



Garfield Brand License Renewed, New Mobile Health Product Launched

- Brand license renewed with Paws, Inc for popular *Garfield* character for another 6 years, further solidifying the relationship and demonstrating the Company's ability to secure long-term partnerships with leading brands
- Animoca Brands and Paws, Inc have launched a new product under the partnership: *Garfield Fit* follows the success of other *Garfield* products that have achieved a total of 65 million downloads to date
- *Garfield Fit* is the Company's first mobile app in the digital health apps market, worth US\$ 14 billion in 2016
- The contract renewal includes added scope of virtual reality products, expanding on the Company's product portfolio as part of its growth strategy

HONG KONG (7 March 2017) -- Animoca Brands (ASX: AB1 or "the Company") is pleased to announce it has signed a further six year licensing agreement with Paws, Inc (Paws) for the popular brand and character *Garfield*.

Garfield is one of the best performing brands in the Company's portfolio, having achieved a total of 65 million downloads across several mobile apps. Since the beginning of the partnership in 2011, Animoca Brands and Paws have released a total of 60 apps based on the popular character.

The Company and Paws have begun the renewed license agreement with the launch of *Garfield Fit*, which is Animoca Brands' first health mobile app and the Company's entry into the substantial digital health apps market, worth US\$ 14 billion in 2016 (source: [Statista](#)).

Garfield Fit is available for iPhone® on Apple's App Store™ with support for Apple Watch®, and for Android devices on Google Play™. *Garfield Fit* turns real-world exercise into a game in order to increase motivation and adherence to physical activity. The app is a sophisticated pedometer with tailored fitness functions for children and adults, motivating them to move more and adopt healthier lifestyles. The app allows users to set daily exercise goals and offers personalised algorithm-based coaching.

Furthermore, virtual reality (VR) products were added to the scope of work under the license, executing on the Company's strategy to continue to diversify its product portfolio. VR is experiencing rapid growth in all aspects, including in the gaming and learning sectors. By 2022 the market is estimated to be worth over \$33 billion (Source: [Markets and Markets](#)).

The extension of the license further builds on the relationship with Paws and demonstrates the Company's ability to secure long-term partnerships with leading global brands. The Company has licenses for dozens of brands and will continue to build on this portfolio in 2017.

Robby Yung, CEO of Animoca Brands, commented: "I am delighted to have renewed our partnership with Paws for another six years. We have had a very fruitful collaboration so far and I look forward to new and exciting projects. *Garfield Fit* represents our first product in the growing mobile health sector and I am particularly excited by the addition of virtual reality products to the scope of the license."

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About Animoca Brands

Animoca Brands publishes globally a broad portfolio of mobile games and e-books, including several games based on popular intellectual properties such as Thomas & Friends™, Astro Boy, and



Doraemon. Animoca Brands' games have been downloaded over 260 million times. In November 2016 the Company launched its first e-book, adding new products to its portfolio and subscription revenue to its business model. For more information visit www.animocabrands.com or get updates by following 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 200 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 39 years in the limelight.

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

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