

Animoca Brands Corporation Ltd

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Animoca Brands' Crazy Kings app to hit Chinese Android handsets, web

Animoca Brands Corporation Ltd (ASX:AB1) has finalised its previously announced publishing agreement with Beijing Bosi Interactive (BBI) that will put its Crazy Kings mobile game into the Chinese market.

The licence attracts an RMB 5.1 million (A\$1 million) fee payment that allows BBI to develop, publish and distribute the game in China on the Android operating system and the web using the game's HTML5 version.

READ: Animoca Brands signs multiple deals to launch blockchain products for mass consumer markets

Animoca will also share in net revenues from the game with monthly payments from mobile games distribution and marketing company BBI.

The company expects to partially-fund future game development of the adventure game Crazy Kings for the Android and HTML5 platform, which Animoca can then publish in markets outside China.

The three-year deal for is for the China, Hong Kong and Macau markets and was announced in late July 2018.

It will be automatically renewed for another year unless either party terminates with 30 days notice.

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

BBI has licensing arrangements with the main three Chinese telecommunication companies — China Mobile, China Unicom and China Telecom.

The telcos have about 1.5 billion consumers on mobile and fixed line carriers.

Mobile app Crazy Kings is a tower defence and collectible card fantasy mobile game launched as the prequel to the company's most commercially successful launch of 2018, Crazy Defense Heroes.

Animoca has published Crazy Kings across the world on Apple iTunes stores for use on iOS devices.

The Android and HTML5 versions of the game are expected to be finished by the middle of next calendar year.

Animoca uses gamification, blockchain, and artificial intelligence technologies to develop and publish mobile products.

Price: A\$0.15

Market Cap: A\$123.15M

1 Year Share Price Graph



Share Information

Code: AB1

Listing: ASX

52 week **High** **Low**
 A\$0.17 **A\$0.05**

Sector: Tech

Website: www.animocabrands.com

Company Synopsis:

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

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These products include games such as The Sandbox and products based on licensed intellectual properties such as cartoon characters Garfield and Thomas & Friends, Mattel fashion doll franchise Ever After High and Japanese manga series Doraemon.

In China the Hong Kong, Canada and Finland-based company is the exclusive distributor of Axiom Zen-developed blockchain-based virtual cat-trading game CryptoKitties.

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