

Animoca Brands Corporation Ltd

17:20 27 Jul 2018

Animoca Brands signs licensing deal to distribute Crazy Kings game in China

Animoca Brands Ltd (ASX:AB1) has signed an exclusive licensing agreement with Beijing Bosi Interactive (BBI), granting it the licence to distribute the Android and HTML5 versions of Animoca's Crazy Kings mobile game in China.

The agreement enables Animoca to earn a share of monthly revenue generated by the game as well as an upfront payment of around \$1 million.

READ: Animoca Brands appoints Kabam co-founder to board

BBI is a mobile games distribution and marketing company that has established relationships and the required licensing arrangements with the main three Chinese telecommunication companies - China Mobile, China Unicom and China Telecom.

These companies serve 1.5 billion consumers on mobile and fixed line carriers.

BBI will become the exclusive distributor in China for the game, excluding the territories of Hong Kong and Macau.

Animoca expects the upfront payment to be received in the current quarter.

READ: Animoca Brands launches casino resort simulation mobile game globally

Crazy Kings is a tower defence and collectible card fantasy mobile game developed by TicBits Oy, Animoca's Finnish mobile games subsidiary.

The game is already published globally for Apple iOS devices and the Android and HTML5 versions are expected to be complete in or around the middle of 2019.

Development of the Android version of Crazy Kings' sequel, Crazy Defense Heroes, is progressing on schedule and will be completed towards the end of the quarter.

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 action@proactiveinvestors.com.au

No investment advice

The information on this Site is of a general nature only. It does not take your specific needs or circumstances into consideration, so you should look at your own financial position, objectives and requirements and seek financial advice before making any financial decisions. You acknowledge and understand that neither the Company, its related bodies corporate, the information providers or their affiliates will advise you personally about the nature, potential value or suitability of any particular security, portfolio of securities, transaction, investment strategy, or other matter. You should read our FSG and any other relevant disclosure documents and if necessary seek persona advice prior to making any investment decision.

Price: A\$0.16

Market Cap: A\$131.36M

1 Year Share Price Graph



Share Information

Code: AB1

Listing: ASX

52 week High Low
A\$0.19 A\$0.06

Sector: Tech

Website: www.animocabrands.com

Company Synopsis:

Animoca Brands Corporation Ltd (ASX:AB1) is listed on the Australian Securities Exchange.

Author:

Proactive Investors Australia

+61 (0)2 9280 0700

action@proactiveinvestors.com.au

You understand and agree that no Content (as defined below) published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person.

You understand that in certain circumstances the Company, its related bodies corporate, the information providers or their affiliates may have received, or be entitled to receive, financial or other consideration in connection with promoting, and providing information about, certain entities on the Site and in communications otherwise provided to you.

You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate. From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

Before you act on any general advice we provide, please consider whether it is appropriate for your personal circumstances.