



ASX Release

26 October 2018

Animoca Brands finalises development and publishing agreement with BBI for *Crazy Kings* in China

Highlights:

- Finalised agreement granting Beijing Bosi Interactive the license to develop and publish in China the Android and HTML5 versions of Animoca Brands' *Crazy Kings* mobile game
- Animoca Brands will receive an upfront payment of A\$1 million plus a monthly revenue share net revenue generated by the Android and HTML5 versions of the game in China
- Beijing Bosi Interactive is a mobile games distribution and marketing company with relationships with China's three major telecom companies
- Animoca Brands exploring opportunities to licence other games through BBI to generate additional revenue and product uptake

Animoca Brands Corporation Limited (ASX:AB1, the "**Company**") is pleased to advise that it has finalised and executed a Mobile Game Development and Publishing Agreement (the "Agreement") with Beijing Bosi Interactive ("BBI") granting BBI the licence to develop, publish and distribute in China the Android and HTML5 versions of Animoca Brands' successful *Crazy Kings* mobile game (the "Game"). Animoca Brands will receive a licence fee of RMB 5.1 million (approximately A\$1 million) plus a share of the net revenue BBI generates from the Game in China, to be paid monthly. The Company will partially fund the development of these versions of the Game, and will publish these versions outside of China.

As previously advised (refer to ASX announcement of 27 July 2018), Animoca Brands entered a licensing agreement with BBI, a leading mobile games distribution and marketing company, to develop and publish the Android and HTML5 versions of *Crazy Kings* in China. The development and publishing terms of this partnership have been finalised in the Agreement announced today. The term of the Agreement is three years and automatically renewed for a one year term unless terminated by either party with 30 days' notice.

BBI has established relationships and the required licensing arrangements with the main three Chinese telecommunications companies: China Mobile, China Unicom and China Telecom. These providers service the majority of China's mobile and fixed lines, numbering about 1.5 billion consumers.

Crazy Kings is a tower defence and collectible card fantasy mobile game, and is the prequel to *Crazy Defense Heroes*, the Company's most commercially successful launch of 2018. *Crazy Kings* is published globally by the Company on iTunes for Apple iOS devices; the

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Android and HTML5 versions of the Game are expected to be completed around the middle of 2019.

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About Animoca Brands

Animoca Brands (ASX: AB1) leverages gamification, blockchain, and artificial intelligence technologies to develop and publish a broad portfolio of mobile products including games such as The Sandbox, Crazy Kings, and Crazy Defense Heroes as well as products based on popular intellectual properties such as Garfield, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands is the exclusive China distributor of *CryptoKitties*. The Company is based in Hong Kong, Canada, 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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