

Animoca Brands Corporation Ltd

13:01 26 Oct 2018

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: 0.18

Market Cap: \$161.37 m

1 Year Share Price Graph



Share Information

Code: AB1

Listing: ASX

52 week High Low
0.215 0.064

Sector: Software & services

Website: www.animocabrands.com

Company Synopsis:

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

action@proactiveinvestors.com.au

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.

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 Company is a publisher. You understand and agree that no content 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 the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. 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.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Animoca Brands Corporation Ltd named herein, including the promotion by the Company of Animoca Brands Corporation Ltd in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).