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animoca
BRANDS



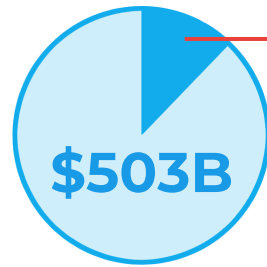
Animoca Brands and iClick Collaboration

December 2018

OPPORTUNITIES IN CHINA



World's 2nd largest marketing industry



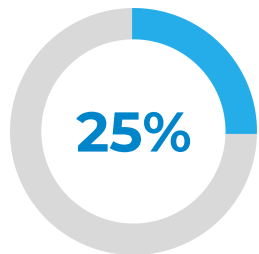
Global advertising spending
in 2015

12.2%
China
\$70 Billion



Advertising spending in China
in 2020

World's largest mobile gaming market



China share of
global game
revenue

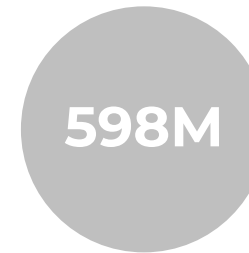


2018

Mobile games domestic revenue



2022



2018

Number of mobile gamers

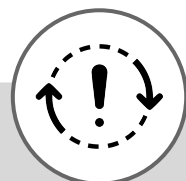


2021

MARKETING CHALLENGES IN CHINA



Lack of quality and deployable data



Rapidly evolving media scene has dramatically **changed the way consumers interact with brands**



Intense media fragmentation makes it difficult for marketers to consistently deliver their message to the right audience in China

Brands require appropriate solutions



Data

In-depth, multi-dimensional audience knowledge

- **Demographics**
- **Geographies**
- **Psychographics**



SEM

Search Engine Marketing helps brands to move from rigid predefined audience categories to **intuitively defining** their own custom target segments.



Media

Brands can activate the data right away on the same platform via iClick's **massive media network** in China

ANIMOCA BRANDS AND iCLICK PARTNERSHIP



STRATEGIC PARTNERSHIP

Animoca Brands will **resell iClick's online marketing services** worldwide, and will **provide services to iClick and its partners and clients**.

iClick is China's largest independent online marketing platform by gross billings.

Diversification of business model

- ✓ **generates revenue** in other parts of the **gaming, media and technology ecosystem**
- ✓ **expands footprint in China**



ZEROTH COLLABORATION

Both parties will leverage data provided by **Animoca Brands'** AI subsidiary **Zeroth** in the analysis and **application of data through artificial intelligence** systems and approaches



NEW BUSINESS OPPORTUNITY

Animoca Brands expects that the partnership with **iClick** will lead to **new initial revenue** of US\$8 million (approx. **A\$11 million**) in the calendar year 2019.

MANAGEMENT COMMENTARY

"By partnering with iClick, we aim to significantly expand the marketing and distribution capabilities of Animoca Brands in China... and to utilise this rare opportunity to leverage - including through our AI subsidiary Zeroth - the valuable data assets of over 780 million Chinese user profiles."



Yat Siu, co-founder and chairman

ABOUT iCLICK



China based, NASDAQ-listed online marketing platform

Net revenues estimated at **US\$180 million** for the full year 2018



The LARGEST...



Largest Chinese independent online marketing technology platform in terms of gross billing - with annual gross billings of over US\$400 million



Largest China market share by gross billing

Frost & Sullivan, in terms of gross billing for Q1-Q3 2018



Largest Chinese consumer data: 780 million profiles



Largest independent provider of advertising content to Tencent's **WeChat** platform and **Alibaba**



Largest number of multinational clients to the Chinese market - over 2200 clients

Industry recognition in China and worldwide

Tencent 腾讯

Best Brand and Performance Award by Tencent's Advertising and Marketing Service

Google

Growing Business Online, Shopping, Display and Search Innovation Awards by Google Premier Partner Awards 2018

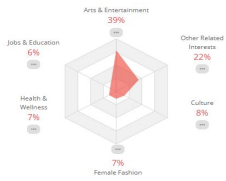
THE DRUM

Best Audience Measurement Platform by The Drum Digital Trading Awards APAC 2018

MUMBRELLA ASIA AWARDS

Marketing Technology Company of the Year - Highly Commended by Mumbrella Asia Awards 2018

iCLICK: LEVERAGING DATA AND MARKET INTELLIGENCE



19
Attributes analyzed
per person

Data Set

Real-time data of online user behavior
from iClick



Search

700M+ search users/ 1.5M search terms



Surf

400,000+ sites tracked/ reach 98.7% netizens



Social

450M+ social users/ Tencent & Sina Weibo partnerships



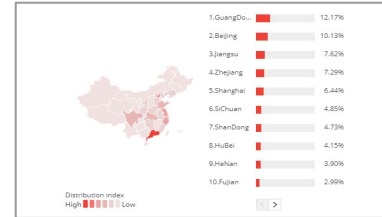
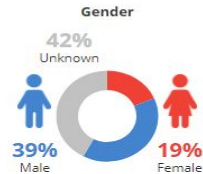
Shop

Branded ecommerce platforms data



Ads

2200+ clients campaigns



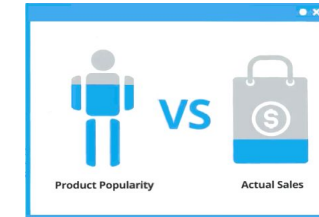
The Market

From Business intelligence
to Market intelligence

- **Size up** total accessible market opportunity, and decide if it is the right match.
- **Learn** about competitors and your standing in the market.
- **Measure** the level of competition on desired audience segments.

Intuitive grasp of the market landscape

- iClick's **live database** help clients reach the right target at the right time and at the right place
- **Profile** the demographics of desired markets
- **Understand** the psychographics of the audience
- **Measure** the level of competition for desired audience segments



Brands & Products

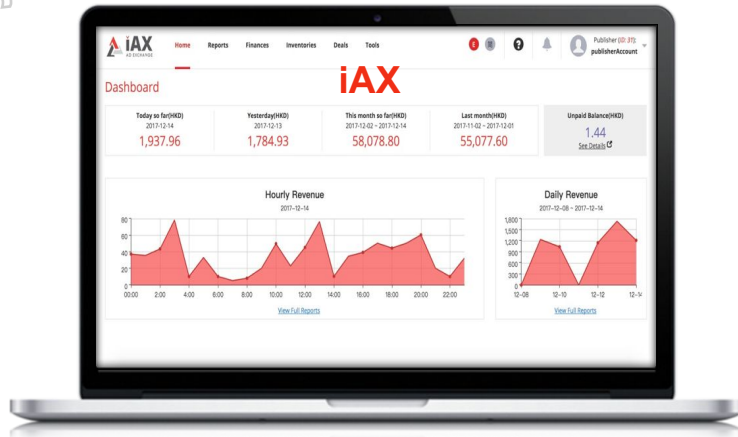
Data management platform

- **Monitor** the changes in audience segment over time
- Demand-side platform with programmatic self-serve **ad delivery system**
- **Rank and sort** product portfolio followers vs. actual sales
- **Understand** the intricate differences of the same people who love your brand, but who want different products
- **Multiple ad formats** deliver the right ads to the right audience

NASDAQ: ICLK
A NEW CHAPTER BEGINS



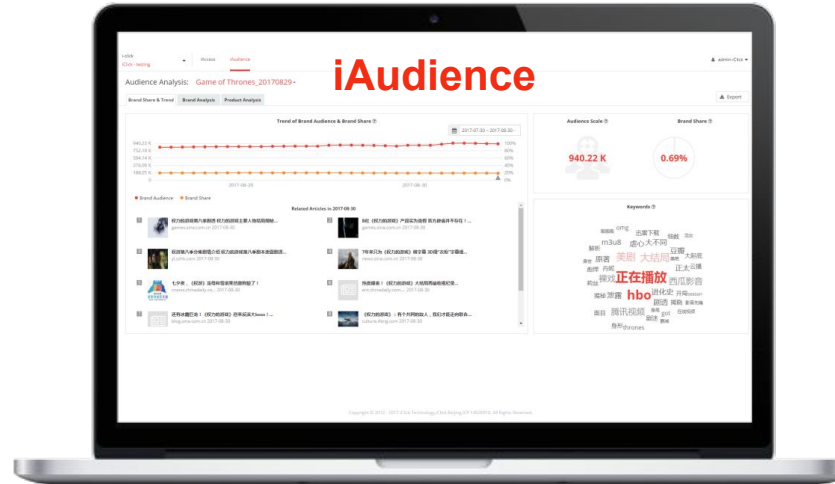
ADVANTAGES OF iCLICK



Ad Exchange

AD EXCHANGE (ADX)

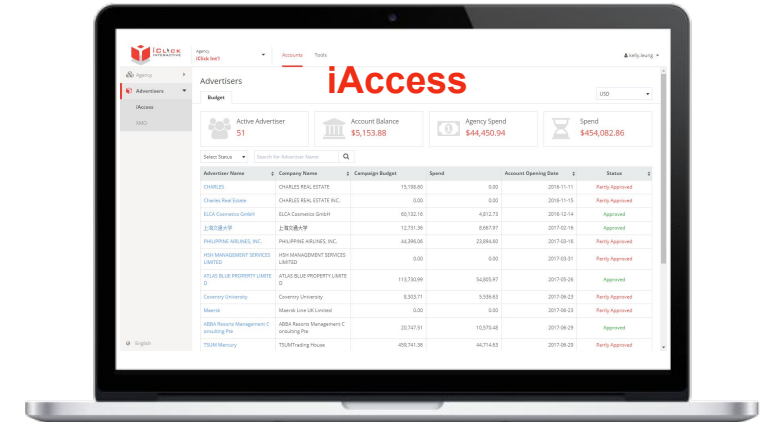
Enables publishers to manage their own supply-side digital inventory. Supports both desktop and mobile inventory as well as multiple ad formats. The ad exchange is integrated with iClick's DSP and DMP for quick-to-market media buy automation and ad monetization.



Data & AI

DATA MANAGEMENT PLATFORM (DMP)

Enables marketers and business owners to make smarter digital marketing decisions. The platform provides insights into audience segments relative to the businesses of both the clients and their competitors.



Media Buying

DEMAND-SIDE PLATFORM (DSP)

Cross-channel targeting through a single interface with access to premium inventory, leveraging the audience data from iClick's DMP.

- Animoca Brands' gaming ad inventory to be made available

iCLICK ACCESS TO PREMIUM MEDIA INVENTORY IN CHINA



98.7%

of Chinese netizens

93.1%

of mobile users

96%

of social users

95%

of OTV audience

PC / Desktop

Mobile

ADX



Main Portal



Vertical



OTV



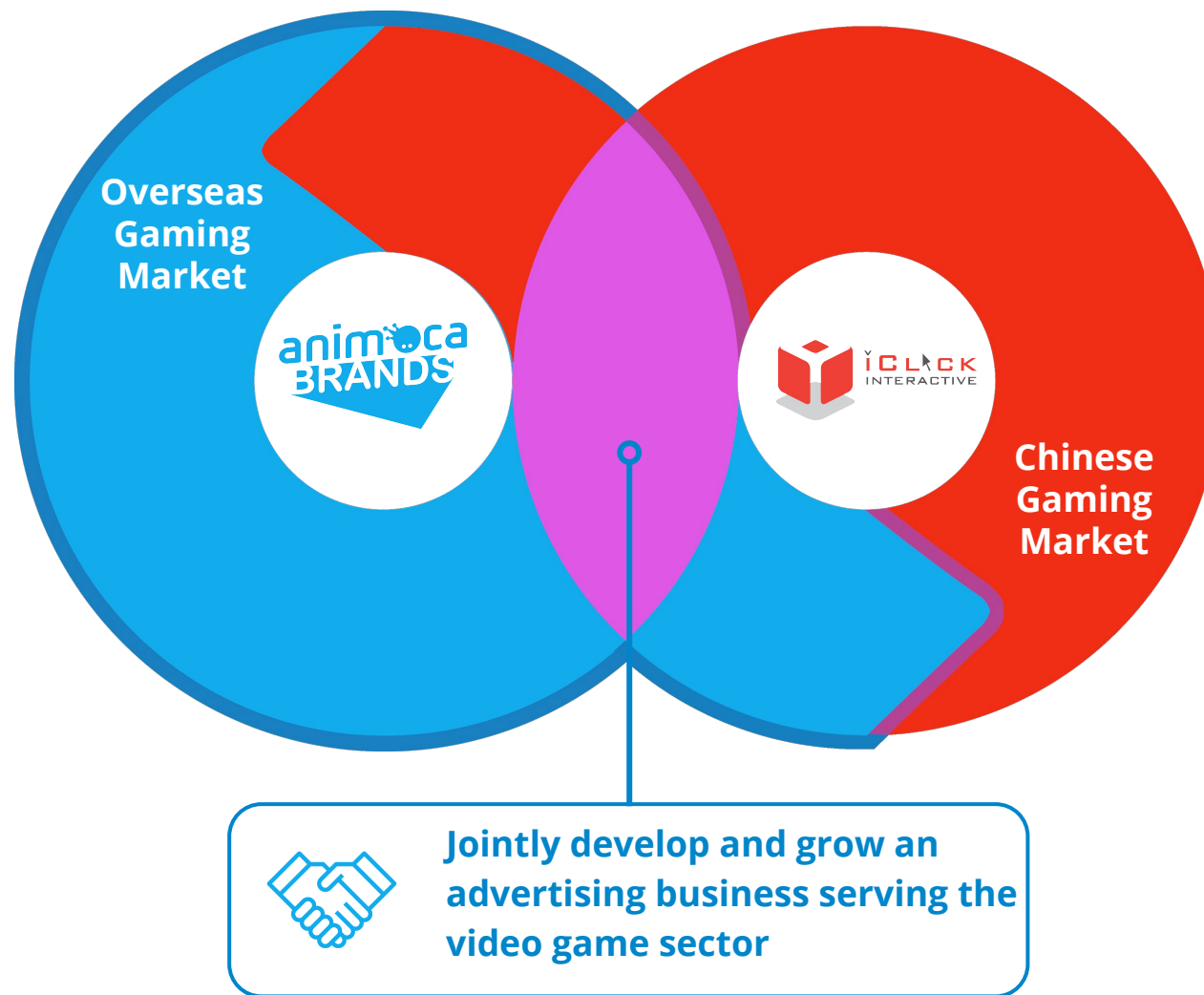
Mobile App



Mobile DSP



SYNERGY WITH ANIMOCA BRANDS



Animoca Brands will empower iClick to expand the scope of its activities in the gaming sector in international markets

Animoca Brands provides expertise in

- Mobile gaming
- Blockchain
- AI
- International markets

iClick will provide opportunities to increase market share of **Animoca Brands** products in China



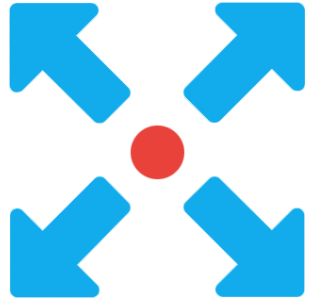
\$11M Revenue

Animoca Brands will become a strategic reseller for iClick, in a transaction expected to provide minimum initial revenues of approximately **A\$11 million**

(See ASX announcement of 11 December 2018)



iCLICK BRINGS OPPORTUNITIES



SCALE



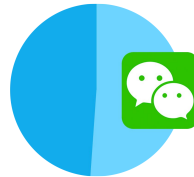
780M

- **780 million** Chinese profiled active users
- Includes **gamer profiling**
- **97.5%** of internet users in the Chinese Market



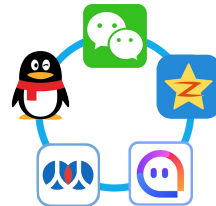
\$132B

- **China media opportunity**
- Tap into Chinese digital media resources like Baidu and Tencent



51 %

- Access to the inventory of **Tencent**, which owns 51% of China's mobile gaming market



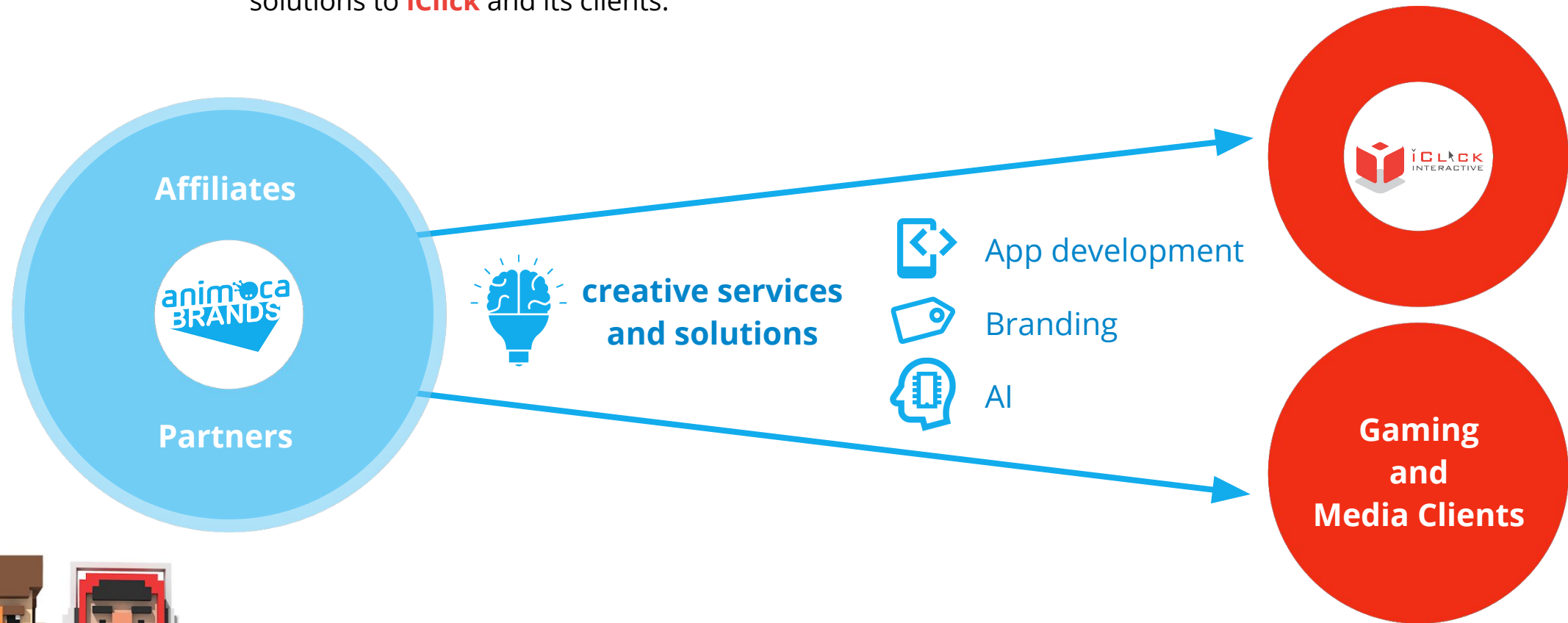
16 B

- **16 Billion Daily Ad Exposures**
- Connecting social media users in China via an integrated network of prime social media inventories

SERVICING GAMING AND MEDIA CLIENTS



Animoca Brands will pursue opportunities in creative services, app development, branding and AI by making available additional services and/or solutions to **iClick** and its clients.



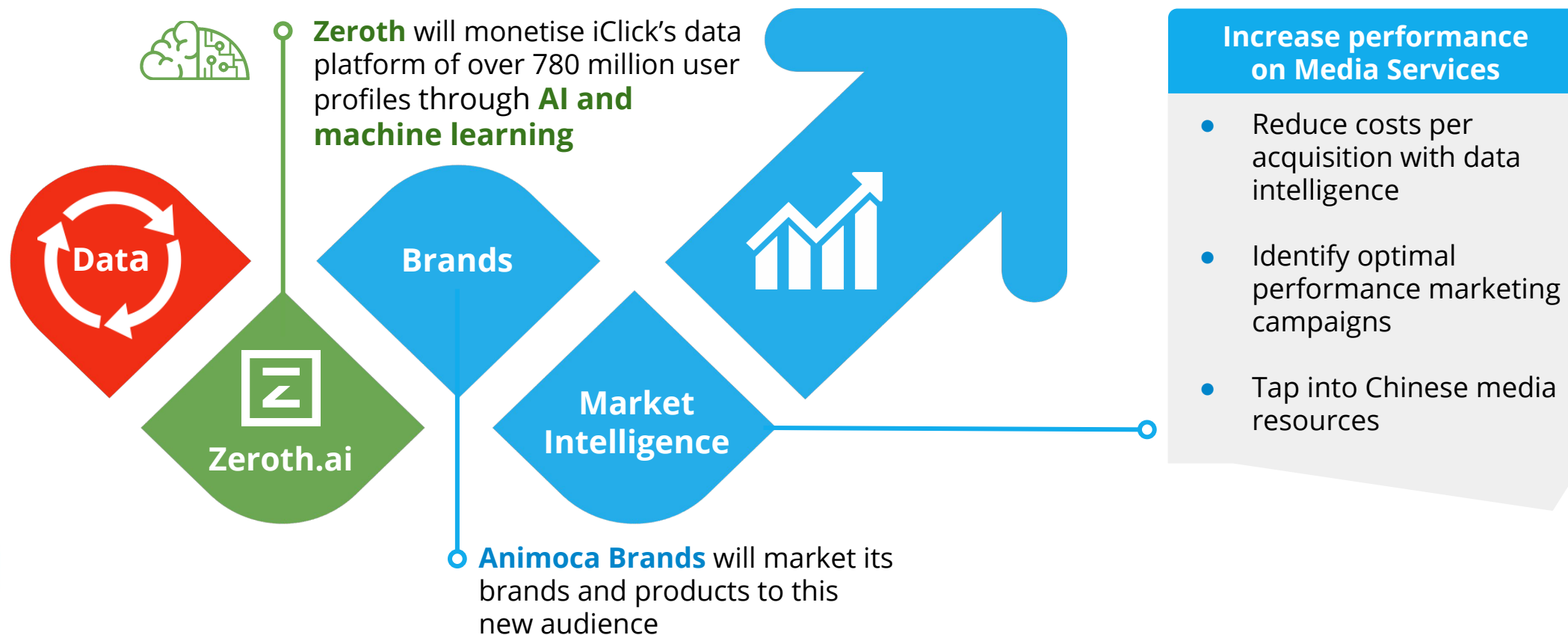
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DATA PARTNERSHIP



Animoca Brands will monetise iClick's database of **780 million Chinese user profiles**. The subsidiary **Zeroth** confers **Artificial Intelligence** capabilities that can increase performance on media services and generate valuable market intelligence.



RECENT APPOINTMENTS AT ANIMOCA BRANDS



Holly Liu
Board Director



Co-Founder of Kabam,
Visiting Partner at
Y Combinator

Led Kabam into the
unicorn club in 2014



Wilhelm Taht
Advisor to the
Board



Former VP of
Games for ROVIO,
Board Director of
Nitro Games, advisor
to Remedy
Entertainment



Mik Naayem
President of
Games



CBO and co-founder
of CryptoKitties,
Board Director of
Axiom Zen

CryptoKitties

Ed Fries
Strategic Advisor
to the Board



Co-Founder of the
Xbox, creator of
Microsoft Games
Studio, ex-Microsoft
executive



Gen Kanai
Director of
Strategic
Partnerships



Former Director of
Asia Community
Engagement of
Mozilla, Mentor for
Chinaccelerator and
500 Startups



Yat Siu
Chairman



Co-founder of Animoca
Brands, advisor to BAFTA,
director of Asian Youth
Orchestra. World
Economic Forum Global
Leader of Tomorrow



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\$6M STRATEGIC PLACEMENT IN DECEMBER 2018



Strategic placement

On 11 December 2018, Animoca Brands announced it completed a **A\$6 million** raise at a premium of **\$0.098** per share from strategic investors (see right).

The new capital will fund the expansion of the business, particularly involving the China market and aspiring entrants into that market.

Katherine Yip



Founder of Pacific Alliance Group, co-founder and partner of Vina Capital



Sonny Vu



Founder of Misfit



Moses Tsang



Founder of AP Capital and founding chairman of Goldman Sachs Asia Pacific



Yat Siu



Chairman and co-founder of Animoca Brands



IN BRIEF



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Partnership with **iClick** expected to generate new initial revenue of **A\$11 million** for **Animoca Brands** in 2019



Increase **Animoca Brands** market share in China, the world's largest mobile games market



Increase performance on media services

Deliver
messages to
target segments

✓ **Right Time**

✓ **Right Device**

✓ **Right Channel**



Market intelligence for **Animoca Brands** and partners



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