



9 February 2017

## ASX ANNOUNCEMENT

### ANIMOCA BRANDS CORPORATION LIMITED

#### DESPATCH OF RETAIL OFFER BOOKLET

Animoca Brands Corporation Limited (ASX Code: AB1) (**Company**) has completed the despatch of the Retail Offer Booklet and the accompanying personalised Entitlement and Acceptance Forms to eligible retail shareholders.

The Retail Offer Booklet and a blank version of the accompanying Entitlement and Acceptance Form were released to ASX on 6 February 2017 and are available on the ASX website at [www.asx.com.au](http://www.asx.com.au).

The Retail Offer Booklet contains information in relation to the Company's fully underwritten 4 for 5 accelerated pro rata non-renounceable entitlement offer of new ordinary shares in the Company at an offer price of \$0.03 per new share.

Shareholders who are eligible to participate in the Retail Entitlement Offer (**Eligible Retail Shareholders**) are those who:

- (a) are registered as the holder of shares in the Company as at 7pm (AEDT) on 6 February 2017 (**Record Date**);
- (b) have a registered address on the share register of the Company in Australia or New Zealand;
- (c) are not in the United States and are not acting for the account or benefit of a person in the United States;
- (d) were not invited to participate (other than as a nominee, in respect of other underlying holdings) under the Institutional Entitlement Offer; and
- (e) are eligible under all applicable securities laws to receive an offer under the Retail Entitlement Offer without any requirement for a prospectus or offer document to be lodged or registered.

For information on the Retail Entitlement Offer you may call the Company's Share Registry on 1300 992 916. You may wish to contact your stockbroker, accountant or other professional adviser should you have any queries regarding your eligibility.

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