

# Animoca Brands Corporation Ltd

13:52 03 Apr 2019

## Animoca Brands teams with MLB Champions game developer Lucid Sight

Animoca Brands Corporation Ltd (ASX:AB1) has entered into a binding term sheet with Lucid Sight, Inc. to promote, market, and distribute Lucid Sight's portfolios of games in Asia.

Lucid Sight is the developer of virtual reality (VR) and augmented reality (AR) games as well as various blockchain games, including the successful flagship title MLB Champions based on the Major League Baseball franchise.

**READ:** Animoca Brands secures \$12.6 million contract; expands footprint into China

The developer's other titles include Crypto Space Commander (CSC), Herocade, Polyrunner, Star Drive, Z-Strike, and 405 Road Rage.

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.

Lucid Sight collaboration

Animoca will receive a share of net revenues generated by Lucid Sight's games in Asia, as well as a share of net revenues generated by the games outside of Asia in connection with distribution and publishing deals and other agreements brought by Animoca.

In addition, Animoca will have the right to use assets from Lucid Sight original games in at least two of Animoca's blockchain titles as non-fungible tokens (NFTs).

Animoca is developing blockchain licencing relationships with prominent sports franchises (recently signed with Formula 1), positioning the company at the forefront of the industry and providing a distribution platform to launch blockchain games and NFTs.

Animoca co-founder and chairman Yat Siu said: "We are proud to partner with Lucid Sight and its deeply experienced game development team as we continue to work with major brands to create blockchain-based true digital ownership of in-game assets.

"Baseball is one of the most popular sports in Japan, Korea, and Taiwan - territories that are also pioneers in blockchain adoption - and we see high potential for MLB Champions in the region."

**READ:** Animoca Brands partners with global talent platform Talenthouse

**Price:** A\$0.145

**Market Cap:** A\$119.05M

### 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](http://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**

Animoca has also participated in a US\$6 million round of funding into Lucid Sight. However, the amount invested by the company was not material.

Investors in the round included Salem Partners, The Galaxy EOS VC Fund, Digital Currency Group, Breakaway Growth, and Frontier Venture Capital.

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](mailto: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.

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.