



ASX Release

31 July 2017

Sale of 13 games to Maple Media for up to A\$3.63m in cash

Animoca Brands Corporation Limited (ASX: **AB1**) (the **Company** or **Animoca Brands**) is pleased to announce that it has entered into a non-binding Term Sheet with Maple Media LLC (**Maple**), an innovative provider and developer of mobile adtech services based in Los Angeles.

Key points

- Animoca Brands has entered into a non-binding term sheet to sell 13 games to Maple Media for up to ~A\$3.63m in total consideration
- Upfront cash consideration of ~A\$1.75m is payable upon deal closing, currently anticipated to be in August 2017
- Further deferred payments of up to total ~A\$1.9m payable in 2018 and 2019 subject to revenue hurdles
- The Company cautions that, while it is confident in the conclusion of a deal, the terms are non-binding at this stage; the Company will provide further updates to the ASX accordingly

Strategic rationale

This transaction follows a comprehensive review of the Company's portfolio of titles and development pipeline (announced on 10 July 2017). In the view of Board and management, selling the Games (all of which are non-core game titles and accounted for ~A\$0.4m in revenues in 1H 2017) is in line with its renewed strategy of leveraging its intellectual property portfolio, and that the Games would be better and more efficiently managed by an external party such as Maple.

The Company is focused on achieving its key objective of creating an optimised portfolio for a more sustainable business going forward.

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About Animoca Brands

Animoca Brands (ASX: AB1) publishes globally a broad portfolio of mobile games and subscription products including several games and e-books based on popular intellectual properties such as Garfield, Thomas & Friends™, Ever After High and Doraemon. The Company's games have been downloaded over 280m times. Animoca Brands is based in Hong Kong. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google](#) [±].

About Maple Media LLC

Maple Media is a Los Angeles based mobile media, advertising and technology company that acquires, manages, and operates mobile application focused on the utility, productivity, games and entertainment verticals. Maple Media is backed by leading private equity firm Shamrock Capital.

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