Strategy Update

April 2019

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The Company and Industry

OPPORTUNITIES

BLOCKCHAIN

Blockchain gaming is booming, and Animoca Brands has an early lead with products like *CryptoKitties*, *The Sandbox*, and *WalletPet*

AI

In-house resources at **Zeroth** and **Fuel Powered** enable us to leverage AI in our business and products, enhancing operational efficiency, gameplay/features and monetisation

BRANDS

Animoca Brands is one of the largest licensees of brands in the mobile entertainment industry, which can be used in gaming, blockchain, and AI-based products

WHO ARE WE?

A **Top 50 Global Developer** (*PocketGamer*), one of the **leading mobile game developers** in Asia and on the ASX

Multiple game business lines: development of original games, branded games, and games for third parties; publishing and distribution services

Leader in the **adoption of blockchain and AI** for gaming

Partnered with some of **the most respected brands** and **game developers** in the world

Excellent track record in **global deals** and a **world-class technical team** of designers and engineers

Full pipeline of **high-value opportunities** and several more in negotiation

2018 was our **best year ever** with **$12.8M** in operating revenue

Investors include some of **Asia's best known technology investors**

COMPETITIVE EDGE

Established Game Company

Established game company (named by PocketGamer as a Top 50 Developer) with **millions of active users** primed to bring to blockchain. Global reach and distribution.

Blockchain Partnerships

Strategic Partnerships (and investment) in leading blockchain companies around the world (e.g **WAX, Decentraland, OST, Dapper Labs**) - over a dozen in total.
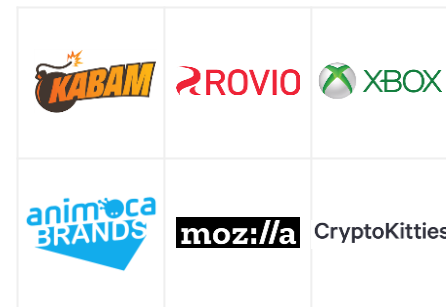
Proven Management Team

Board and management have generated over **a billion USD** in combined annual revenue with **over a billion downloads** and hundreds of millions of users (including *Marvel Contest of Champions* from Kabam, *Angry Birds* from Rovio, and *Crazy Kings* and *Crazy Defense Heroes* from Animoca Brands)

HIGH POWERED TEAM WITH COMMERCIAL SUCCESS

Holly Liu	Michael Ephraim	Wilhelm Taht	Mik Naayem	Ed Fries	Gen Kanai	Arthur Madrid	Yat Siu
Board Director	**Head of Partnerships ANZ**	**Advisor to the Board**	**President of Games**	**Strategic Advisor to the Board**	**Director of Strategic Partnerships**	**Founder and CEO of Pixowl**	**Co-Founder and Chairman**
Co-founder of Kabam, visiting partner at Y Combinator

Led Kabam into the unicorn club in 2014 | Former MD of Sony Computer Entertainment (SCE) ANZ

Former VP SCE Europe for 22 years | Former VP of games for ROVIO

Board director of Nitro Games

Advisor to Remedy Entertainment | CBO and co-founder of *CryptoKitties*, board director of Axiom Zen | Co-founder of the Xbox, creator of Microsoft Games Studio, ex-Microsoft executive | Former director of Asia community engagement of Mozilla, mentor for Chinaccelerator and 500 Startups | Pixowl's "The Sandbox" is one of BlockchainGamer.biz's top 10 most anticipated blockchain games | Co-founder and chairman of Animoca Brands, advisor to BAFTA, director of Asian Youth Orchestra. World Economic Forum Global Leader of Tomorrow |

Year-to-date	Revenue	Comments	2019 Growth Opportunities
Games	$12.6M	FY18 revenue, includes core business of games such as *Crazy Defense Heroes* and *Crazy Kings* NOT including one-off transactions	• Launch of *Crazy Defense Heroes* for Android, market size multiple times larger than iOS • Launch of Beast Quest branded game • Launch of MasterChef branded game • Launch of Blockchain games and products
iCLICK INTERACTIVE	~$12.6M	Minimum revenue from iClick deal	• Guaranteed revenue from one partner • Potential revenue expansion by offering services to iClick clients • Agreement provides access to Bytedance, Wechat, Baidu, and Alibaba media inventory that Animoca Brands will develop globally
PiXOWL THE SANDBOX	~$5M	Pixowl's *The Sandbox, Goosebumps HorrorTown,* and its other games generated $5M in 2018. Pixowl is a subsidiary of Animoca Brands	• Sale of SAND for *The Sandbox* • Launch of blockchain version of *The Sandbox* user generated content game • Launch of NFTs for *The Sandbox*, sales on WAX • Launch of *Addams Family Mansion Builder* in Q4 2019
WAX ATARI óst	$xM	Blockchain IP titles and NFTs to be launched this FY19	• Launch of blockchain version of Atari's *RollerCoaster Tycoon Touch* and *Goon Squad* game titles, together with their NFTs • Execution of other significant blockchain gaming deals with key strategic partners

EXECUTION OF STRATEGY GENERATES BUSINESS GROWTH IN 2018

Distribute via iClick's Market Intelligence

$12.6M Guaranteed revenue from iClick deal

REWARDING EXERCISES VALIDATED BY A.I.
Users earn **LYM tokens** (cryptocurrency)

Blockchain Partnerships

Strongest Year on Record

Leading Global Investors

$12.6M 2018 Revenue

$2.8M Creator Fund

$ 5M 2018 Revenue
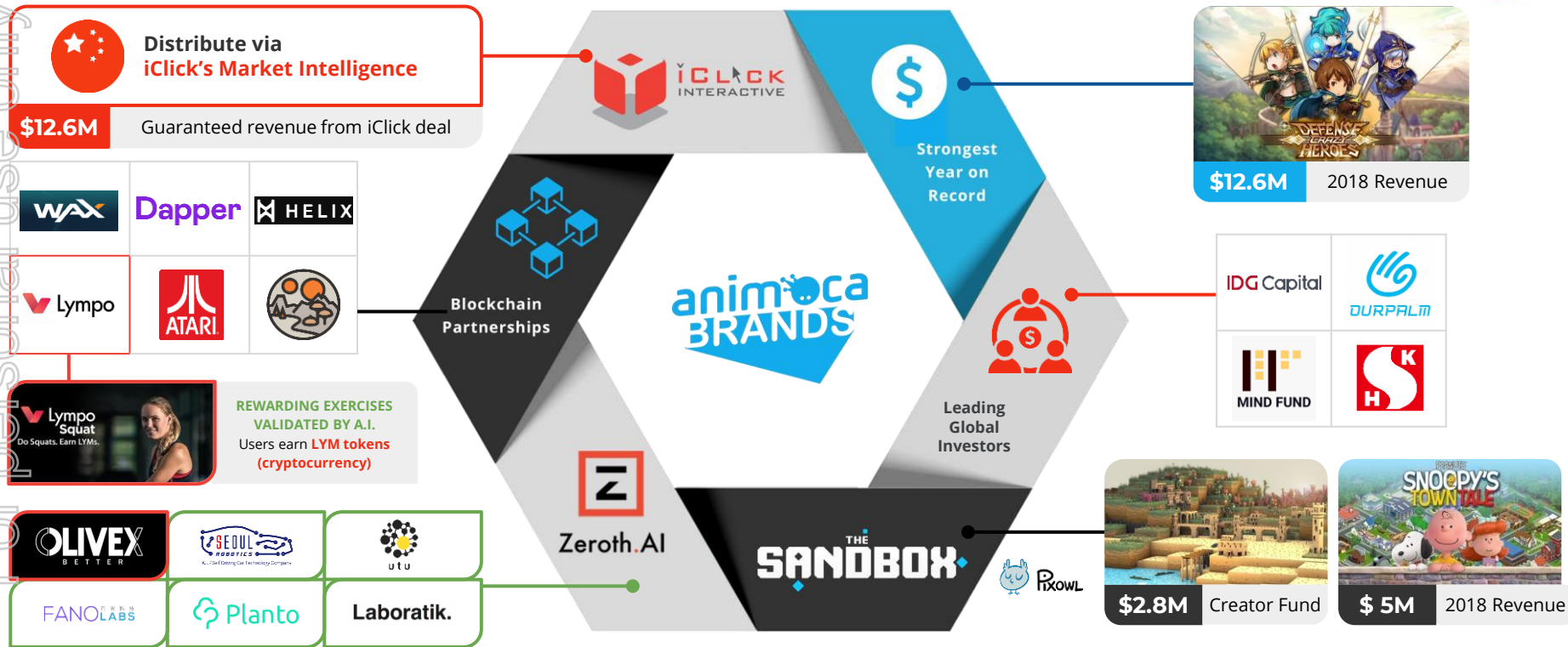
CDH: THE ANDROID OPPORTUNITY

Android market about **4 times larger than iOS**

Development of **Android version underway**
Additional monetisation functions being added

Expected to launch on **Google Play** in **Q2**

GET IT ON
Google Play

Launch to **increase network effect** for both applications

Company pursuing **additional distribution options** to drive growth
(e.g., Amazon, Chinese app stores)

Adaptations and "re-skins" **underpin additional revenues** (e.g., **Beast Quest**)

Global Mobile OS Market Share

75.7% Android

19.2% iOS

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GROWTH OPPORTUNITIES

Growth & Opportunity		
iCLICK INTERACTIVE	**Big Data**	780m Chinese online user profiles can be commercialised
OLIVEX BETTER	**Technology**	Subsidiary focused on fitness apps with AI technology and gamification. A graduate of the Zeroth acceleration programme.
		Animoca Brands will target blockchain adoption through games and gamified products such as *WalletPet*
Zeroth.AI	**6% stake**	AI accelerator: Zeroth, a subsidiary of Animoca Brands, receives cohort fees and a ~6% stake in each accelerated company.
Lympo · I LIKE COIN · datum · musicoin **Blockchain Partners**	**fees**	Engineering know-how and knowledge exchange, marketing support, launch of products, co-investment and co-development opportunities with blockchain partners

Blockchain, Games, AI

NFTs AND AI: ANIMOCA BRANDS IS AN EARLY LEADER

Early Adopter: Animoca Brands in the lead for NFTs and AI

Early adoption provides opportunity for market dominance (e.g., the iPhone, the App Store, early games like *Angry Birds*)

Large companies often fail to take advantage of these trends (Innovator's Dilemma)

Market Share

Technology Adoption Bell Curve

~ 2010

| Categories of Adopters | Innovators 2.5% | Early Adopters 13.5% | Early Majority 34% | Late Majority 34% | Laggards 16% |

Market Share %
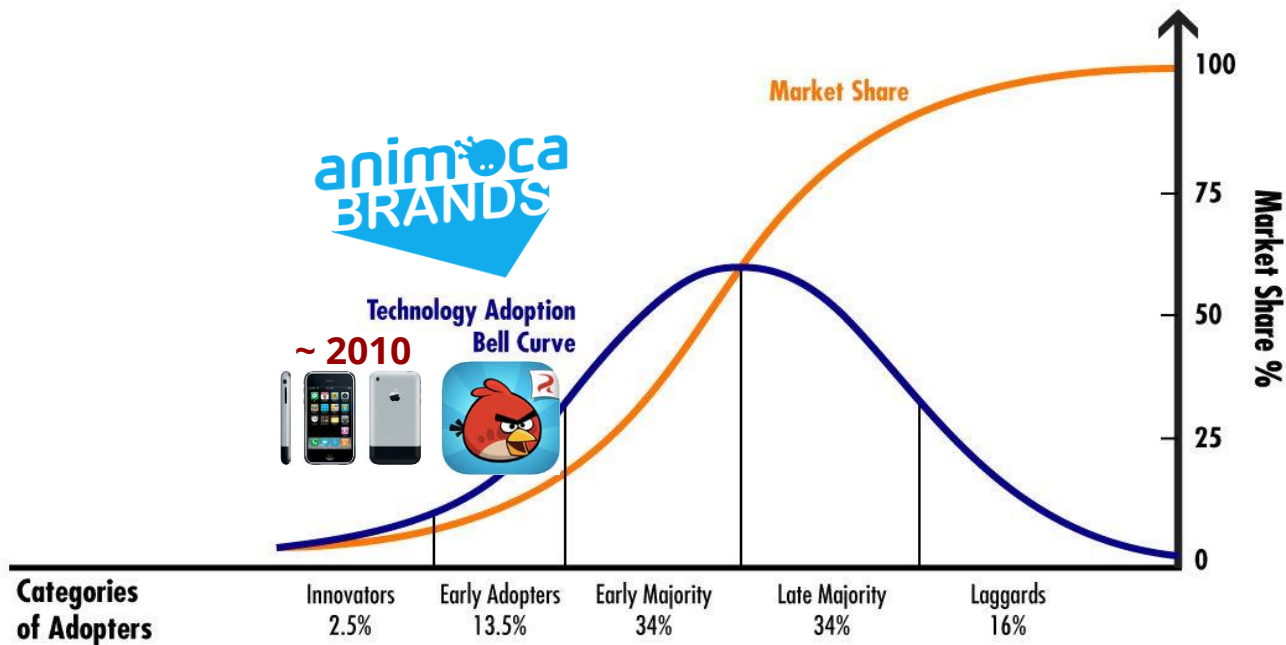
BLOCKCHAIN IS LIKE THE INTERNET 20+ YEARS AGO

Data from World Bank   Last updated: Jul 12, 2013

Only 36 million Internet users
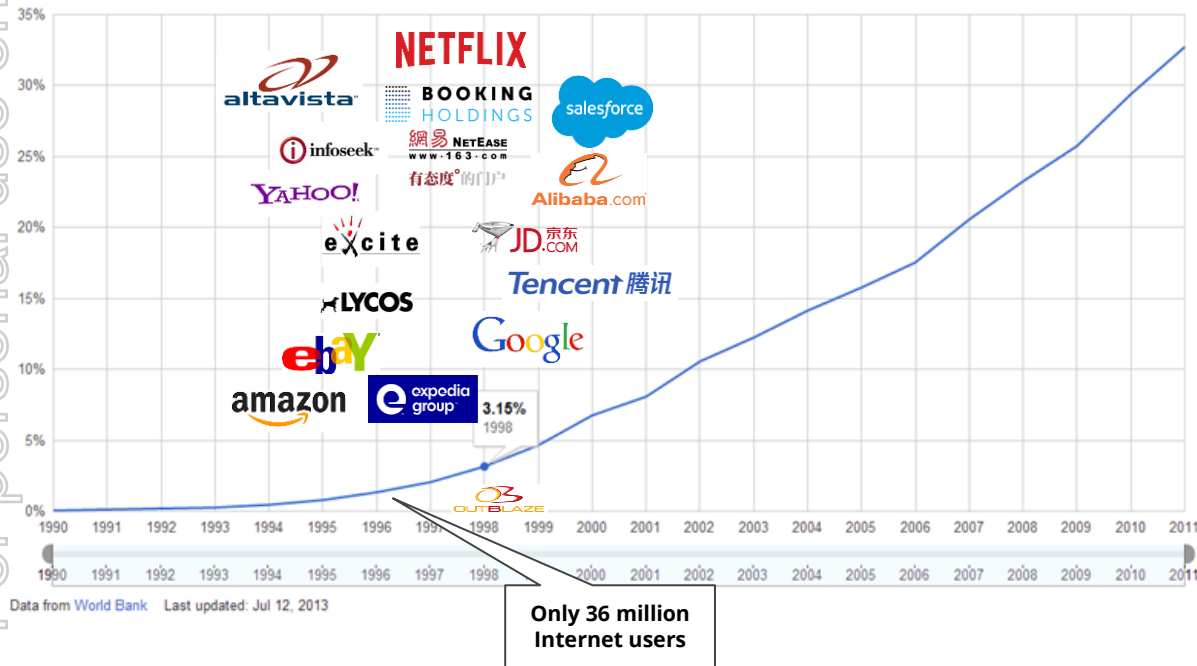
We've been here before

The blockchain market today can be seen as analogous to the Internet boom of the late 1990s.

Today there are only about 30.5 million cryptowallets. Similarly, in 1996 there were only 36 million Internet users - but many leading Internet companies emerged during that period.

The Internet boom enabled the era of remote connections and collaboration, evolving quickly as consumers shifted from early to mass adoption.

Blockchain today presents similar opportunities for a significant technology shift.

Early market opportunity

US$177B cryptocurrency market cap (18 Apr 2019)

Driven by the owners of just ~30 million cryptowallets

The blockchain market today presents similar opportunities to the Internet market in 1996-1999

BRINGING THE NEXT BILLION TO THE BLOCKCHAIN THROUGH GAMES

Management commentary

"We believe gamers are the first and easiest frontier for blockchain adoption. Animoca Brands is on a mission to use games to onboard the next billion people on to blockchain. We believe that the true digital ownership conferred by NFTs has the potential to significantly boost conversion for our products."

Yat Siu, co-founder and chairman

Technological benefits of blockchain

Better control over gaming economy

Animoca Brands can collect royalties from every gaming ecosystem on an ongoing basis. Additionally, blockchain allows Animoca Brands to begin or stop selling assets without any restriction.

Storage safety and security

Data stored with blockchain encryption makes it impossible for hackers to breach. This technology requires correct nodes at a correct time in order to breach. This is why game items get a double security that saves from breaches.

Reducing the price of gaming items

Blockchain comes with affordable micro-transaction benefits. This can allow Animoca Brands to sell their power-ups at cheap prices without losing profits.

ANIMOCA BRANDS AT FOREFRONT OF GAMING AND BLOCKCHAIN

animoca BRANDS

2012-2021 GLOBAL GAMES MARKET
REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES

- Mobile Games
- PC Games
- Console Games

©2018 Newzoo

Year	Total	Mobile	PC	Console
2012	$70.6Bn	18%	37%	45%
2013	$76.5Bn	23%	38%	39%
2014	$84.8Bn	29%	36%	35%
2015	$93.1Bn	34%	34%	32%
2016	$106.5Bn	40%	30%	30%
2017	$121.7Bn	46%	27%	27%
2018	$137.9Bn	51%	24%	25%
2019	$151.9Bn	54%	22%	24%
2020	$165.9Bn	57%	21%	23%
2021	$180.1Bn	59%	19%	22%

CAGR 2012-2021
TOTAL **+11.0%**
MOBILE **+26.8%**
PC **+3.1%**
CONSOLE **+2.3%**

Tractica

Blockchain Revenue by Region, World Markets: 2016-2025

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa

($ Millions) — $25,000 / $20,000 / $15,000 / $10,000 / $5,000 / $-
2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

Source: Tractica

MIND FUND | THE SANDBOX | WAX

HELIX | ATARI | Dapper | htc

Games Market

2.3 billion gamers worldwide

Gamers understand cryptocurrency
- Virtual currencies have been used in video games for decades
- Gamers are well habituated to virtual/fiat currencies
  - "Gold farming" in World of Warcraft was a black market employing thousands
  - "eBaying" - players exchange virtual goods for real money

US$137.9 billion in games revenue in 2018
- $70.3 Billion from mobile gaming

$ Current Game Revenue
- In-app purchases
- Subscriptions
- Advertising

Blockchain Market

Blockchain user demographic

90 %	4.2 %	17 %	8.8 %
Men	Women	Millennial	Generation X

Blockchain has significant benefits for gamers
- Reduces transaction costs through use of cryptocurrency
- Allows gamers to own their personalised/unique in-game items
- Provides gamers the opportunity to earn money by trading virtual items in the gaming economy

$ Additional Blockchain Revenue
- ICO / Token sales
- In-app purchases utilising Tokens
- Revenue clip based on transaction volume over the platform (e.g. CryptoKitties)
- Monetisation of the game economy

Animoca Brands at forefront of blockchain gaming

- Commercial relationship with **Axiom Zen** and **Dapper Labs**, developers of **CryptoKitties**
- Strategic investment in **Zeroth** for capabilities in AI, token sales, ICO
- Upcoming blockchain version of the hit game **The Sandbox**
- Partnered with **Decentraland** to co-develop games for the Decentraland platform
- Partnered with **Atari** to make **blockchain versions of the popular games** *RollerCoaster Tycoon Touch* and *Goon Squad* and Atari became a shareholder
- Partnership with **WAX Blockchain** to progress virtual item and crypto collectible NFTs
- More recent partnerships with **multiple major brands** are described in the rest of this presentation.

NON-FUNGIBLE TOKENS (NFTs)

Emerging segment in global game market: virtual tokens for digital scarcity, security and authenticity

Fungible	Non-fungible
E.g., One US Dollar	E.g., Limited-edition postal stamp
Interchangeable	Not interchangeable
Uniform (all are the same)	Distinct or unique
Divisible	Indivisible
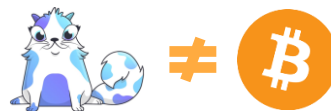
NFTs are _not_ cryptocurrencies!

CryptoKitties is built on blockchain just like Bitcoin and Ethereum, but it uses non-fungible tokens (NFTs) and is not a cryptocurrency.

NFTs allow *CryptoKitties* to be traded as unique items. The blockchain tracks ownership securely.

Token Interfaces

ERC-20: *fungible tokens*. For assets like currencies. Such tokens are uniform and interchangeable.

ERC-721: *non-fungible tokens*. For things. Such tokens are completely unique and not interchangeable.

ERC 721

DIGITAL OWNERSHIP COULD INCREASE CONVERSION

2018 GLOBAL GAMES MARKET
PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

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MOBILE
$70.3Bn
+25.5% YoY

PC
$32.9Bn
+1.6% YoY

TABLET GAMES
$13.9Bn
+13.1% YoY

BROWSER PC GAMES
$4.3Bn
-13.9% YoY

(SMART)PHONE GAMES
$56.4Bn
+29.0% YoY

BOXED/DOWNLOADED PC GAMES
$28.6Bn
+4.5% YoY

CONSOLE
$34.6Bn
+4.1% YoY

2018 TOTAL **$137.9Bn** +13.3% YoY

10% · 3% · 24% · 21% · 51% · 41% · 25% · 25%
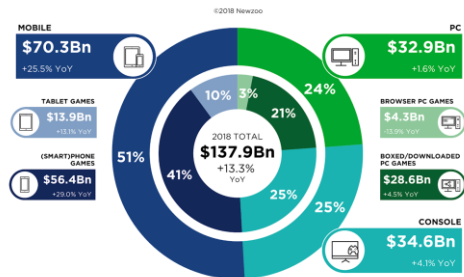
Source: ©Newzoo | 2018 Global Games Market Report
newzoo.com/globalgamesreport

2016-2020 GLOBAL GAMES MARKET
FORECAST PER SEGMENT TOWARD 2020

TOTAL MARKET
+6.2%
CAGR 2016-2020

Boxed/Downloaded PC · Browser PC · Console · Tablet · Smartphone

$101.1Bn — MOBILE $38.6 Bn — 2016
$108.9Bn — MOBILE $46.1 Bn — 2017
$115.8Bn — MOBILE $52.7 Bn — 2018
$122.7Bn — MOBILE $59.2 Bn — 2019
$128.5Bn — MOBILE $64.9 Bn — 2020

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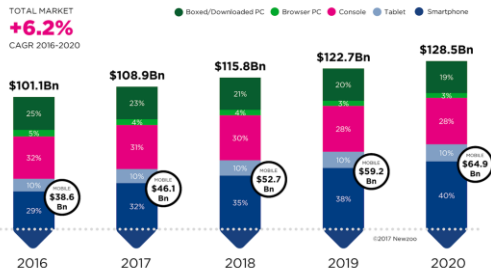
Source: ©Newzoo | Q2 2017 Update | Global Games Market Report
newzoo.com/globalgamesreport

newzoo

In 2018, mobile games will generate
$70.3Bn
or **51%** of the global market.

Driven primarily by less than 3% conversion in Free2Play Games

1% increase in Free2Play conversion rates represents a $**20-25B** growth opportunity

Gamers and Blockchain

- Gamers already understand concepts like **cryptocurrencies** and **digital ownership**
- There are **2.3 billion gamers** worldwide
- Gamers are more likely to be **early adopters**
- **Gamers push technology development** and even entire industries forward (personal device graphics, processing power, capacity, game software, etc.)

PARTNERSHIP WITH CRYPTOKITTIES

3.2M
Transactions

$25M
Total dollars transacted

The world's most used consumer blockchain application, outside of exchanges

★ CryptoKitties is a pioneer in blockchain games, and represents an important step toward our vision of widely used cross-platform non-fungible tokens (NFTs)

CRYPTOKITTIES
DIGITAL CATS TO LIGHT UP YOUR VIRTUAL WORLD

Animoca Brands is a partner and investor in Dapper Labs, the company behind CryptoKitties

❖ CryptoKitties is the first commercially successful blockchain game

❖ Animoca Brands invested in Series A financing for Dapper Labs, the company behind CryptoKitties

❖ Dapper Labs recently raised US$15m in the round from investors that include Venrock, GV, Samsung NEXT, Andreessen Horowitz, Union Square Ventures, and others

❖ Animoca Brands is the Greater China distributor for CryptoKitties, and brokered a deal to distribute the game on HTC mobile phones.

GLOBAL BRANDS ATTRACTED TO ANIMOCA BRANDS

Gain market share through NFTs and blockchain products that feature popular characters

Brand Advantage

- Broad portfolio of licensed brands
- **MasterChef** mobile game in development
- **Beast Quest** mobile game in development
- Ongoing relationship with **Mattel, Inc.**, including products for **Thomas & Friends™**, **Ever After High™**, **Monster High™**, **Masters of the Universe™**, etc.
- Dozens of other brands including **Doraemon**, **Garfield**, **Ben 10**, **Astro Boy**
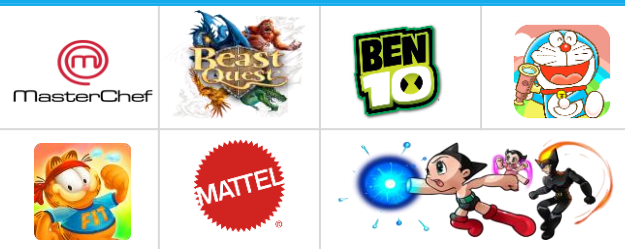
PARTNERSHIP WITH FORMULA 1® TO MAKE BLOCKCHAIN GAME

Blockchain Gaming Opportunity

Global licencing agreement secured with Formula 1® to develop the blockchain game **F1® Delta Time** based on non-fungible tokens (NFTs)

Partnership provides Animoca Brands with a strong foundation for growth and considerable global reach through an established brand

Part of the Company's vision to onboard the next billion people on to blockchain

Further demonstrates the standing of Animoca Brands as a global leader in blockchain gaming

High-octane racing brought to blockchain
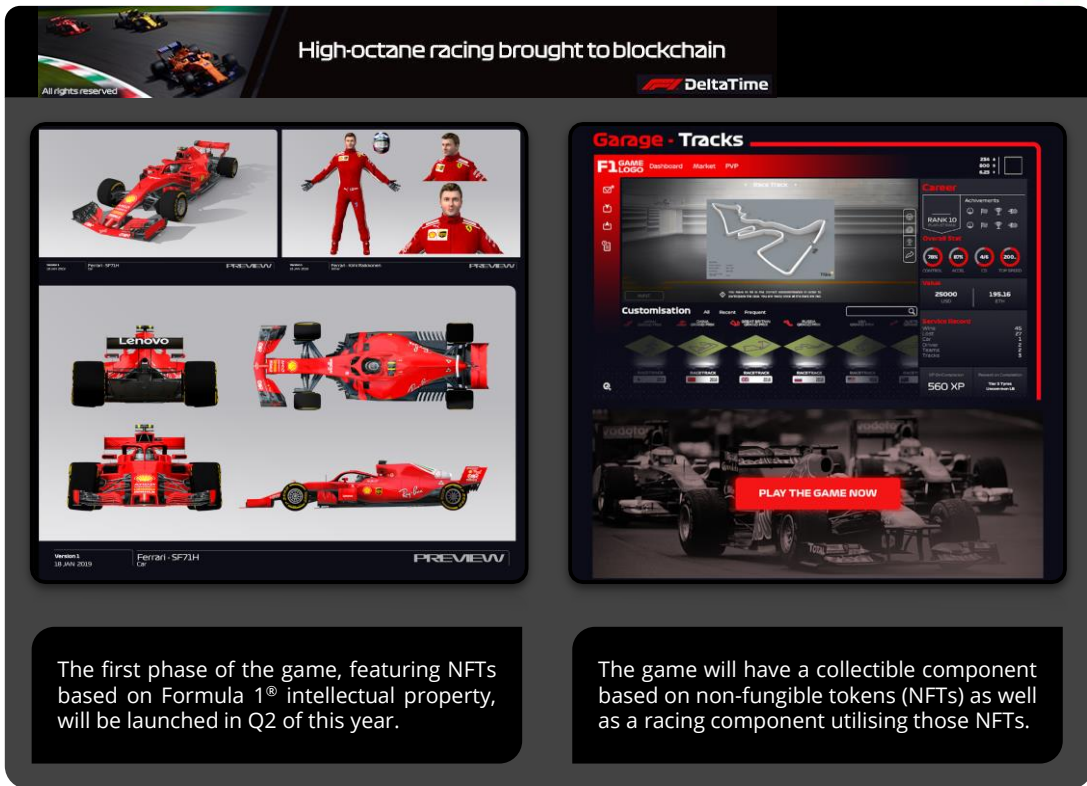
The first phase of the game, featuring NFTs based on Formula 1® intellectual property, will be launched in Q2 of this year.

The game will have a collectible component based on non-fungible tokens (NFTs) as well as a racing component utilising those NFTs.

FORMULA 1® REACH AND POTENTIAL

The licensing agreement can considerably **broaden Animoca Brands' consumer reach**. Potential growth and product uptake by **leveraging Formula 1's significant brand power**

Global Market Reach Stats

506 M — 506 MILLION Global FANS
The second biggest global sports league fan base in the world.

65 % — 65% of sports fans call F1

The GREATEST racing spectacle on the planet !

A Strong Foundation

Global Partnerships

ROLEX · Heineken® · Emirates · PIRELLI · DHL

Media Rights Partnerships

FOX SPORTS · sky · ESPN

F1 attracts the most prestigious manufacturers, best engineers, superhuman drivers, and some of the world's most influential commercial partners

1.8 Bn — Cumulative viewers

200 — F1 is broadcast in 200 territories

7.7 M — Likes and followers on Facebook

FORMULA 1® GLOBAL FOOTPRINT

21 RACES
21 COUNTRIES
5 CONTINENTS
9 MONTHS OF RACING
4 FAN FESTIVALS

NORTH AMERICA
TV AUDIENCE: 65M
FANS: 45M
RACE ATTENDANCE: 620K

ASIA & MEA
TV AUDIENCE: 88M
FANS: 212M
RACE ATTENDANCE: 940K

EUROPE
TV AUDIENCE: 1,060M
FANS: 143M
RACE ATTENDANCE: 1.73M

GLOBAL
TV AUDIENCE: 1,760M
FANS: 503M
RACE ATTENDANCE: 4.1M

LATIN AMERICA
TV AUDIENCE: 516M
FANS: 100M
RACE ATTENDANCE: 480K

OCEANIA
TV AUDIENCE: 26M
FANS: 3M
RACE ATTENDANCE: 300K

The World's Most Valuable Sporting Fanbase

Vs General Sports Fans…

1.3 x — Over-Index in the top 2 Income brands

Average Age:

39

38%   **62%**
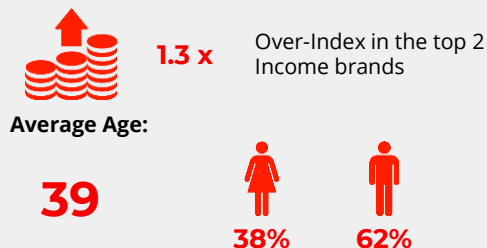
21 Races   5 Continents   9 Months

F1® is considered the pinnacle of motorsport, and is the world's most popular annual sporting series. It has a global footprint, hosting 21 races in 21 countries across five continents. During the nine months of racing per year, F1 attracts 1.6 billion television viewers, 506 million fans and 4.1 million race attendees.

4.1 M — Annual race attendance is over 4.1m people with the majority of fans in the top income bands

1. Melbourne AUSTRALIAN GRAND PRIX | 23–25 MAR 2018
2. Sakhir BAHRAIN GRAND PRIX | 6-8 APR 2018
3. Shanghai CHINESE GRAND PRIX | 13-15 APR 2018
4. Baku AZERBAIJAN GRAND PRIX | 27–29 APR 2018
5. Barcelona SPANISH GRAND PRIX | 11–13 MAY 2018
6. Monte Carlo MONACO GRAND PRIX | 25–27 MAY 2018
7. Montreal CANADIAN GRAND PRIX | 8–10 JUN 2018

8. Le Castellet FRENCH GRAND PRIX | 22–24 JUN 2018
9. Spielberg AUSTRIAN GRAND PRIX | 29 JUN – 1 JUL 2018
10. Silverstone BRITISH GRAND PRIX | 6–8 JUL 2018
11. Hockenheim GERMAN GRAND PRIX | 20–22 JUL 2018
12. Budapest HUNGARIAN GRAND PRIX | 27–29 JUL 2018
13. Spa BELGIAN GRAND PRIX | 24–26 AUG 2018
14. Monza ITALIAN GRAND PRIX | 31 AUG – 2 SEP 2018

15. Singapore SINGAPORE GRAND PRIX | 14–16 SEP 2018
16. Sochi RUSSIAN GRAND PRIX | 28–30 SEP 2018
17. Suzuka JAPANESE GRAND PRIX | 5–7 OCT 2018
18. Austin UNITED STATES GRAND PRIX | 19–21 OCT 2018
19. Mexico City MEXICAN GRAND PRIX | 26–28 OCT 2018
20. São Paulo BRAZILIAN GRAND PRIX | 9–11 NOV 2018
21. Abu Dhabi ABU DHABI GRAND PRIX | 23–25 NOV 2018

F1® DELTA TIME

F1® Delta Time is a **blockchain-based game** that will utilise ERC-721 and ERC-20 standards for the non-fungible and fungible tokens, respectively

Players will be able to take their owned **collectibles in the form of Cars, Drivers and Components**, and manage them as a **race-ready Grand Prix entrant**. Gameplay is presented through a selected circuit, with the player being in command of their car's racing line.

The Website Online store

Token Rarity is partially dictated by the performance of the actual Car and Driver during an official Grand Prix, with Collectables generated for the Race Results.

Players

Fiat   Ether
Payment methods

Loot-boxes

- All of the Loot-boxes will contain five items, with one of those Collectibles guaranteed to be either a Car or Driver, and Tyres
- 3 Tiers of Loot-box: **Common**, **Epic** and **Legendary**

Collectibles

NFT: Collectibles (ERC-721)

In-game currency (ERC-20)

Collectibles Game

Collection and assembly

Use in

Exchange NFTs

Entry fee

Racing Game

Race against other players

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F1® DELTA TIME BUSINESS MODEL

Profit from NFT loot-boxes sales

Loot-boxes will contain five items, with one of those Collectibles guaranteed to be either a Car or Driver, and Tyres

3 Tiers of Loot-box govern the Rarity of Collectibles

Legendary

★ guarantee at least one Legendary Collectible

Epic

★ Higher chance of containing Epic items

Common

★ 0.02% chance of containing a Legendary Collectible

Commission fee for NFT tradings among players

Game items and collectables are freely traded in our NFT Marketplace website

Commission fee charged on each trade transaction

Unrestricted in-game Marketplace
Everything that exists in *F1® Delta Time* is a unique and ownable NFT. Players can sell, keep, or trade them. Players can choose to do this inside the in-game Marketplace, or outside the game

	Product	Price	Quantity	Total
🗑 AZERBAIJAN GRAND PRIX	Car	$10.00	− 01 +	$10.00

Profit from each game play

The Racing game is a Grand Prix that will play out on Formula 1 2019 Circuits. Entry fee into the Grand Prix is paid with *F1® Delta Time* ERC-20 tokens and goes into a pot

Entry Fee
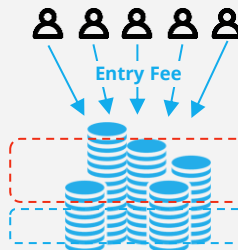
The pot winnings are shared among the winners of the race and the owner of the circuit

Animoca Brands takes a percentage cut from the pot

Each PvP game Play
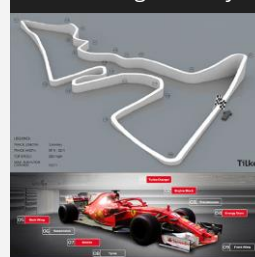
The gameplay is executed by the player drawing their desired raceline around the circuit within the given timeframe. Once set, the race will begin.

EXAMPLES OF NFT PRESALES

In *F1® Delta Time*, critical game elements are all **NFTs: Cars, Drivers, and Components**, with Components referring to different parts or equipment that can be attached to a Car or Driver to improve the base performance.

Driver

An NFT is a unique Collectible that can be wholly owned by a player, who has the ultimate permission to use, trade or sell it

Components: Gloves, Suit, Shoes and Helmet. Each will impact the Driver's base Stats for winning the Racing Game.

Car

For example, a Car token has the attachable Components of Transmission, Turbocharger, Engine block, Breaks, Energy store, Suspension, Tyre, Front Wing and Rear Wing. Each one of these Components will impact the Car's base Stats, granting them better potential performance in the Racing Game.

Max Speed: governs the total straight line speed of a Car

Acceleration: governs amount of time it takes for your Car to hit higher speeds

Grip: affects how your Car corners

Suit	Helmet

Concentration: affects how the Driver will be able to recover from mistakes

Aggression: Aggressive driver will be more inclined to drive at higher speeds

Stamina: affects the consistency of driver's performance

Gloves	Shoes

Front Wing	Transmission	Turbocharger	Engine Block

Rear Wing	Breaks	Energy Store	Suspension	Tyre

PARTNERSHIP WITH LUCID SIGHT

Baseball has a strong reach in Asian countries including China, Japan and Korea

Animoca Brands becomes Lucid Sight's exclusive partner to promote, market, and distribute Lucid Sight games in Asia

Lucid Sight's portfolio includes the blockchain game *MLB Champions*™, an officially licensed product of Major League Baseball and Major League Baseball Players Association

Other games by Lucid Sight

Crypto Space Commander (CSC)

Polyrunner VR

Star Drive

1 M — Lucid Sight VR and AR games have been downloaded more than 1 million times across the Steam, Gear VR, Oculus Rift, Daydream, and PlayStation platforms

Animoca Brands will seek to implement the assets from Lucid Sight's games into NFTs for blockchain titles being developed by the Company

Animoca Brands will receive a share of net revenues generated by the Games in Asia, as well as a share of net revenues generated by the Games outside of Asia in connection with distribution, publishing deals, and other agreements

ACQUISITION OF STRYKING

Stryking is a leading Germany-based company and the operator of the popular fantasy sports game *Football-Stars*

Stryking has a highly experienced management team of serial games and finance entrepreneurs, with multiple successful exits and IPOs

Dirk Weyel   Hong Thieu

Stryking Official Licenses

Stryking holds an official license from the Bundesliga, the top-tier German football league, for the rights to use all club logos and player pictures

Stryking has a license from renowned German football club Bayern Munich, one of the most followed football teams globally with more than **60 million** social media followers

Multiple recent licencing arrangements

The acquisition adds to the Company's recent licencing arrangements with major international sports brands, which include **Formula 1®** and **Major League Baseball** (via Lucid Sight's *MLB Champions™*)

Animoca Brands completed a heavily oversubscribed strategic capital raise of A$4.6m at a 4.2% premium to the 30-day VWAP from international blockchain investors, Australian institutional investors, and existing shareholders

(See ASX announcement of 4 April 2019)

iCLICK AND MARKET SHARE IN CHINA

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

Overseas Gaming Market

Chinese Gaming Market

Jointly develop and grow an advertising business serving the video game sector
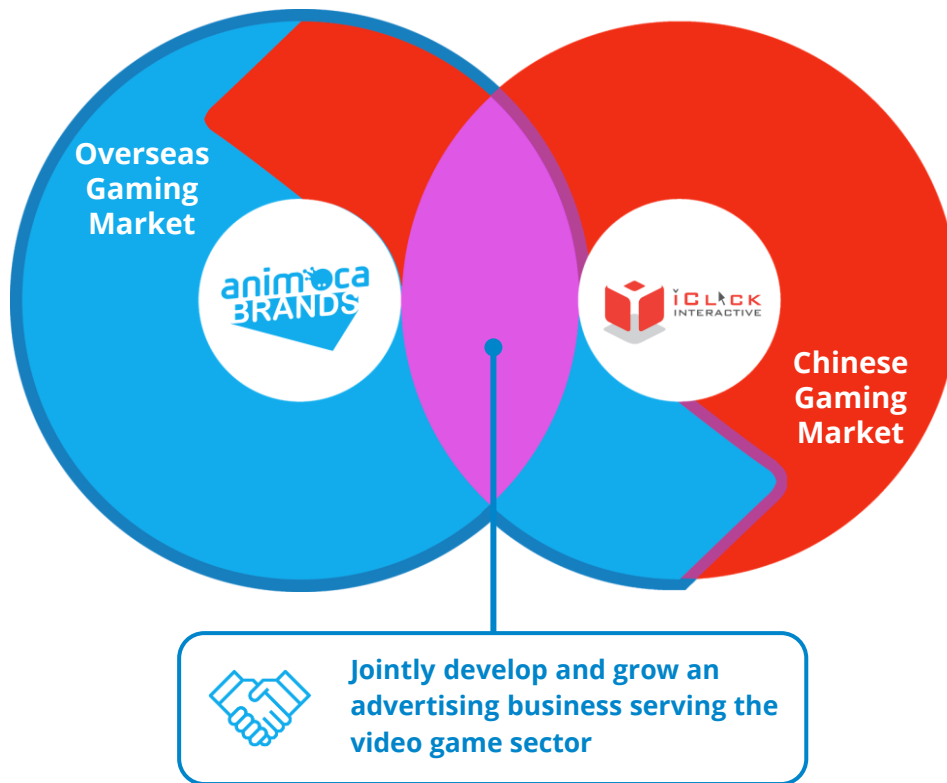
iClick will provide opportunities to increase market share of **Animoca Brands** products in China

$12.6M Revenue

Animoca Brands will become a strategic reseller for iClick, in a transaction that has already provided revenues of approximately **A$12.6 million** for 2019

(See ASX announcement of 8 March 2019)

PARTNERSHIP WITH TALENT HOUSE

Talenthouse is a platform for creators that has major global brand clients:

Disney   **Google**   **amazon**   **SAMSUNG**

Purpose

Opportunities for artist, designers & photographers

Business model

On-demand, on-brief quality creative content for brands

Support creators everywhere at every stage of their career.

Become the world's leading source of creative solution for brands

Talenthouse partner platforms include   **ELLO**   **The Cirqle**

PRODUCTIONPARADISE.COM

Offers the services of its community of over **4 million** creators and influencer marketers

Create multi-media artwork for the new Mercedes-Benz X-Class

Artists Selected On February 8, 2018

Overview

With their first premium pickup for adventure lovers, Mercedes-Benz has entered a new era and closed one of the last gaps in the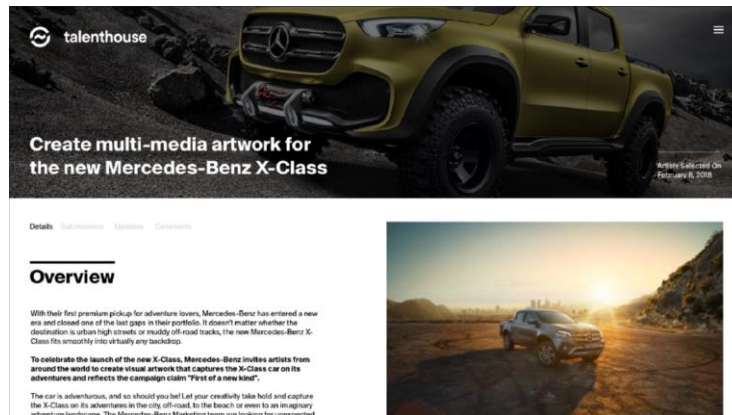ir portfolio. It doesn't matter whether the destination is urban high streets or muddy off-road tracks, the new Mercedes-Benz X-Class fits smoothly into virtually any backdrop.

To celebrate the launch of the new X-Class, Mercedes-Benz invites artists from around the world to create visual artwork that captures the X-Class car on its adventures and reflects the campaign claim "First of a new kind".

The car is adventurous, and so should you be! Let your creativity take hold and capture the X-Class on its adventures in the city, off-road, to the beach or even to an imaginary adventure landscape. The Mercedes-Benz Marketing team are looking for unexpected

Brands and agencies engage Talenthouse creators for culturally relevant, diverse creative work and influencer marketing. Talenthouse's platform approach provides a scalable cost-effective way to source original, high quality creative work with fast turnarounds for multiple channels and markets.

Talenthouse has raised over US$30m (~A$42.4 million) from investors such as Reliance Entertainment, ProSiebenSat.1 Media, Eric Schmidt's Innovation Endeavors, William Lauder (Estee Lauder Group), 3TS Cisco Growth Fund, Sir Nigel Bogle (BBH), and others.

COMBINED DISTRIBUTION NETWORK

talenthouse

Animoca Brands and **Talenthouse** will form a joint venture to provide Talenthouse services to gaming and media clients worldwide (including clients of iClick) and develop commercial opportunities for Talenthouse's services in **Asian markets**

China is the world's second largest market in terms of digital advertising spend, estimated at **US$62.6 billion** in 2018 (eMarketer); the synergy of Animoca Brands, Talenthouse, and iClick offers notable opportunities for the Company to increase the market share of its products and services.

Selling services to clients

780 million profiles

600 million users

Selling Animoca Brands services, such as, Sandbox, CDH, Snoopy Town, Beast Quest, F1

The joint venture with Talenthouse is expected to generate initial minimum revenue of **US$1m**, and unlock the potential to significantly expand the reach and revenue potential of Animoca Brands products and services

PARTNERSHIP WITH ATARI

Atari, established in 1972, is a pioneering brand in video games, game consoles, personal computers, and game publishing

RollerCoaster Tycoon Touch has over **19 million downloads** and is part of the popular *RollerCoaster Tycoon* theme park simulation video game franchise

Animoca Brands & Atari

Animoca Brands partnered with Atari to make blockchain versions of the popular mobile games *RollerCoaster Tycoon Touch* and *Goon Squad*

the new titles will feature the integration of non-fungible tokens (**NFTs**).

RollerCoaster Tycoon Touch is a popular theme park management simulation game for iOS and Android devices, with over 19 million downloads globally. It is one of the recent instalments in the video game franchise *RollerCoaster Tycoon*, which since 1999 has spawned several top-ranking sequels and spinoffs across multiple platforms including PC, mobile, and game consoles.

Goon Squad is a card-based, multiplayer brawler video game for iOS and Android devices, launched in 2017, in which players navigate an underworld ruled by mobsters and fast-paced card battles in order to build the ultimate criminal empire.

PIXOWL STUDIO DEVELOPMENTS

$2.9M
2017
Gross Revenue

1.7x

$ 5M
2018
Gross Revenue
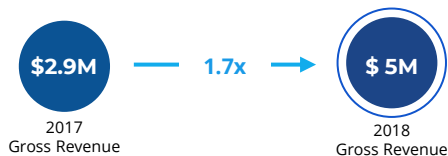
2018 Q4 was Pixowl's strongest quarter on record with $1.5M in Gross Revenues (unaudited) which resulted in an uplift of **44% growth** YoY, driven primarily by *Peanuts: Snoopy's Town Tale* performance and *Nickelodeon*.

Pixowl's **The Sandbox** was named one of BlockchainGamer.biz's **Top 10 Most Anticipated Blockchain Games**

Traditional Games

Peanuts: Snoopy's Town Tale
2018 Q4 best revenue quarter since launch

Goosebumps 2 Movie released by Sony Downloadable movie tie-in content was made for the game *Goosebumps HorrorTown*

Wonder Park game accompanied the release of the animated movie *Wonder Park*

Addams Family Mansion Builder game launching in Q4 2019.

Blockchain Games

The Sandbox (existing version) has 572,000 monthly active users

Pixowl has launched a $2.8 million Creator Fund that will reward artists for creating items on its upcoming blockchain-based gaming platform

VoxEdit and Metrics with link to Discord channel 1,500+ members and 1,000+ Assets produced

THE SANDBOX UPDATE

pre-money valuation
US$10 million

$ 2M

Animoca Brands seeks to **raise US$2-3 million** for **The Sandbox** (as a stand alone product) at a pre-money valuation of US$10 million

sold to Microsoft for **$2.5Bn**

valued at over **$2.4Bn**

Non-blockchain user-generated content games such as *Minecraft* (sold to Microsoft for $2.5Bn) and *Roblox* (valued at over $2.4Bn) have proven highly popular

Upon launch of **The Sandbox** on blockchain, players will have the ability - through NFTs - to trade game assets and monetise the time and effort they have invested in playing. These tokens will be tradeable in a free and open decentralized marketplace for voxel creators and world builders

The blockchain version of **The Sandbox** has been named one of the top 10 most anticipated blockchain games in the world (BlockchainGamer.biz)

THE SANDBOX USER GENERATED CONTENT (UGC)

MINECRAFT
Launched in 2011
70M MAUs
240M registered users
Microsoft acquired at $2.5B(2014)

ROBLOX
Launched in 2004
50M MAUs
40M+ Games
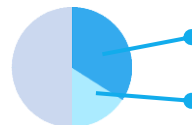Valuation: $2.5B(Series F, 2018)
$32M annual in-apps purchase

THE SANDBOX

40M — Downloads

10M — GAMES

70M — Worlds created by community

www.sandbox.game

MARKETPLACE
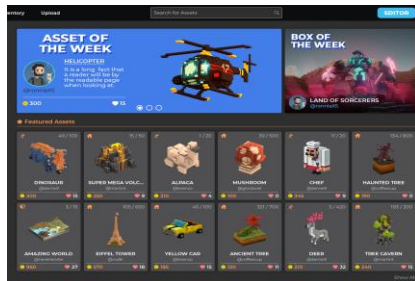
When it comes to UGC, more than **50% of consumers** want a brand to provide guidance on what type of content to create and share

However, studies show **only 16% of brands** have a system in place to effectively initiate and manage UGC

User-Generated Content (UGC) : 500 million creators worldwide

LEGO =
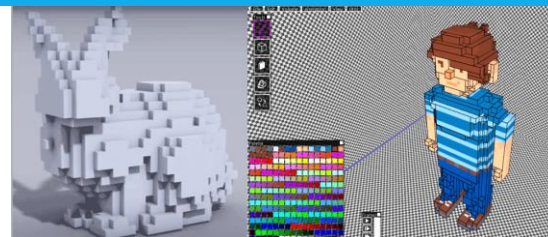
EASE OF BUILD

The Sandbox blockchain edition is a decentralized, community-driven platform where creators can monetize voxel assets and gaming experiences.

It offers a 3D voxel-styles **multiplayer & social platform** where users will be rewarded for their participation, time and effort in the game.

True Ownership: Assets are owned and controlled by the player
Decentralized marketplace: game assets are interoperable across games
Cryptocurrency earnings: players can monetize their creativity

THE SANDBOX LETS USERS CREATE GAME EXPERIENCES
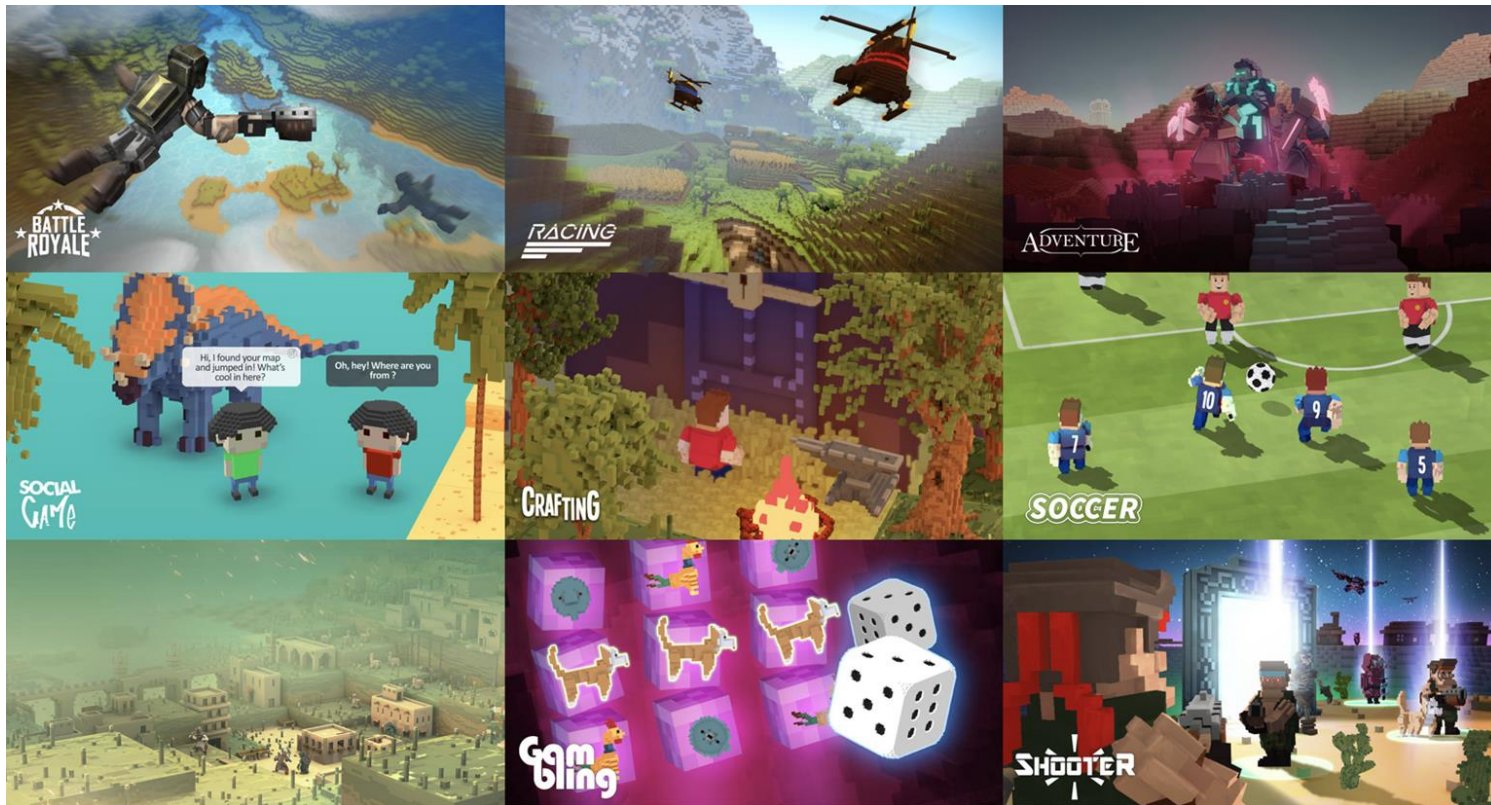
TRADING VOX MODELS ON THE MARKETPLACE

Uploading a VOX model as an NFT in The Sandbox Marketplace

CONTENT IS BECOMING THE PLATFORM

Multiple Uses
Not confined to a single game

Lasting & Growing Value
Increase in Utility

THE SANDBOX NFTs

THE SANDBOX

CRAZY DEFENSE HEROES

GARFIELD GAMES

?
OTHER GAMES

?
OTHER PLATFORMS

PARTNERSHIP WITH WAX

WAX is the world's first and largest purpose-built global blockchain e-commerce platform designed for trading virtual items

5M

WAX is the equivalent of **eBay** or **Amazon** for digital items, facilitating over 5m trades per day

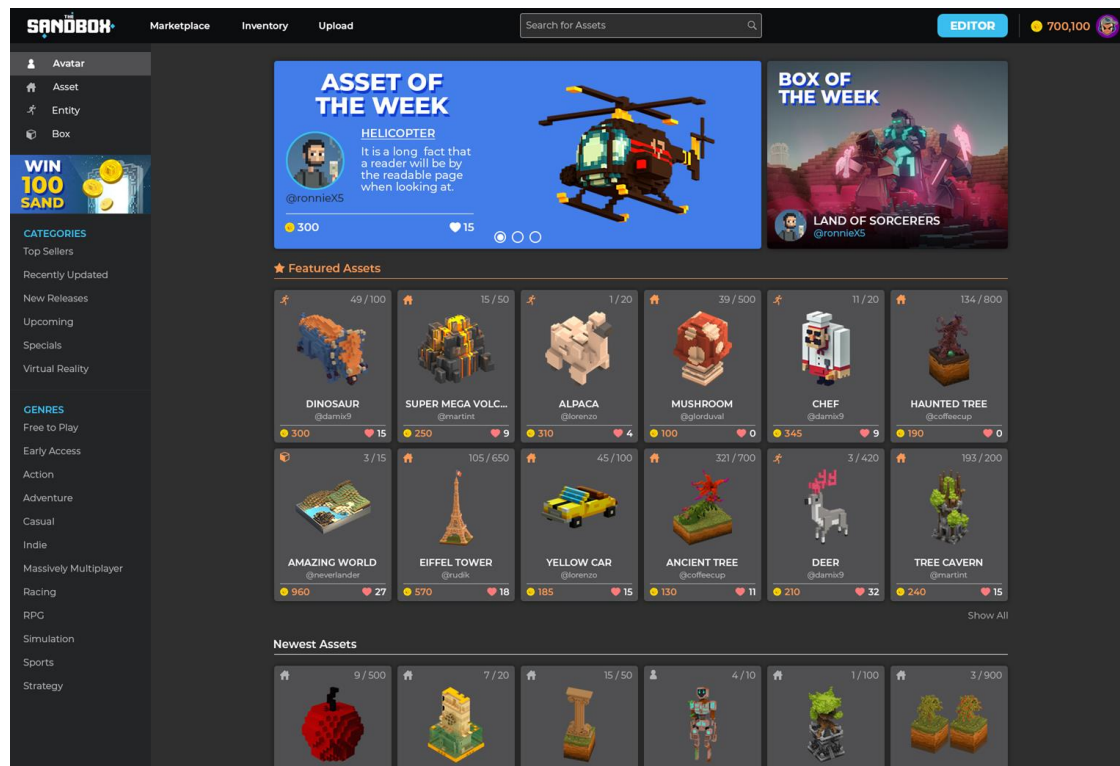**The Sandbox** is a successful mobile game franchise (**40m installs** with **1.2m active monthly users**) that will become the world's first decentralised community driven game platform, providing users with true ownership of their creations as **NFTs**

The Sandbox platform's **Voxel Editor,** launched in December 2018, allows users to create **3D assets** while also providing a **Marketplace** for trading and selling these assets

Animoca Brands & WAX

WAX Blockchain and **Animoca Brands** partnered to progress virtual item and crypto collectible trading on blockchain through Non-Fungible Tokens **(NFTs)**

Animoca Brands will introduce **user-generated items** for its game **The Sandbox** on to the **WAX platform**

Blockchain E-Commerce Platform

User-Generated Items (NFTs) for its game The Sandbox

Animoca Brands expects that the option to sell and trade digital assets on WAX will boost **The Sandbox** users' loyalty and incentivise them to generate more content, enriching the community and ecosystem. Animoca Brands will collect a share of the revenue generated by every transaction on WAX that involves assets for **The Sandbox**.

SYNERGY WITH WAX, ATARI, iCLICK

Blockchain E-Commerce Platform

animoca BRANDS × ATARI

virtual items + crypto collectible **(NFTs)**

iCLICK INTERACTIVE

Ad Exchange + Data + Media Buying

Partnership with WAX adds significant **value** and **fast-tracks** user adoption by allowing millions of *The Sandbox* users and other gamers (e.g., *RollerCoaster Tycoon* and *Goon Squad*) access to a liquid market for their creations, and access to **presale virtual items** on **WAX ExpressTrade**, the easiest and free way to trade virtual items.

Distribute via iClick's Market Intelligence

AI and Talent Acquisition

ARTIFICIAL INTELLIGENCE: TECH HISTORY IN THE MAKING

AI Market Status (2012 ~ 2018)

3608 AI companies funded by VCs

175 AI companies with exits

23B USD committed to AI

42% of the AI companies acquired received VC backing

Strong and Growing Exit Market in the AI Space

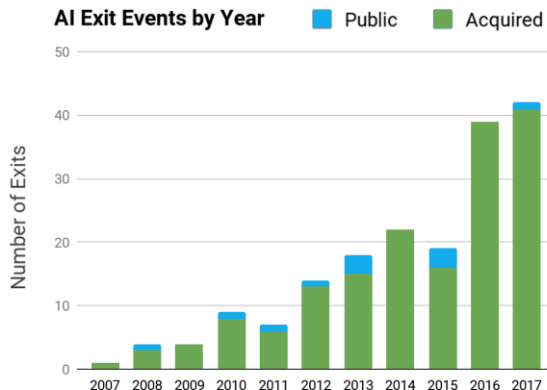- Corporations outside the internet sphere are starting to realize the potential of integrating AI into their business - it is becoming more urgent than ever for companies to accelerate their digital transformations

- AI/ML exits are currently occurring almost exclusively via strategic acquisitions, and at an earlier stage than before

AI Exit Events by Year ■ Public ■ Acquired

Number of Exits: 0, 10, 20, 30, 40, 50

Years: 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017

2018-2025 — **AI becomes the new electricity**
By 2019, 75% of development teams will include AI functionality in applications. By 2025, AI will power 95% of all customer interactions.

2017-2018 — **Largest applied AI exits to date**
Flatiron Health acq. by Roche for $1.8bn
Cruise acq. by GM for $1bn

2014 — **Largest pure AI exit**
DeepMind acquired by Google for $600m

2009 — **"Big Bang" of AI**
Faster GPUs and Bigger Datasets
Deep Learning outperforms other AI architectures

1965-1989 — **Birth of current AI architectures**
Multiple architectures proposed, but limitations in computing power meant the models couldn't be fully exploited and advantage was marginal

OLIVEX
Subsidiary develops gamified AI apps for health and fitness

Company

OliveX is a graduate of the Zeroth acceleration programme

management includes:

Sonny Vu   Director

Founder of MisFit, a wearable tech company acquired by Fossil Group for US$260 million in November 2015

Keith Rumjahn   Director

CEO of Coachbase, a top-ranked paid app for iOS, Android, and Mac

Dylan Boyd   Advisor

Served as managing director of Techstars' Nike+ accelerator program

Jeremiah Owyang   Advisor

One of the founders of Catalyst Companies and noted tech analyst

Investors

Zeroth.AI

Lympo

- Thanks to the OliveX capabilities, Animoca Brands won a government grant of A$770,000
- OliveX generated A$500,000 investment into Animoca Brands
- Lympo to lead an investment round into OliveX

- Health and fitness apps market size: **US$28 billion** and projected to grow to **US$102 billion** by 2023 (*Research and Markets*)
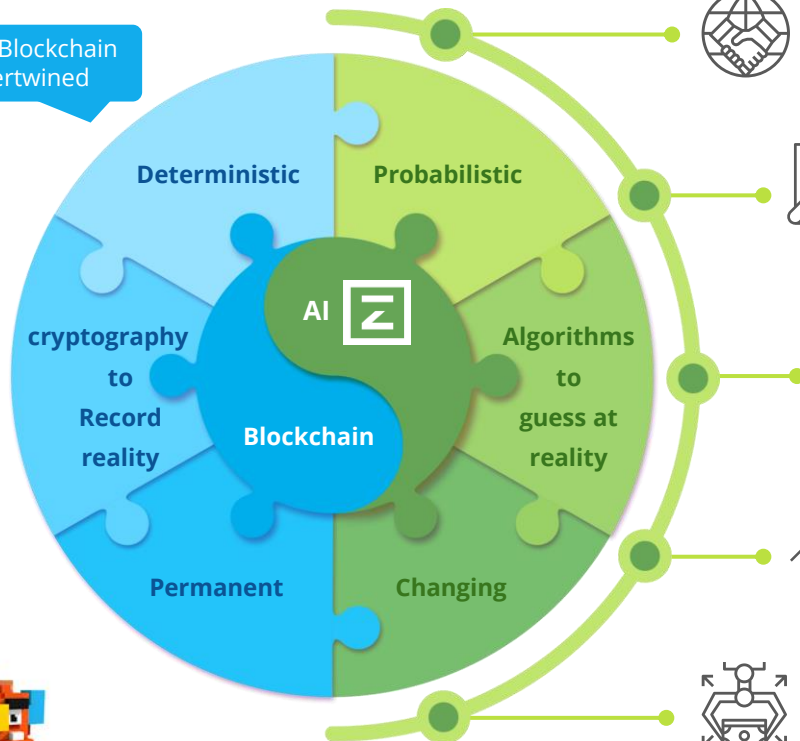
Product

OliveX, a subsidiary of Animoca Brands, develops and publishes mobile apps, including apps powered by AI, that leverage gamification to improve the fitness and health of users.

Lympo Squat is an app powered by machine learning for Apple mobile devices that challenges users to perform squats and tracks their performance using the device camera.

ZEROTH: AI ACCELERATOR SUBSIDIARY

AI & Blockchain intertwined

Deterministic

Probabilistic

AI

cryptography to Record reality

Blockchain

Algorithms to guess at reality

Permanent

Changing

Strategic partnership for innovation
Majority ownership gives **Animoca Brands** access to cutting-edge AI and machine learning technologies

Integral to Blockchain Strategy (the Yin & Yang)
Blockchain and AI are highly complementary technologies that depend on each other for reliability of information and proof-of-work or proof-of-stake frameworks

IP and distribution access
Zeroth companies can leverage **Animoca Brands'** licensed IP portfolio as well as its global audience of gamers

Strong operating upside
Co-location means direct access to highly experienced development teams

Building equity for the future
Investment brings strong potential for equity upside in **Zeroth** companies as they continue to grow, prosper, and aim to spin off

ZEROTH COMPANIES ATTRACT HIGH-PROFILE INVESTORS

Zeroth companies	Headline investors	Zeroth portfolio companies are reshaping industries
impress	RE.A.PRA Ventures	**Impress.ai** provides AI-powered chatbots for screening interviews to free up humans from this mundane activity and vastly improve hiring outcomes at the same time.
FANO LABS	Horizons Ventures 维港投资	**Fano Labs (Accosys)** is developing speech and NLP technologies to help enterprises improve customer services.
SEOUL ROBOTICS A.I. / Self Driving Car Technology Company	futureplay KB Investment	**Seoul Robotics** makes affordable and accurate LiDAR sensors combined with Deep Learning based Object Detection Software to make the roads a safer place.
Planto	PORTAGE ventures	**Planto** has developed a financial management app to help millennials develop personalized saving plans.
utu	æternity	**Utu** is developing machine-learning powered trust infrastructure for sharing platforms, p2p e-commerce, and fintech companies by modelling each user's individual trust profile based on their relationships, in-app behaviors, and other contextual factors.
Laboratik.	MIZUHO archetype*	**Laboratik** is developing a smart productivity bot "A;" on slack which helps company draw insights to optimize team communication by analyzing and visualizing team's engagement in real-time with NLP.
OLIVEX BETTER	Zeroth.AI	**OliveX**, a subsidiary of Animoca Brands, develops and publishes mobile apps, including apps powered by AI, that leverage gamification to improve the fitness and health of users.

WHY HONG KONG?

Government financial support - A$8.85 Billion

2018-19 Budget Speech

In his budget speech, Financial Secretary Paul Chan Mo-po said he would set aside an additional **HK$50 billion (A$8.85 billion) to support I&T development this financial year, especially in the areas of biotechnology, artificial intelligence (AI), smart cities and financial technologies (fintech)**, in addition to the HK$10 billion (A$1.77 billion) commitment for supporting the industries last year.

"To shine in the fierce I&T race amid keen competition, Hong Kong must optimise its resources by focusing on developing its areas of strength ... our targeted efforts must be underpinned by adequate resources," he said.

A$3.53 billion	A$1.76 billion	A$1.76 billion	A$1.76 billion	A$53.25 million
HK$20 billion will be used on the first phase of the Hong Kong-Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop for, site formation, infrastructure, superstructure and initial operation.	HK$10 billion into the Innovation and Technology Fund (ITF). The ITF's financial support for I&T development in Hong Kong has increased from about $700 million in 2013-14 to $1.5 billion in 2017-18. The ITF will continue to support applied R&D work in Hong Kong.	HK$10 billion to support the establishment of two Technology Research Clusters on healthcare technologies and on artificial intelligence and robotics technologies, to attract the world's top scientific research institutions and technology enterprises to Hong Kong for conducting R&D projects.	HK$10 billion is allocated to the Hong Kong Science and Technology Parks Corporation (HKSTPC) to reinforce the role of the Science Park as Hong Kong's flagship technology infrastructure.	HK$200 million is earmarked for Cyberport to enhance the support for start-ups and promote the development of digital technology ecosystem. Cyberport is going to launch an "easy landing" programme to attract multinational companies to set up offices and R&D units in Hong Kong.

SYNERGY: ZEROTH, iCLICK, TOKEN PARTNERS

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.

Zeroth will monetise iClick's data platform of over 780 million user profiles through **AI and machine learning**

Data

Zeroth.ai

Token Partners

Market Intelligence

Increase performance on Media Services

- Reduce costs per acquisition with data intelligence

- Identify optimal performance marketing campaigns

- Tap into Chinese media resources

Zeroth has 33 portfolio companies. An additional 30 companies are being processed in 2019 Q1.

Zeroth's portfolio companies are supported by our token partners

WAX   hTC   MIND FUND

Dapper   ost