



ASX Release

23 March 2018

***Crazy Defense Heroes* launches in the Americas and Europe, entering some of the world's largest mobile markets**

Highlights

- *Crazy Defense Heroes* mobile game for iOS launches in the Americas and Europe - significant growth markets for the Game franchise
- Revenue of Game franchise exceeds management's expectations
- The franchise generated A\$1.26 million in the first month of the Game's release, which was limited to Asia, Oceania and Africa; a further revenue update will be provided near term, after the end of the March quarter
- The Company expects the Game's strong revenue generation to continue as global roll out continues in Q2, the Android version is delivered in Q3, and the Company leverages branding arrangements to "re-skin" the Game

Animoca Brands Corporation Limited (ASX:AB1, "the Company") is pleased to announce that its highly successful iOS mobile game **Crazy Defense Heroes** ("the Game"), available on the App Store, has launched in North, Central and South American countries and European countries.

The Game first launched on the App Store on 8 January 2018 in a limited Asia Pacific release, quickly establishing itself as one of the Company's top performing products by revenue generation. On 6 February 2018, the Company expanded the availability of *Crazy Defense Heroes* to include Africa, Oceania (including Australia and New Zealand), and the rest of Asia.

The launch announced today expands the availability the Game to over 80 new markets in the Americas and Europe, including Canada, USA, the U.K., Germany, France, Italy, Spain, Russia, and others.

In the second quarter, the Company will launch the Game in the Middle East, which will further expand the Game's audience and provide additional revenue opportunities.

Development of the Android version of *Crazy Defense Heroes* is in progress and expected to be completed in Q3, giving access to a mobile base about seven times larger than the iOS market currently served by the Game (global Android and iOS mobile market share: 87.7% and 12.1% respectively, according to 2017 data from Statista).

To appeal to new audiences, the Company is negotiating deals to leverage the Game by "re-skinning" it for popular intellectual properties in order to create new branded products based on this successful title. The Company will provide an update on these developments in due course.

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The Game's performance exceeded and continues to exceed management's expectations, with the franchise generating A\$1.26 million in the first month since the launch of *Crazy Defense Heroes* (refer to ASX announcement of 15 February 2018). The Game continues to be one of the highest earning titles in the Company's portfolio, and the Company wishes to advise that it will provide an extraordinary update on the revenue performance of the franchise in the near term, after the end of the March quarter.

Crazy Defense Heroes is a mobile game for iPhone and iPad. The sequel to *Crazy Kings*, it blends the deck building of a collectible card game, the suspense and strategy of tower defense, RPG character and equipment systems, and a fantasy storyline with over 500 levels of innovative gameplay. The Game is free to play with optional in-app purchases, and can be downloaded from the App Store.

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

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