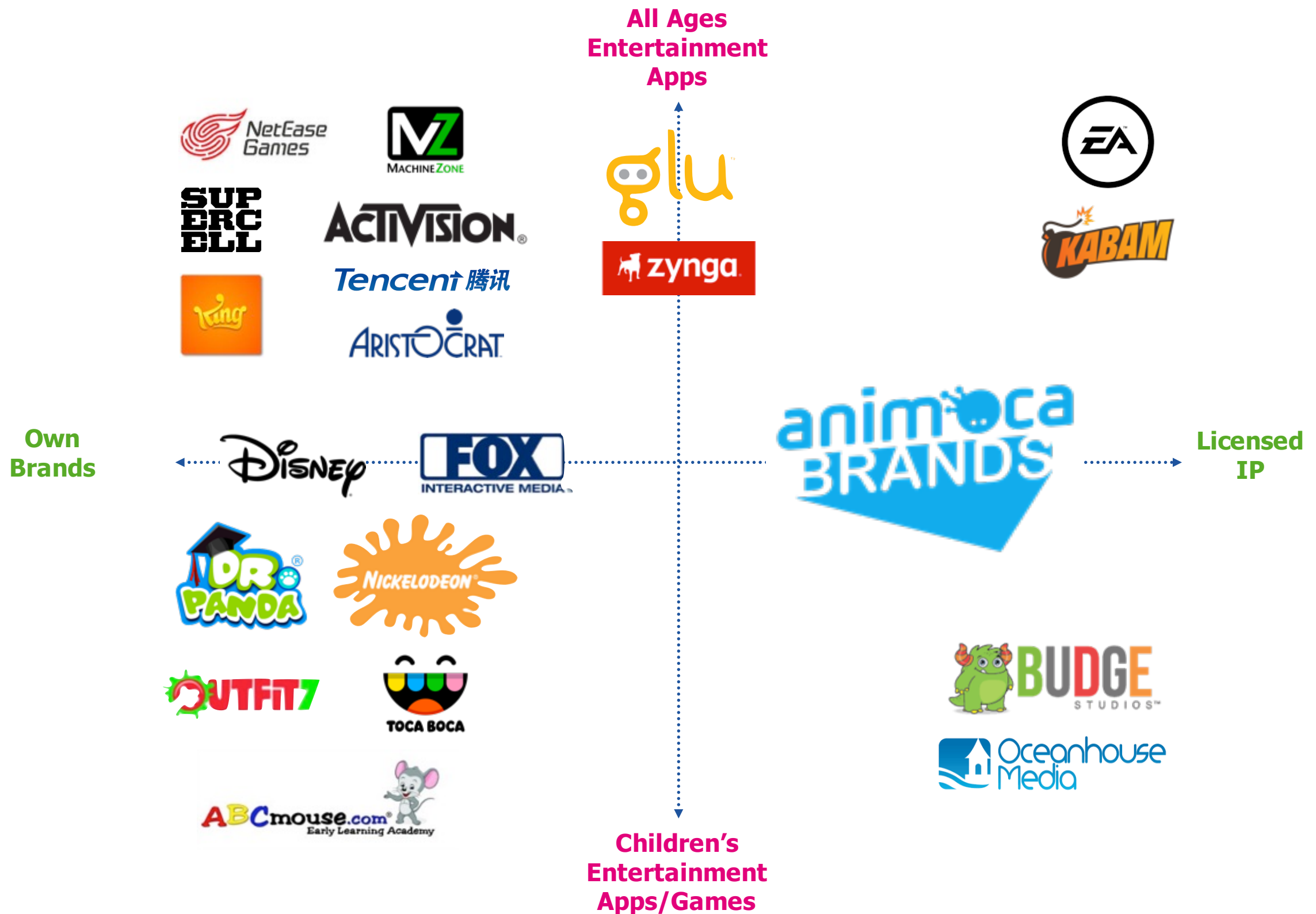
Average New Monthly Users (millions)



How Did We Get Here?

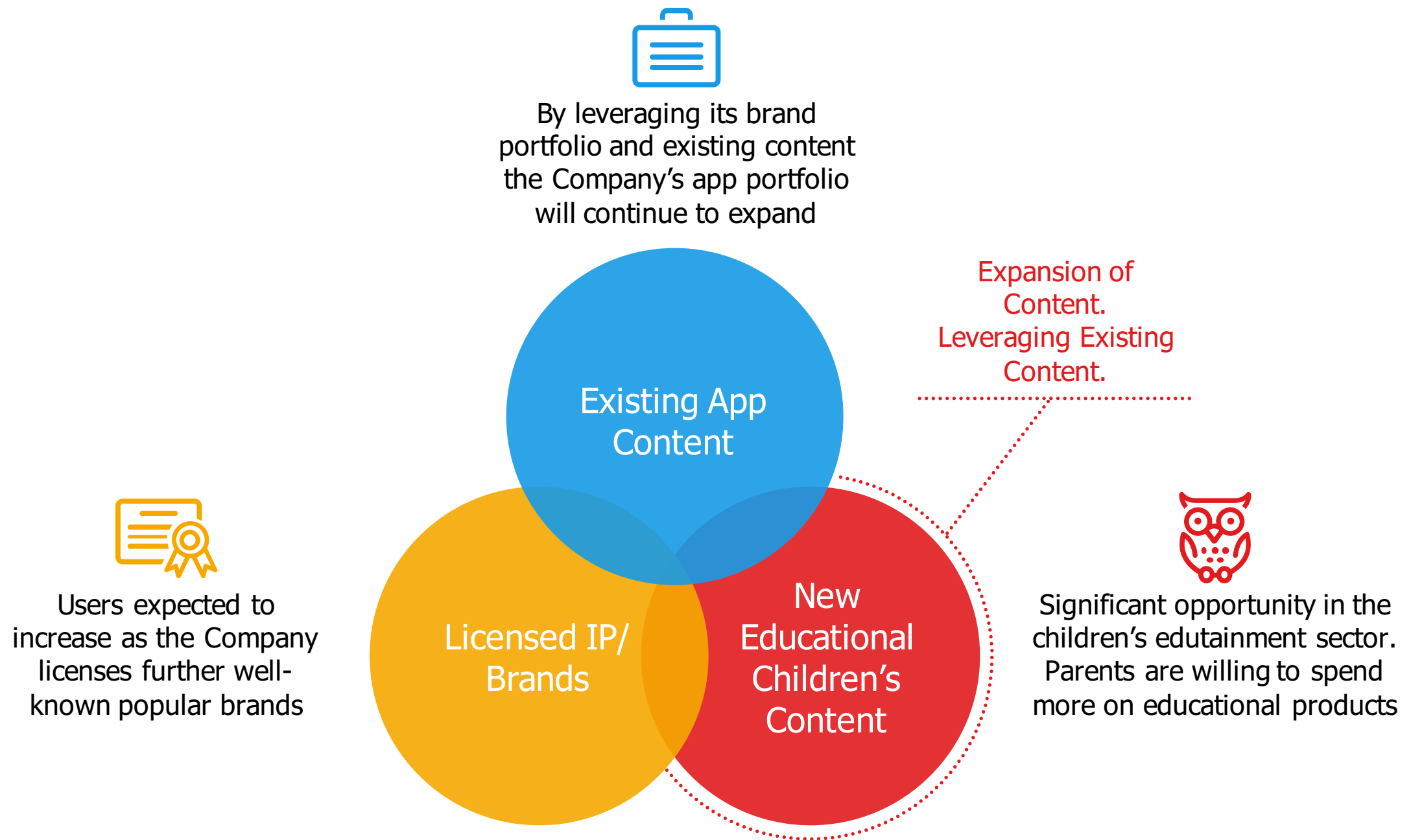


Uniquely Positioned in the Market



Business and Growth Strategy

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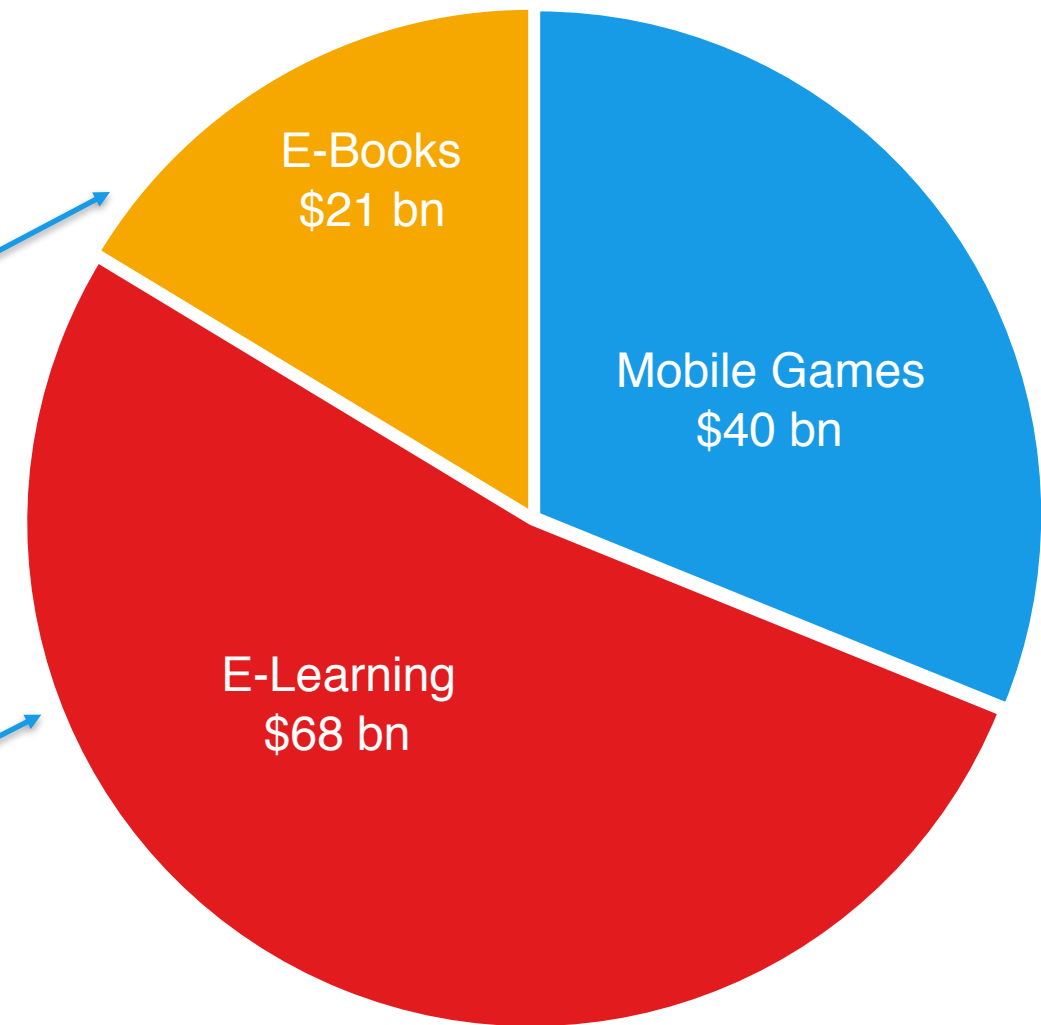
By leveraging existing content and licensed IP/Brands Animoca Brands is able to create a subset of additional products in the edutainment sector (for children aged between 1 – 12), diversifying its revenue streams with subscription revenues.

E-Learning & E-Books

- While the mobile game industry continues to grow quickly, it is dwarfed in overall scale by the e-learning and e-books industry.
- The fastest-growing segment of the e-learning industry is the K-12 sector, which estimated to be growing at 50% year on year.
- The fastest-growing region for e-learning is the Asia-Pacific region.
- Animoca Brands first product in the e-book / e-learning segment will feature Thomas & Friends™.



Global Market Size (in A\$)



Investment Summary

1



Portfolio of globally recognised brands and critically acclaimed titles

2



Strong financial results and cash position

3



Consistent and solid operating metrics

4



Established distributional channels with global publishers

5



Positioned in a growing market with a significant opportunity to capitalise on growth

6



Board & Management with a wealth of sector expertise and networks

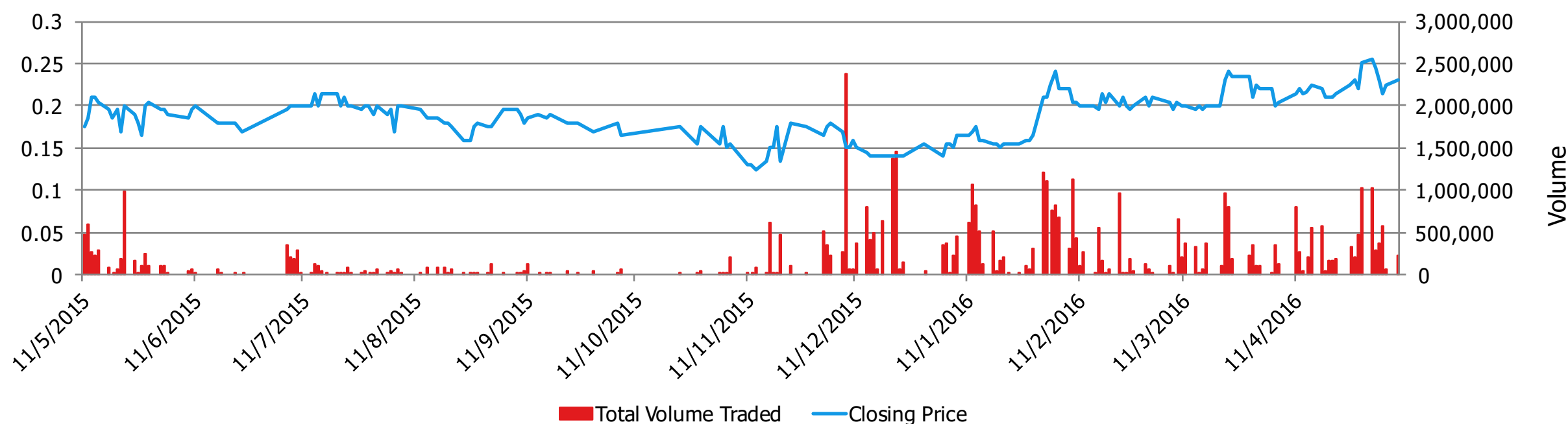
Corporate Overview

Leading global developer and publisher of mobile games, with one of the largest licensed brand portfolios in the industry. Listed on the ASX in January 2015.

Substantial Shareholders	Ordinary shares	%
FingerFun (HK) Ltd.*	14,785,714	7.21
Asyla Investments Limited	14,021,882	6.84
Datahouse Investments Limited	14,013,115	6.83
Yong Hui Capital Holdings I and II, IDG-Accel China entities, and Chi Sing Ho	10,934,231	5.33
Intel Capital Corporation	10,934,232	5.33
Startive Ventures	10,928,964	5.33

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

ASX	AB1
52 Week Share Price	A\$0.12 - A\$0.25
Shares on Issue	205,020,708 (as at 13 May 2016)
Current Share Price	A\$0.225 (as at 13 May 2016)
Market Cap (undiluted)	A\$46 million (as at 13 May 2016)
Cash at bank	A\$3.03 million (as at 31 March 2016)
April 2016 Placement & Share Purchase Plan Proceeds	A\$7.5 million



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Thank you

