



ASX Release

25 January 2018

Crazy Defense Heroes generates over \$267k in second week

Highlights

- Crazy Defense Heroes mobile game generated over A\$267,000 revenue in its second week
- Downloaded 402,000 times since launch
- Launched for iPhone & iPad in selected Asian territories
- Crazy Defense Heroes and revenues generated by the game are wholly owned by Animoca Brands
- Launch for rest of the world planned for later in 2018
- Android version is in development

Animoca Brands Corporation Limited (ASX:**AB1**, or the **Company**) is pleased to provide a second update on the performance of its recently launched iOS mobile game Crazy Defense Heroes (**the Game**) and issue a clarification about the ownership of the app and of its revenues.

Crazy Defense Heroes is a new tower defense and collectible card mobile game for iPhone® and iPad®, launched on the App Store in select Asian territories on 8 January 2018.

During its second week on the App StoreSM (the seven day period covering 15-21 January 2018), Crazy Defense Heroes generated over A\$267,000 revenue, a 32% increase week on week. The Game was downloaded about 142,000 times in the same period.

In its first week, Crazy Defense Heroes generated over A\$202,000 in revenue and was downloaded about 260,000 times (refer to the Company's ASX announcement dated 18 January 2018).

Crazy Defense Heroes and its revenues are the property of Animoca Brands. The Game is not one of the titles sold to iCandy Interactive Limited (ASX:ICI) (refer to the Company's ASX announcement dated 15 November 2017). The Game is developed by TicBits, the Company's wholly-owned Finnish subsidiary.

The Company plans to launch Crazy Defense Heroes in the rest of the world later in the year. Based on the Game's early success on iPhone and iPad, Animoca Brands has begun development of a version for Android™ devices.

Crazy Defense Heroes is currently available free on the App Store in China, Hong Kong, Japan, Korea, Macau, Singapore, Taiwan, Malaysia, Thailand, Vietnam, Indonesia, Cambodia, Laos, Brunei, Mongolia, and the Philippines.

-ENDS

For personal use only



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 is based in Hong Kong. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#), [Twitter](#) or [Google +](#)

Apple, the Apple logo, iPhone, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play and Android are trademarks of Google Inc.

For personal use only