



ASX Release

13 June 2018

Crazy Defense Heroes launches in Middle East, global content update

Highlights

- Animoca Brands releases *Crazy Defense Heroes* in the Middle East; Game is now available on the App Store globally
- Game updated with new levels, new enemies, and new tower, hero, spell and equipment cards
- Android version of the Game is expected to launch in Q3 2018
- The Company is utilizing technology and gameplay from *Crazy Defense Heroes* to develop a *Beast Quest* game in collaboration with Coolabi Group

Animoca Brands Corporation Limited (ASX: **AB1**, “**the Company**”) is pleased to announce that its tower defence and collectible card fantasy mobile game *Crazy Defense Heroes* (“**the Game**”) has been released in the Middle East, making the Game globally available for iPhone® and iPad® on the App Store™.

Simultaneously, the Game received a global content update to include 100 new levels, 20 new enemies, new tower cards, new spell cards, and new hero and equipment cards.

Crazy Defense Heroes is the sequel to *Crazy Kings*; both games were developed by TicBits Oy, the Finnish mobile games company acquired by Animoca Brands in 2016. The Game launched on 8 January 2018 to commercial success, pushing the franchise to generate \$2.8 million in the ensuing three months.

The Company expects the launch of the Game in the Middle East will increase its audience and revenue opportunities.

The Android™ version of *Crazy Defense Heroes* is in development and is expected to be completed in Q3 2018.

Recently, the Company secured a global licensing agreement with Coolabi Group to develop a mobile game based on the highly popular children’s fantasy novels franchise *Beast Quest*; the new game will utilize technology and gameplay from *Crazy Defense Heroes* (see ASX announcement of 9 April 2018).

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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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