



animoca  
BRANDS

STRATEGY UPDATE  
May 2020

Building the virtual asset  
class of the future

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# WHO IS ANIMOCA BRANDS?



Animoca Brands leverages **gamification**, **blockchain**, and **artificial intelligence** to develop and publish **digital entertainment products** including original games as well as products based on popular intellectual properties.



Disrupting the ~**\$150 billion** game business



Delivering property rights to the growing **2.5 billion** gamers while creating a **new asset class**



Leader in the emerging digital assets market with a mission to drive **mass blockchain adoption**



Partnerships with the biggest brands in the world, with **10 million monthly active users**



Grew the business **3.9x** year-on-year from 2017 to 2019 (cash receipts from customers per annum)

# WHO ARE WE?

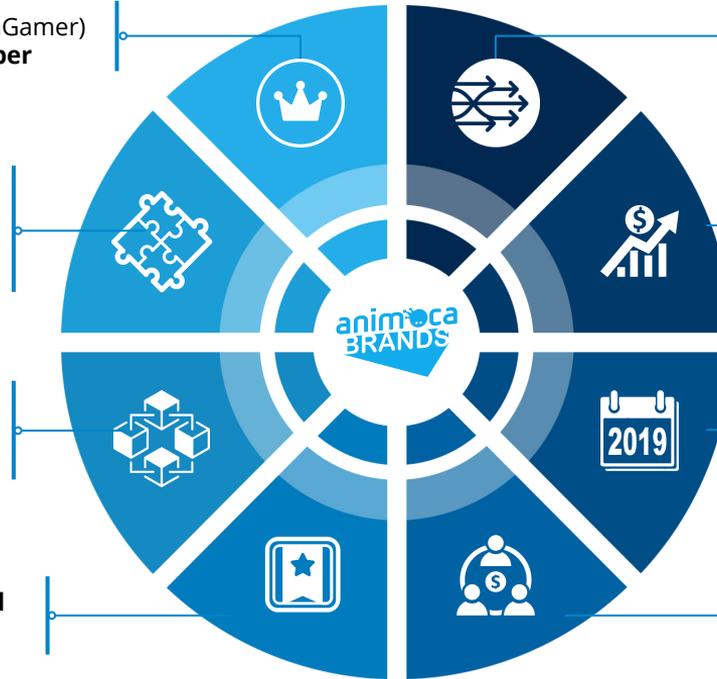


A **Top 5 Blockchain Game Company 2020** (BlockchainGamer) and **Top 50 Global Developer** (PocketGamer)

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

Leader in **adoption of blockchain and AI** for digital assets and games

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

Pipeline of **high-value opportunities**

In **2019** the Company recorded cash receipts from customers of ~A\$25 million

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

# STRONG BUSINESS PERFORMANCE in 2019-2020



**~10M** Monthly active users



**325+** Brands & IPs



**A\$873k** F1® digital collectible auctions and crate sale



**A\$6.57M** SAND sale & SAFE  
**4,793 ETH\*** LAND Token sale



**A\$24.9M** FY 2019 Cash receipts of \$24.9m, 1.8x YoY increase



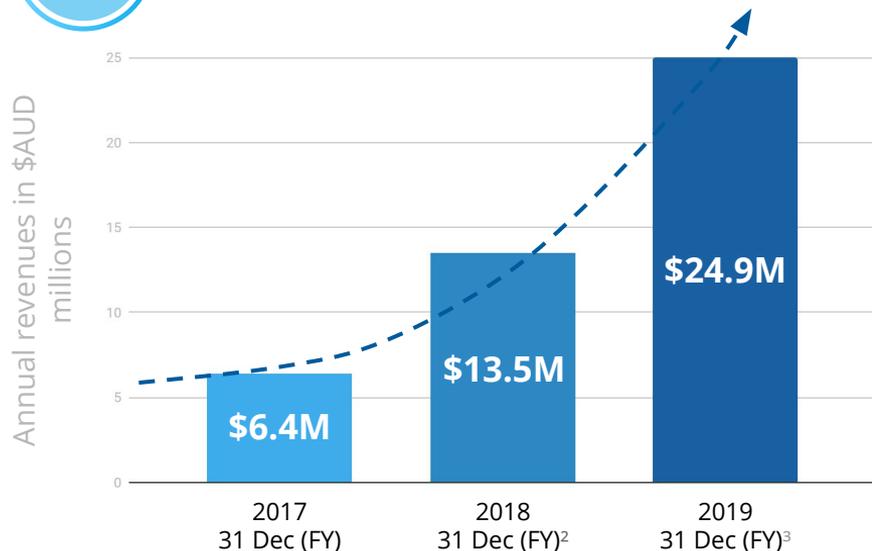
**592 ETH\*** FC Bayern Munich auction sale

\*4,793 ETH is approx. A\$1,543,000, and 592 ETH is approx. A\$190,000 at current exchange rate (28 May 2020)

# CASH RECEIPTS 2017 - 2019 (A\$)



## CASH RECEIPTS FROM CUSTOMERS<sup>1</sup>



2019 was a transformational year for Animoca Brands, with record cash receipts<sup>1</sup> during the year

- Cash receipts from customers for 2019 totalled \$24.9 million, **1.84x higher** than for 2018
- The company had \$8.8 million in cash and cash equivalents at end of 2019, **1.16x more** than at end of 2018

<sup>1</sup> 2019 receipts from customers includes \$6.9 million of deferred revenue. 2018 receipts from customers includes \$1.1 million of deferred revenue.

<sup>2</sup> Audited

<sup>3</sup> Unaudited

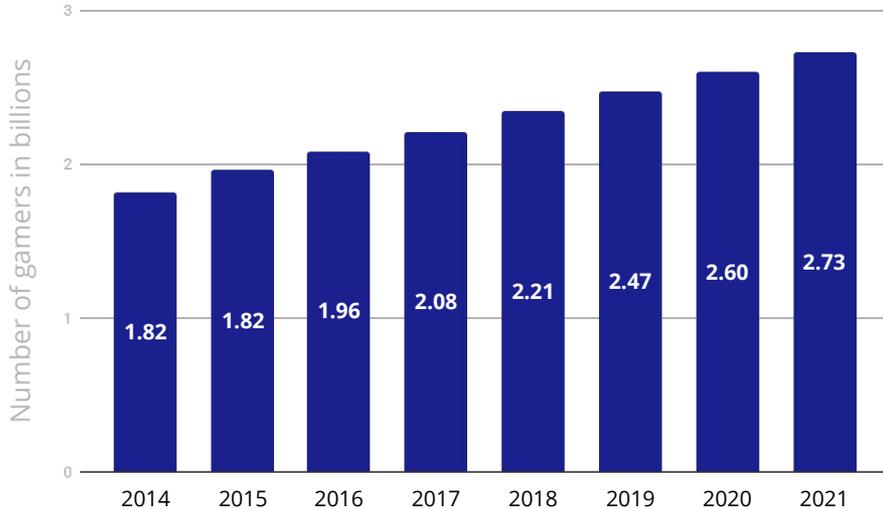


# THE MARKET

# 2.5 BILLION GAMERS

## NUMBER OF ACTIVE GAMERS WORLDWIDE FROM 2014-2021

Source: statista, 2019



The video gaming industry is huge and shows no signs of slowing down. While there were about 2.5 billion video gamers across the world in 2019, this figure is expected to further rise to more than 2.7 billion gamers in 2021.

Source: Statista.com 2020

### Asia Pacific

**1.2 B**  
gamers

**\$72.2B**  
revenue

**X2**  
market size of  
North America

Asia Pacific represents more than **double** the revenue generated in the second largest region, North America (2019)  
(source: Statista.com 2020)

### The World

### United States

**2.5 B**  
gamers

**66%**  
of population

**46%**  
female

About 2.5 billion video gamers across the world in 2019

66% of the U.S. population are gamers, up from **58% just 5 years earlier**

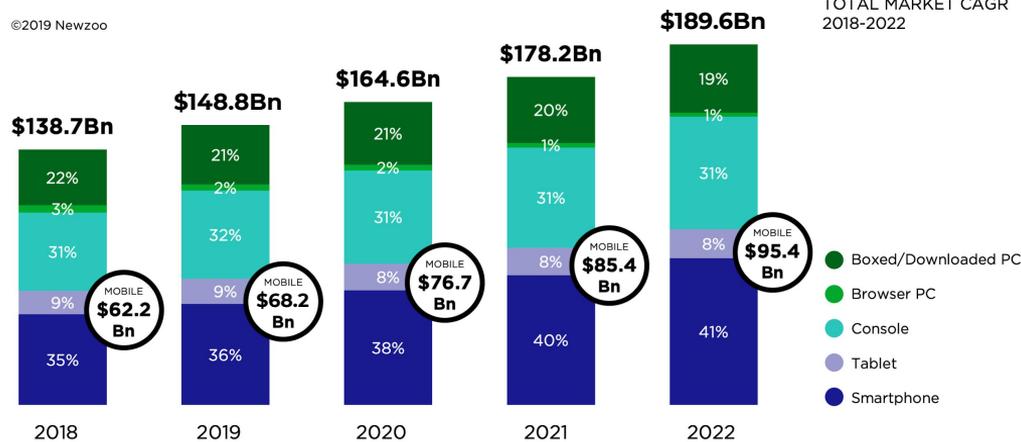
Female gamers made up 46% of the U.S. gaming population in 2019, **up from 38% in 2007**

# VIDEO GAMES BIGGER THAN MUSIC & MOVIES COMBINED (US\$)



## 2018-2022 GLOBAL GAMES MARKET FORECAST PER SEGMENT TOWARD 2022

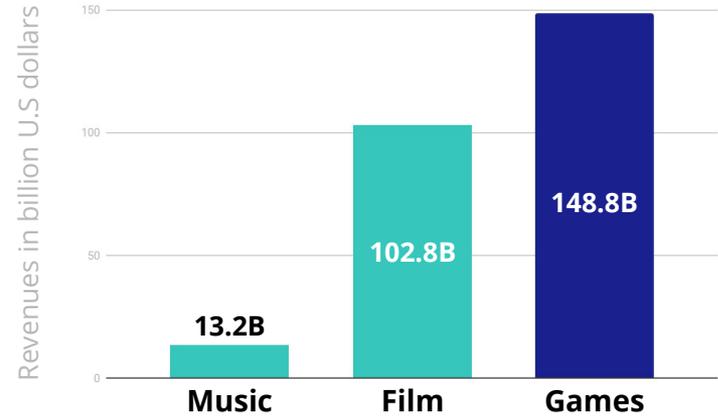
©2019 Newzoo



“The video gaming market has outpaced the contemporary industries of film and music and is expected to be a \$300 billion annual industry by 2025. So, it seems ironic that investors are slow to catch on.” (USA News Group)

## 2019 GLOBAL REVENUES

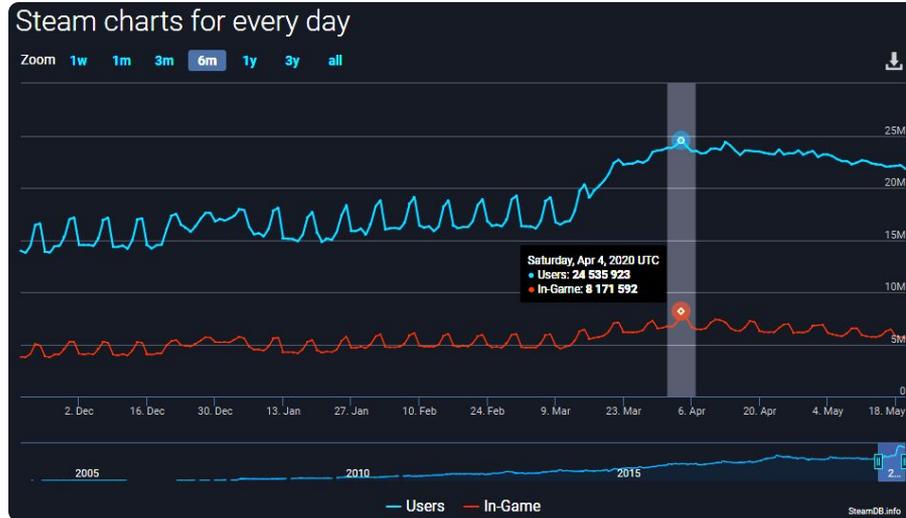
Sources: statista, IBISWorld, Newzoo



Video games were once the domain of nerdy teenage boys. But now they're more mainstream than movies.

For the first time, gaming is a larger market than video and music combined.

# GAMING INCREASE DURING COVID-19



**24.5M**  
concurrent  
users

According to SteamDB, number of Steam concurrent users gained 23.7% in March and reached 24.5 million on 4 April 2020, setting a new record. That was the fourth weekend in a row that Steam had hit a new concurrent users record. (source: PC Games Insider)

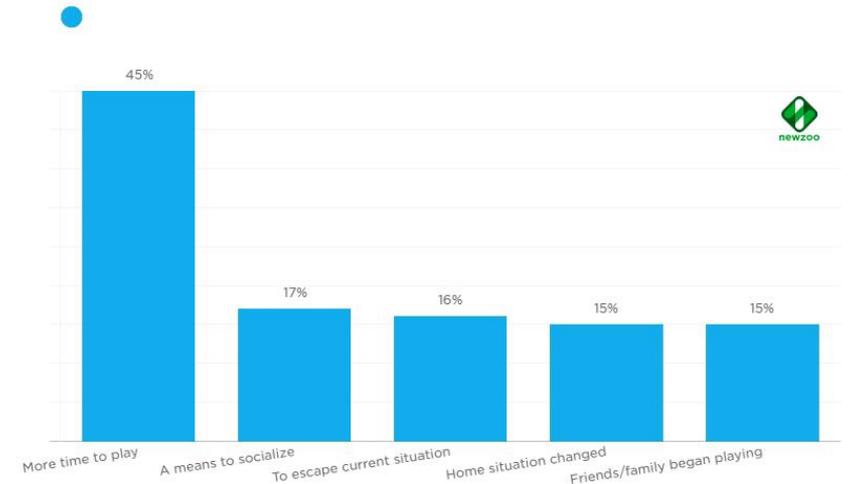
**35%**  
playing more

Research published by DataReportal in April 2020 revealed that 35% of participants in their study were spending more time playing computer or video games in recent weeks. And 10% of participants said they would continue spending more time playing games even after the COVID-19 outbreak ends.

## Gamers playing more in lockdown

### Why Gamers in the U.S., Japan, and Italy Are Playing More in Lockdown

Based on a sample of 1,204 respondents (aged 10-30)



(source: Newzoo, 2020)



# BLOCKCHAIN & GAMING

# THE INTERNET OF VALUE: TRUE DIGITAL OWNERSHIP

## Web 1.0/ Web 2.0

Data is copied



User 1    User 2

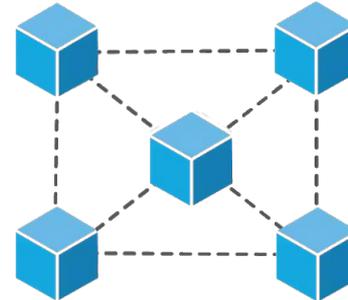
### Types of data

- Texts
- Images
- Videos
- Music

VS.

## Blockchain

Ownership is transferred



### Types of transactions

#### Intangible assets

- Currency
- Shares
- Copyrights
- Patents

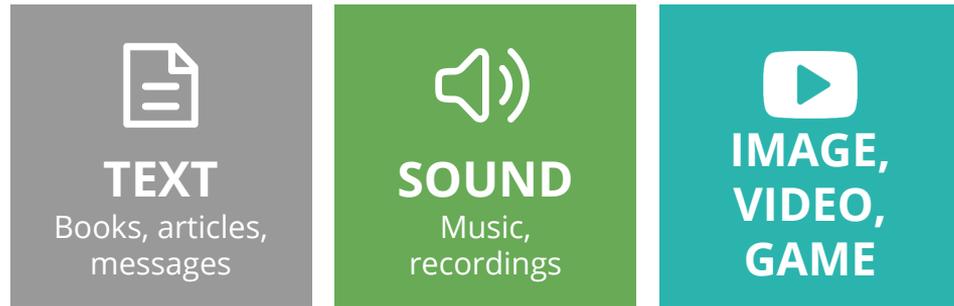
#### Tangible assets

- Real estate
- Goods

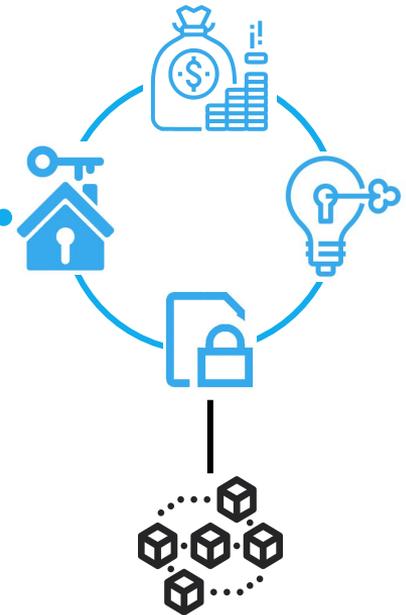
#### Obligations

- Contracts
- Pledges

# TOWARDS TRUE DIGITAL OWNERSHIP



**VALUE?**  
Assets, wealth, securities, IP, currency, trusted information (ID, ownership)



# SYNERGY: BLOCKCHAIN AND GAMING



## Gamers understand the value of virtual items and currencies

- 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



## Games generated US\$148.8 billion in 2019 (source: NewZoo)

- **\$68.2 Billion** from ‘free to play’ games (optional in-app purchases)



## Blockchain has significant benefits for gamers

- Reduces transaction costs thanks to 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



## Blockchain and non-fungible tokens let game developers increase revenue opportunities and user engagement

### Current Game Revenue

- In-app purchases
  - Including subscriptions
- Advertising

### Additional Blockchain Revenue

- (Pre) Sales of in-game assets
  - Items
  - Utility tokens
- Percentage of transaction fees based on volume of digital items traded
- True economies being built on virtual grounds



## Animoca Brands at forefront of blockchain gaming

- One of the early adopters of blockchain gaming
- Huge network of partnerships with and investments in major blockchain gaming companies
- Bringing internationally well-known brands such as Formula 1, MotoGP, and FC Bayern Munich to blockchain gaming
- Original title *The Sandbox* recognized as one of the most anticipated blockchain games

# NON-FUNGIBLE TOKENS (NFTS)

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

Fungible	Non-fungible
E.g., one US Dollar, or one Bitcoin	E.g., a limited-edition postal stamp, or a CryptoKitty
Interchangeable	Not interchangeable
Uniform (all are the same)	Distinct or unique
Divisible	Indivisible



NFTs are not cryptocurrencies!

The cats you see on this page are unique digital collectibles from *CryptoKitties*, an app built on blockchain by our partner Dapper Labs. CryptoKitties are NFTs and are not cryptocurrency.

The NFTs can be traded as unique items. Ownership is tracked securely thanks to blockchain.

**Any in-game item can be a NFT.**

## Token Interfaces

**ERC-20:** *fungible tokens*. For ownership of assets like currencies (e.g., Bitcoin, in-game currency). Such tokens are uniform and interchangeable.

**ERC-721:** *non-fungible tokens*. For ownership of things (e.g., a sword, a racecar). Such tokens are completely unique and not interchangeable.



◆ ERC 721 ◆



# TODAY'S CENTRALIZED VIRTUAL ITEMS MARKETS



## Walled Gardens

Games are almost always contained inside their own centrally controlled platforms  
**CS:GO** is an example of the problems of walled gardens



Valve's new trading rules banned third party CS:GO item trading websites

- 1.) Third party trading platforms "use Valve intellectual property" and "violate the Steam Subscriber Agreement."
- 2.) To "fight fraud and misuse of Steam Accounts"
- 3.) Third party trading platforms undermined Valve's authority

**X Over 157,000 (unhappy) player requests**

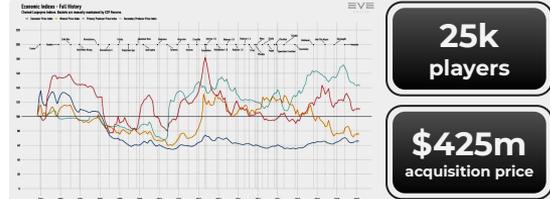
Although over 157,000 people signed a petition on change.org asking Valve to revert to its previous trading rules, Valve is not allowing item trade outside of CS:GO.

Valve's control over its digital items causes both the players and the game to miss out on the value and opportunities of a free market.

## Successful "walled garden" trading of digital items



Note that in the cases below **players do not actually own any of the items**, regardless of how much they pay - they merely obtain licenses to hold and use the items.



EVE online does not have a high user base (~25k players on average), but it has incredible economic activity. The developer Pearl Abyss was acquired for \$425 million.



Roblox hit the **100 million** user mark. Roblox content creators earned over **\$100 million** in 2019

However, Roblox is also a walled garden.

# WHY 2.5 BILLION GAMERS NEED BLOCKCHAIN

## TRUE DIGITAL OWNERSHIP

Blockchain allows gamers to be the true and perpetual owners of their digital items, even if the game is shut down or abandoned. With blockchain, every **game item can become a permanent asset**, allowing gamers to decide how they want to trade, sell, or gift their items - thereby introducing real **property rights for game items**.

## SECURE and IMMUTABLE

Blockchain allows digital game items to be easily tokenized and traded in primary and secondary markets that are managed and facilitated by blockchain technology. Items based on scarcity and demand usually invite fraud and theft, but these risks are minimised on blockchain because it is a **highly secure** distributed ledger with **decentralized trust** not owned by any single organization.

Despite being around for years, Bitcoin and Ethereum have **never been hacked**.



## TRADING

Blockchain-based gaming platforms can provide users with ultimate control over their digital assets. They can buy and sell items freely without concern that they will be ripped off or that a platform will close down, or unilaterally change the value of their in-game items.

## CROSS-APPLICATION INTEROPERABILITY

Blockchain allows games to utilize shared assets. Items, characters, and other game elements can be used in other games that permit their use. Game items no longer have to be confined to one narrow digital ecosystem, but can expand beyond their original use, thereby increasing in utility and potential value.

# HOW INTEROPERABILITY MATTERS

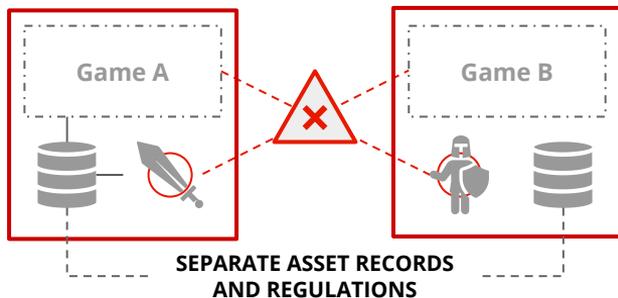


Cross-application interoperability refers to the capability of games to utilize a shared asset.

## TRADITIONAL CLOSED LOOP MODEL

**PROBLEM:** As long as assets are bound to one server, their value hinges on one use case: the original game. And when players get tired of that game, or when that game shuts down, that item becomes a sunk cost. The centralized model, put simply, traps players' assets to a single server.

### SILOED DATABASES CONFINE ASSETS TO THEIR NATIVE ECOSYSTEM

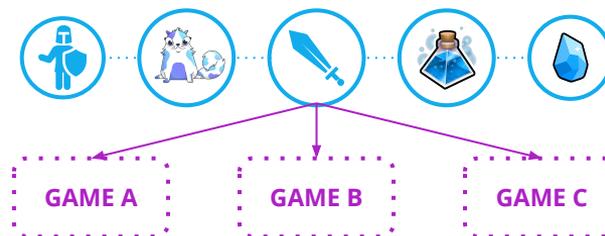


Under this model, user-transactions form mere license agreements: a right to use items within (and only within) the context of that original game, thus forming a closed loop between player and developer.

## DECENTRALIZED NETWORKS ENABLE INTEROPERABILITY

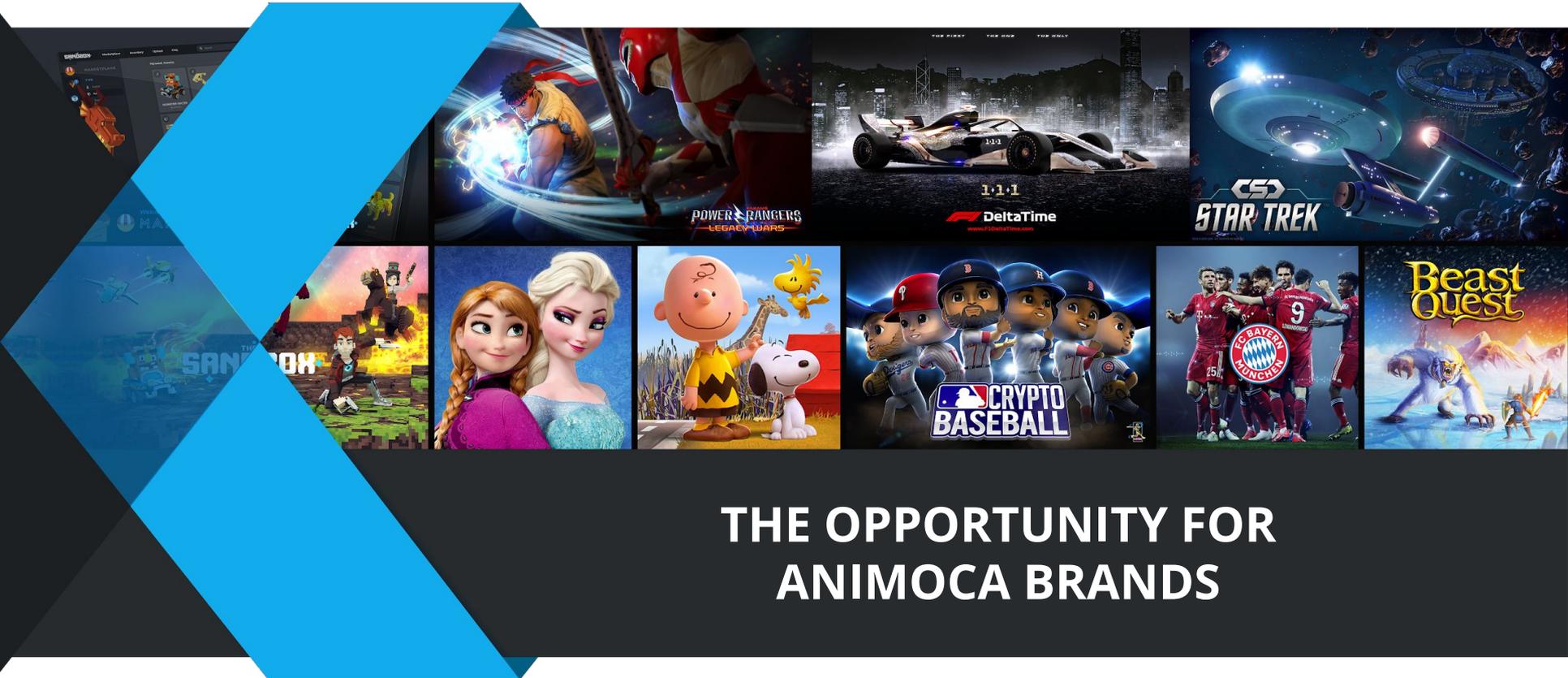
**SOLUTION:** By storing these assets on distributed ledgers, they can be leveraged by players in a variety of games. Items in Game A have use-cases in Game B. Decentralized networks foster an open-economy, one in which the borders of applications are opened, allowing migration of assets from one game to the next.

### DECENTRALIZED MODEL FACILITATES XCH. BETWEEN GAME ECOSYSTEMS



### NFTs PROMISE TO SET THIS BOLD NEW STANDARD FOR CROSS-APPLICATION SUPPORT

If developers shut down, players assets are not lost. Players can still use them in other games which recognize those assets and continue to trade them on decentralized marketplaces. The idea is that assets are no longer constrained to a single ecosystem.



# THE OPPORTUNITY FOR ANIMOCA BRANDS

# BIRTH OF A NEW ASSET CLASS

**~US\$50B  
2019\***

The 2019 **global virtual goods** market size was estimated to be valued about US\$50 billion, up from US\$38 billion in 2017. The rising popularity of free-to-play games have encouraged the purchase of virtual goods, thereby, resulting in a rapid forward momentum of the market.

**~US\$189.7B  
by 2025\***

The global virtual goods market is estimated to reach a value of about US\$189.7 billion by 2025. The emerging popularity of MMOGs facilitated by social networking websites has led to gamers spending a considerable amount of their time in game worlds.

**Planet Calypso from Entropia**  
value \$ 6 million

**Value: \$ 6M**

**Ethereal Flames Pink War Dog-Dota 2**  
value \$ 38,000

**Value: \$ 38k**

**Eve Online Revenant Supercarrier**

**Value: \$ 9k**

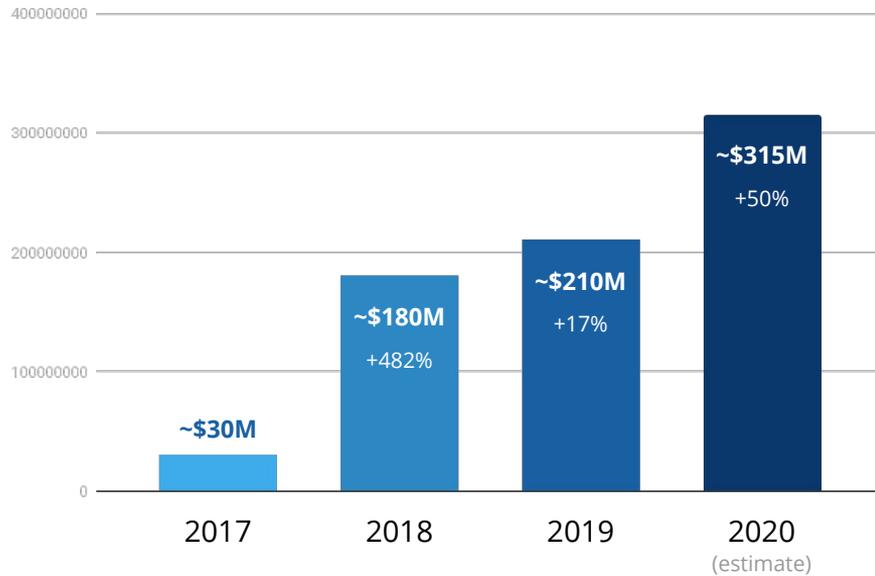
**Amsterdam-Second Life**  
value \$ 50,000

**Value: \$ 50k**

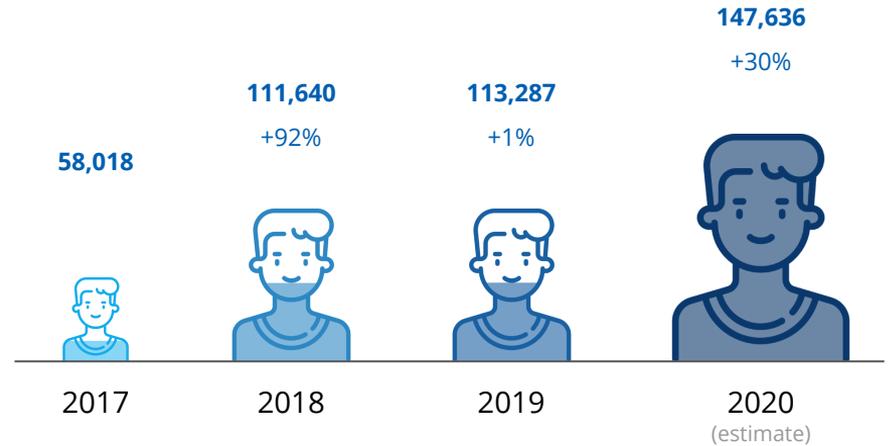
Source: SuccessStory

# A GROWING NFT MARKET

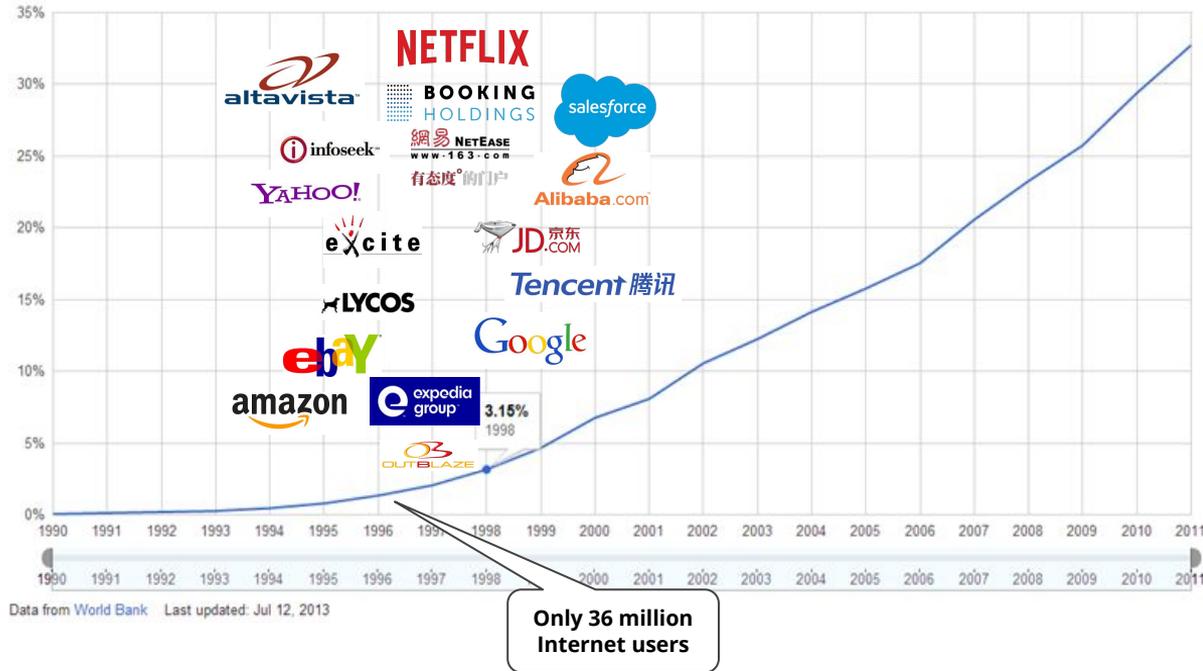
## NFT MARKET CAPITALIZATION (US\$)



## NUMBER OF CRYPTO PLAYERS



# BLOCKCHAIN: LIKE THE INTERNET 20+ YEARS AGO



## 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 47 million cryptowallets (Statista, April 2020). Similarly, in 1996 there were only about 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.

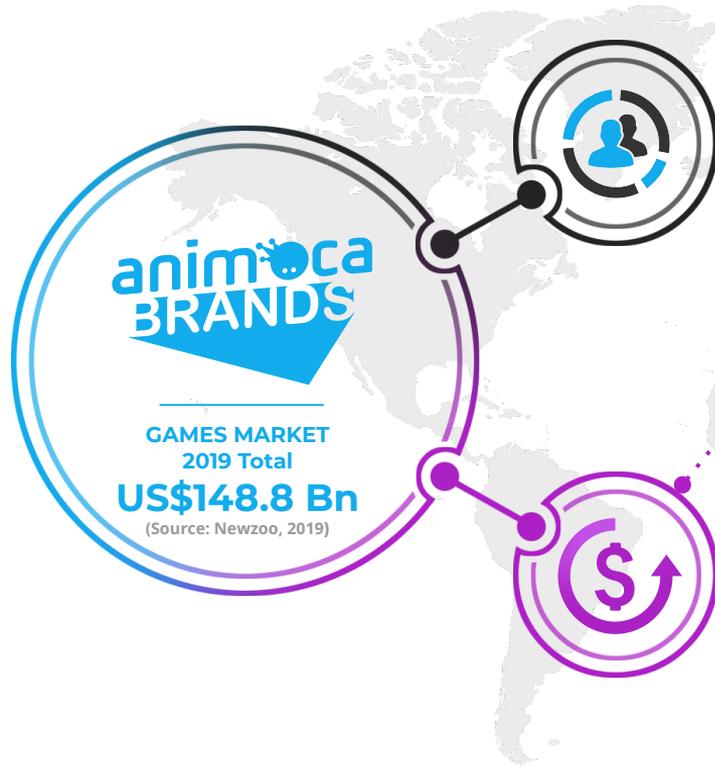
## Early market opportunity

**US\$255.5B cryptocurrency market cap**  
(CoinMarketCap, 28 May 2020)

**Driven by the owners of just ~47 million crypto wallets** (Statista, April 2020)

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

# TRUE DIGITAL OWNERSHIP: GOALS



## DOMINANT PLAYER

Animoca Brands is working to become a dominant player in blockchain by onboarding the next billion users and facilitating **mass adoption**

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

## INCREASE REVENUE

Animoca Brands is increasing revenue opportunities by providing players with **true ownership** of their game assets - disrupting current practices in the game industry.

# BLOCKCHAIN SHIFTS POWER FROM GAME STUDIOS TO PLAYERS



OWNERSHIP



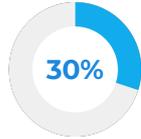
POWER SHIFT



GAME PLAYERS

- Players will generally prefer to play games where they own their property outright
- **Better to own an asset than to rent it**
- Today, gamers basically own nothing and are at the mercy of game studios/publishers
- True digital ownership will **shift power from game studios to the game players**

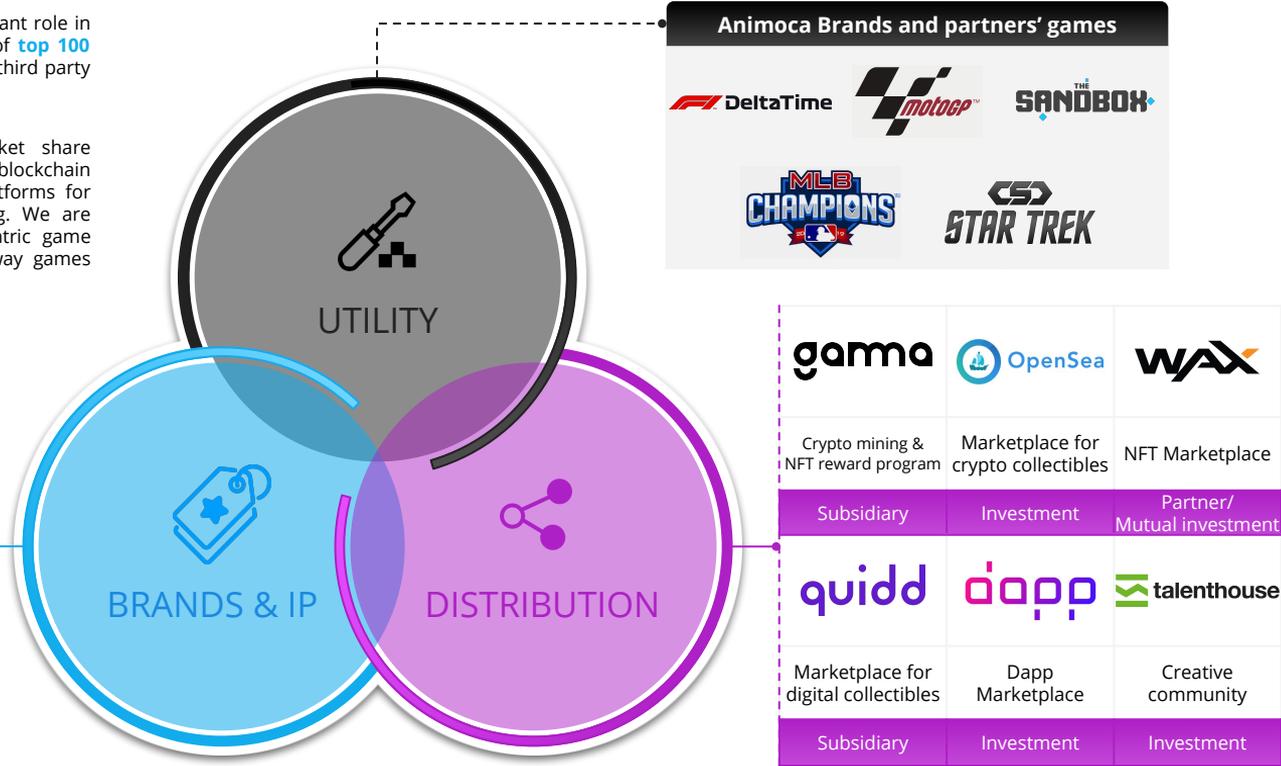
# BRINGING POPULAR BRANDS TO BLOCKCHAIN



Third-party brands and IPs play a significant role in mobile game revenue generation: 30% of **top 100 grossing games** in the US are based on third party IPs.



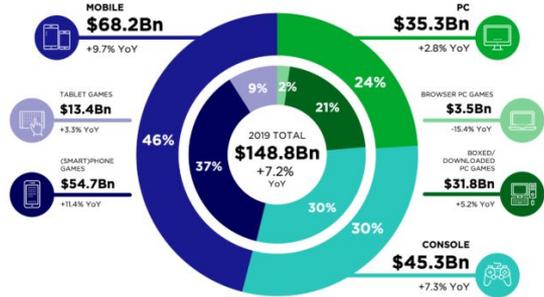
Animoca Brands seeks to gain market share through leveraging well known IPs, blockchain technology and various distribution platforms for digital collectibles and game publishing. We are making next-generation, community-centric game publishing a reality, transforming the way games are purchased, shared and experienced.



# DIGITAL OWNERSHIP COULD INCREASE CONVERSION



## 2019 GLOBAL GAMES MARKET PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



In 2019, mobile games generated  
**US\$68.2Bn**  
Or **45%** of the global games market

Driven primarily by **less than 3%** conversion in Free2Play Games

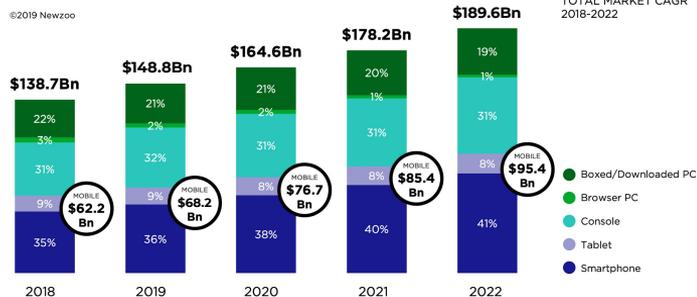
A **1% increase** in Free2Play conversion rates represents a **\$20-25B** growth opportunity



## 2018-2022 GLOBAL GAMES MARKET FORECAST PER SEGMENT TOWARD 2022

**+9.0%**

TOTAL MARKET CAGR 2018-2022



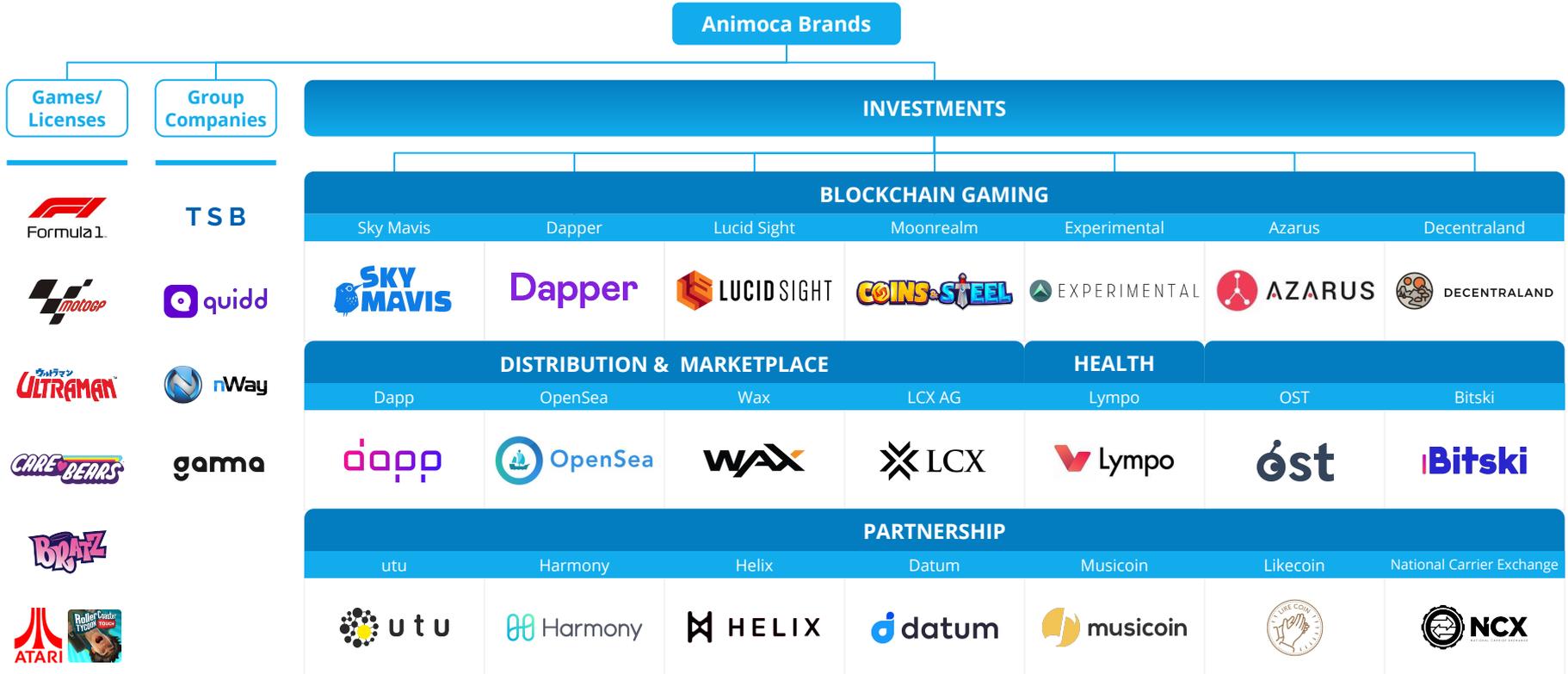
### Gamers and Blockchain

- Gamers already understand concepts like **virtual currencies** and **digital ownership**
- There are about **2.5 billion gamers** worldwide (source: Statista)
- 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.)



# ANIMOCA BRANDS BLOCKCHAIN ACTIVITIES

# BLOCKCHAIN INVESTMENTS AND PARTNERSHIPS





## THE SANDBOX

### **TSB GAMING (*THE SANDBOX*)**

*The Sandbox* is a virtual world where players can build, own and monetize their own voxel gaming experiences on the Ethereum blockchain. Our vision is to offer a deeply immersive metaverse in which virtual worlds and games will be created collaboratively and without central authority.

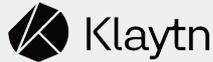
# SAFE and SAND RAISE US\$4.5 MILLION



Animoca Brands raised **US\$4.5m** in cash and cryptocurrency via the issue, by its subsidiary TSB Gaming Ltd., of SAFE convertible securities and SAND utility tokens to fund development of the upcoming blockchain version of *The Sandbox*

**#HASHED**

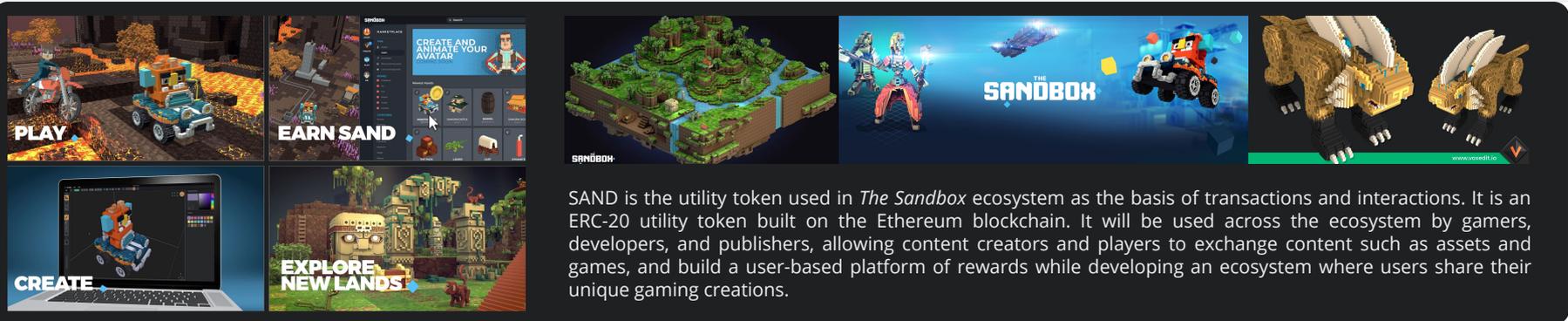
The investment was led by **Hashed**, the largest crypto assets fund and accelerator in South Korea, with operations based in San Francisco and Seoul



**Partnership with Klaytn to distribute *The Sandbox* through its Klaytn ecosystem.** Klaytn is the blockchain platform and subsidiary of leading Korean mobile technology company Kakao, the dominant messaging app in South Korea with over **50 million monthly active users** and ~US\$9.2bn market cap



Investors also included **Square Enix**, **B Cryptos**, and **True Global Ventures**



SAND is the utility token used in *The Sandbox* ecosystem as the basis of transactions and interactions. It is an ERC-20 utility token built on the Ethereum blockchain. It will be used across the ecosystem by gamers, developers, and publishers, allowing content creators and players to exchange content such as assets and games, and build a user-based platform of rewards while developing an ecosystem where users share their unique gaming creations.

# PRESALES OF LAND



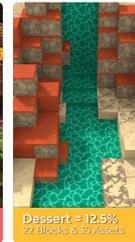
1st round of *The Sandbox* LAND Presale sold out in the first 4 hours of the planned 15-day event!

2nd, 3rd round of *The Sandbox* LAND Presale sold out within days



There are 166,464 LANDs in *The Sandbox*, with the scarcity and uniqueness of each LAND verifiable through blockchain

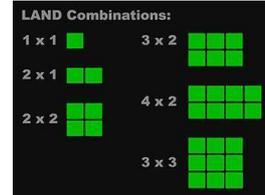
- LANDs are the unique digital locations in this universe where players can build and monetize games
- They are the fundamental real estate building blocks upon which game ASSETS (items and scripting) can be imported to create original interactive experiences
- LAND can be combined into larger groupings (ESTATES) to permit more ambitious game experiences
- Players will also be able to monetize such experiences on their LAND, rent out their LAND, and perform staking



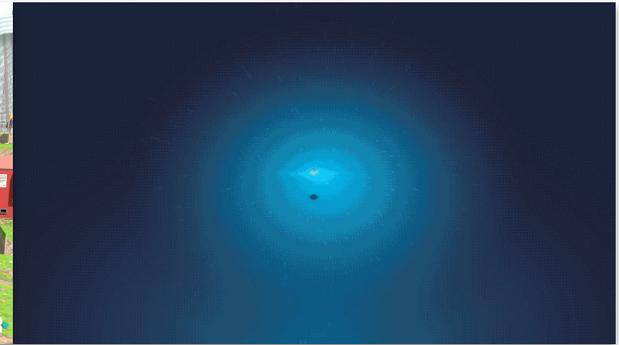
## Total Supply of LAND

160,000

LAND to be sold annually	24,000
Average price per LAND in Year 1	\$20.00
Average price per LAND in Year 2	\$35.00
Average price per LAND in Year 3-6	\$40.00



# THIRD LAND PRESALE SOLD OUT IN 5 HOURS



**\$450k**

**THE SANDBOX THIRD ROUND OF LAND PRESALE (10% OF TOTAL MAP) SOLD OUT IN 5 HOURS**

**PREVIEW SCREENSHOT OF THE ATARI THEME PARK GAME LAND ON THE SANDBOX PLATFORM**

**PLAYERS CAN BENEFIT FROM LAND OWNERSHIP**

1. Monetizing game experiences on their LAND
2. Developing virtual real estate
3. Renting their LAND and staking

The third LAND Presale round for *The Sandbox*, completely sold out within 5 hours, generating more than 3,400 ETH (equivalent to US\$450,000 at time of sale) via the sale of 12,384 unique LAND parcels. This historic performance, in the current context of the COVID-19 global pandemic and cryptomarket headwinds, makes it **the fastest-selling NFT presale in the videogame industry.**

Gamers, artists, creators, and investors alike rushed to purchase virtual real estate near some of the world's most iconic consumer brands and interactive entertainment producers such as the Atari® franchises Asteroids®, Centipede®, Pong®, and RollerCoaster Tycoon®. Players are vying to be the first to create their own 3D voxel games next to beloved game properties from Atari and the other 19 major partners of *The Sandbox*.

The LAND Presales offered players, creators, and crypto enthusiasts the chance to obtain a piece of *The Sandbox* metaverse at a favorable early adopter price. During each presale, participants buy LAND (with ether), and purchase exclusive ASSETS, which are NFT game items such as characters, animals, monuments, buildings, trees, and tools to populate game experiences.



## **F1<sup>®</sup> DELTA TIME**

F1<sup>®</sup> Delta Time is a blockchain game licensed by Formula 1<sup>®</sup>, developed and published by Animoca Brands. The game consists of a collectible component based on NFTs and a racing component that utilises those NFTs. The collectible component is available now, and the racing component will launch later in 2020.

# FORMULA 1<sup>®</sup> APEX NFT AUCTIONED AT RECORD 415.9 ETH



The first official **Formula 1<sup>®</sup>** digital collectible, the "1-1-1" car by **Animoca Brands**, was acquired at auction for 415.9 ether (revenue for Animoca Brands, minus a 2.5% auction platform fee). Worth approx. **US\$113,000** at the time of sale, this was one of the highest sums ever paid for a game-based non-fungible token (NFT) or virtual asset, and the highest price ever for a branded game NFT or digital car.

- ❖ The 1-1-1 is the first ever official NFT for the blockchain-based game **F1<sup>®</sup> Delta Time**, developed by Animoca Brands and based on the world's most popular annual sporting championship.
- ❖ The 1-1-1 name signifies
  - the first official Formula 1 NFT
  - the first **F1<sup>®</sup> Delta Time** car auction
  - the only one of its kind
- ❖ This is a unique item: a truly one-of-a-kind digital collectible and a digital milestone in motorsport.

## In comparison



This **Gods Unchained** game card ("Hyperion") was sold for 146.271 ether (about **US\$60,000** at time of sale)



This CryptoKitty ("Dragon") was sold for **US\$170,000**

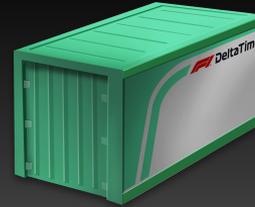


This CryptoKitty was sold for **US\$110,000**

## Setting records

- ❖ The 1-1-1's final auction bid of **415.9 ether**, valued at approximately **US\$113,000** at the time of sale, places it firmly among the most valuable virtual assets ever sold. It is also one of the highest auction prices ever for NFTs, and sets a record for the highest price ever paid for a branded game NFT or virtual car.

# FIRST CRATE SALE GENERATED US\$364,000



	Legendary	Epic	Rare	Common
Crates Sold	474	706	517	678
USD\$ Generated	\$237,000	\$105,900	\$20,680	\$13,560
Total number of buyers	446			



dapp



DappRadar



OpenSea

The first official **F1® Delta Time** crate sale, held on 2-9 March 2020, sold a total of **2,375 crates**, including over **94% of top tier** (Legendary) crates. The crate sale generated over US\$364,000 (approx. A\$555,000) and made **F1® Delta Time the top blockchain game** as ranked by 24-hour, 7-day, and 30-day trade volume on both DappRadar and Dapp.com.

Many of the **F1® Delta Time** digital collectibles are also trading on public marketplaces such as OpenSea, where the game became the first highest ranked DApp by volume on the platform (over 320 ETH or approximately A\$100,000).

# RACING GAME LAUNCHING IN SUMMER 2020



- The Racing Game will provide the full **F1® Delta Time** game experience.
- Played out in a full 3D environment, players will go head-to-head with others, racing their compositions against other **F1® Delta Time** players.
- Players need to qualify for a race, and are matched with players of a similar level via matchmaking. Once qualification ends, then the real race begins. Each player controls their car against a full grid of 19 other cars.



## NWAY

nWay is a San Francisco based developer, publisher, and tech platform for competitive multiplayer games across mobile, PC, and consoles. The company has a strong track record of developing AAA quality games on mobile and on console, namely the recently launched *POWER RANGERS: Battle for the Grid*, *POWER RANGERS: Legacy Wars*, and *ChronoBlade*.

# NWAY LIVE GAMES



## CHRONO BLADE

- Launched in 2012 on Facebook then **mobile** (iOS, Android) in 2014
- **Innovation:** Console quality Action RPG on browser (Facebook), mobile and smart TV
- Real-time PvP running crossplay on Flash (browsers) and Unity
- **Commercial Success:**
  - #1 Top Game in Korea with #4 Top Grossing
  - #7 Top Game in China with #23 Top Grossing

### Takeaway:

Built tech for crossplay early on in the market  
Scaled our tech to reach large numbers in Korea and China  
First real-time PvP game in Action RPG genre in mobile and browsers



## POWER RANGERS LEGACY WARS

- Launched in March 2017 on **mobile** (iOS, Android)
- **Innovation:** Real-time PvP only fighting game, with energy/card based battle mechanic
- Developed in just 9 months using nWayPlay
- **Commercial Success:**
  - #1 iOS US game at launch; **50M+** downloads; **600M+** matches played

### Takeaway:

Proven market appetite for fast action PvP game on mobile  
Strength of nWayPlay as a dev tool  
Strengthened nWay's esports competence (Mobile Masters, Amazon GameOn, ESL Cup, NBA tie-in)



## POWER RANGERS SABAN'S BATTLE FOR THE GRID

- Launched in March 2019 on **consoles** (PS4, Switch, Xbox) with PC launch in September 2019
- **Innovation:** Crossplay & cross-progression, low latency netcode
- Developed a console-quality game in just 7 months using nWayPlay
- Praises from fighting game community and critics on **gameplay** and **netcode**.

### Takeaway:

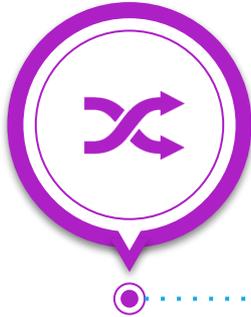
Product proof for nWayPlay's crossplay support. Further proof point that nWayPlay significantly saves development time.



# NWAYPLAY PLATFORM



**nWayPlay** is a platform in development that provides developers with complete backend and fully managed live-ops services to quickly develop and operate competitive multiplayer cross-platform games. nWayPlay also provides a unified player identify and friends system, which enables players to log-in, connect and play together with friends across different platforms such as consoles, PC, and mobile.



## Cross-platform

One build for many platforms development environment. Improves social & matchmaking experiences to increase player base and engagement



## Real-time multiplayer

Proprietary tech minimizes latency even over spotty WiFi and LTE - a must for fast, action-oriented competitive games



## Stable & scalable servers worldwide

Geo-distributed servers with custom matchmaking logic ensure optimal networked gaming experience with scalability and stability



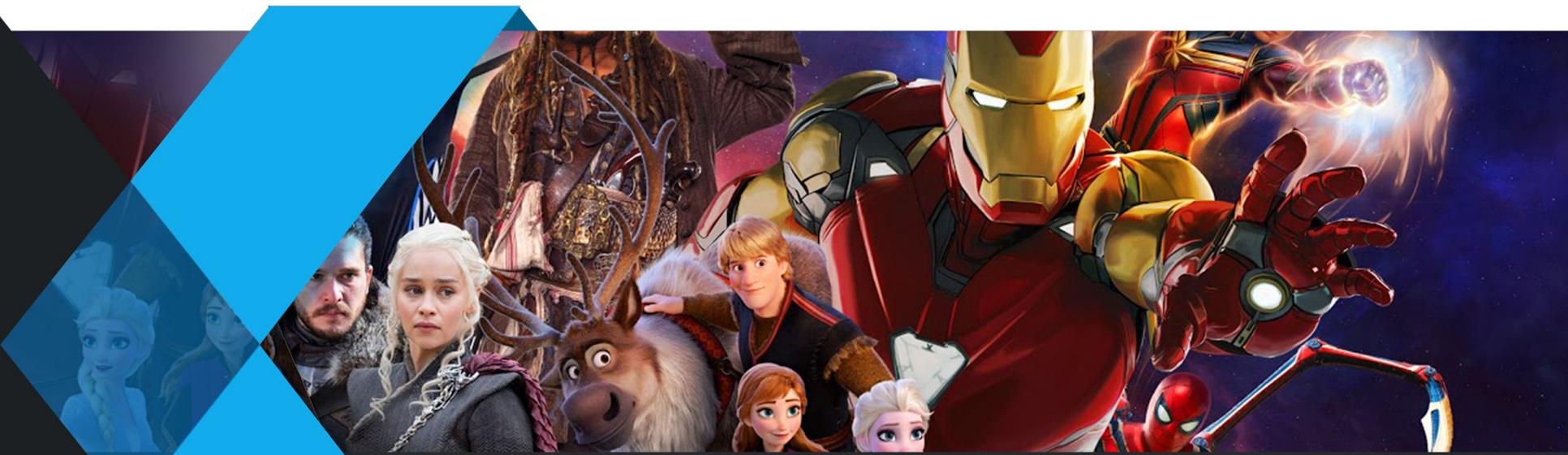
## Live operations

Real-time segmentation function allows personalized messaging and special offers to optimize engagement and monetization



## Marketplace & nWayPlay token

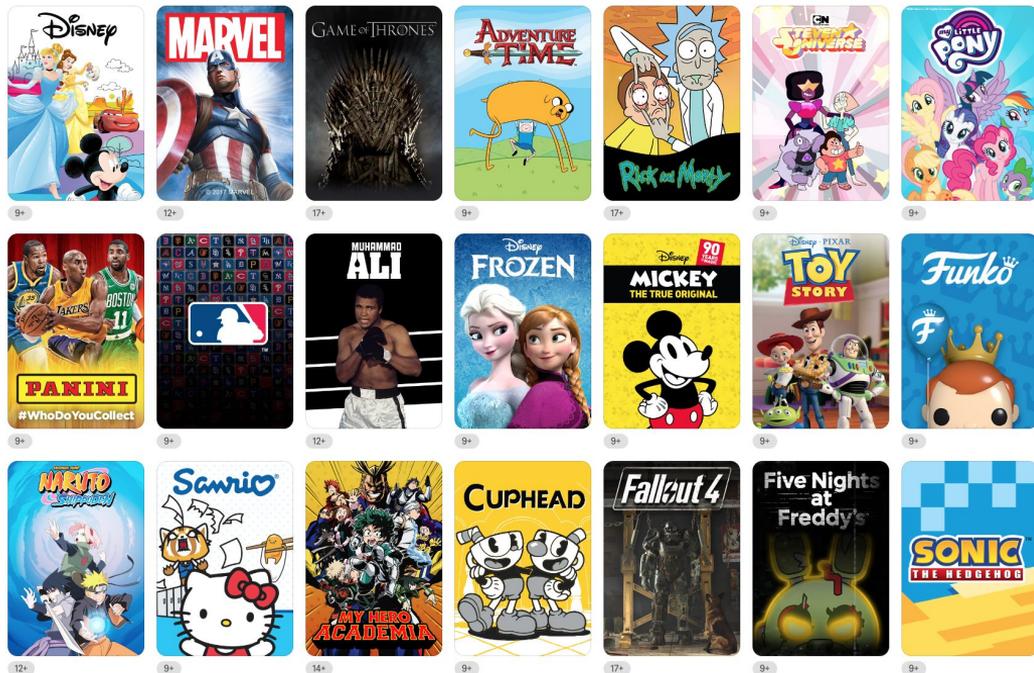
A single marketplace for all games; players can make money from selling NFTs and nWayPlay tokens



## QUIDD

Quidd is the world's leading marketplace for buying and selling digital collectibles. Through its apps, millions of people collect, buy, sell, and display limited-edition digital stickers, cards, and 3D toys featuring IP from the world's best media and entertainment brands, including Marvel, Game Of Thrones, Rick And Morty, Steven Universe, Adventure Time, Hello Kitty, My Little Pony, and more.

# QUIDD: THE LEADING MARKETPLACE FOR DIGITAL COLLECTIBLES



Quidd has the largest assortment of digital collectibles licenses and partnerships featuring the world's top brands across media, entertainment, and sports

Quidd works with major media companies through direct licensing agreements in order to bring the world's pre-eminent brands to its community of collectors. This includes Disney (Mickey Mouse, Toy Story, Frozen, Gravity Falls, Winnie The Pooh, The Lion King, etc.), Marvel, Hasbro (Transformers, My Little Pony), HBO (Game Of Thrones), Sanrio (Hello Kitty, Gudetama, Aggretsuko), Sony (Breaking Bad), CBS (Star Trek), Fox (Family Guy, Bob's Burgers), and more.

Quidd is also a marketplace that allows third-parties to create, publish, and sell their own officially-licensed digital collectibles. Through this extensive "3P" network, the company is able to expand its content offering even further, bringing its collectors even more of the world's best brands, including the NBA, MLB, Cartoon Network (Rick And Morty, Steven Universe, Adventure Time), and various anime properties (Naruto Shippuden, My Hero Academia, Bleach).

# COLLECTION OF 325+ GLOBAL BRANDS LICENCES



		STAR TREK	
Disney	MARVEL	PIXAR	Dr Seuss
HALO	GAME OF THRONES	Hasbro	TRANSFORMERS
Fallout 4	ADVENTURE TIME	DUNGEONS & DRAGONS	DOOM
Rick and Morty	NARUTO	GARFIELD	Funko



325+

Brands



2.1B

Individually-serialized  
digital collectibles

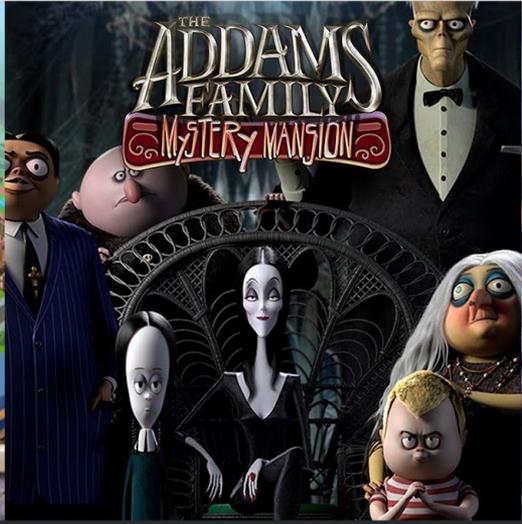
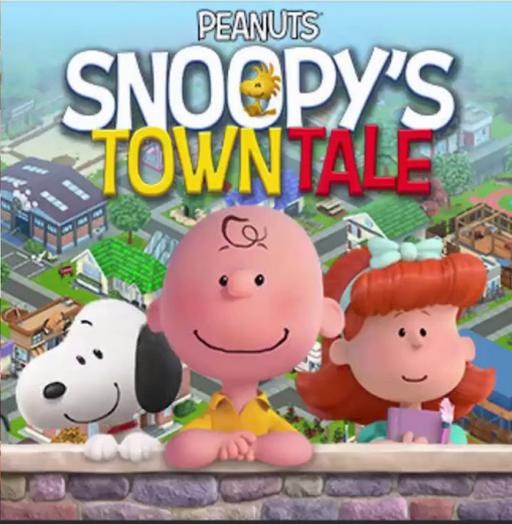
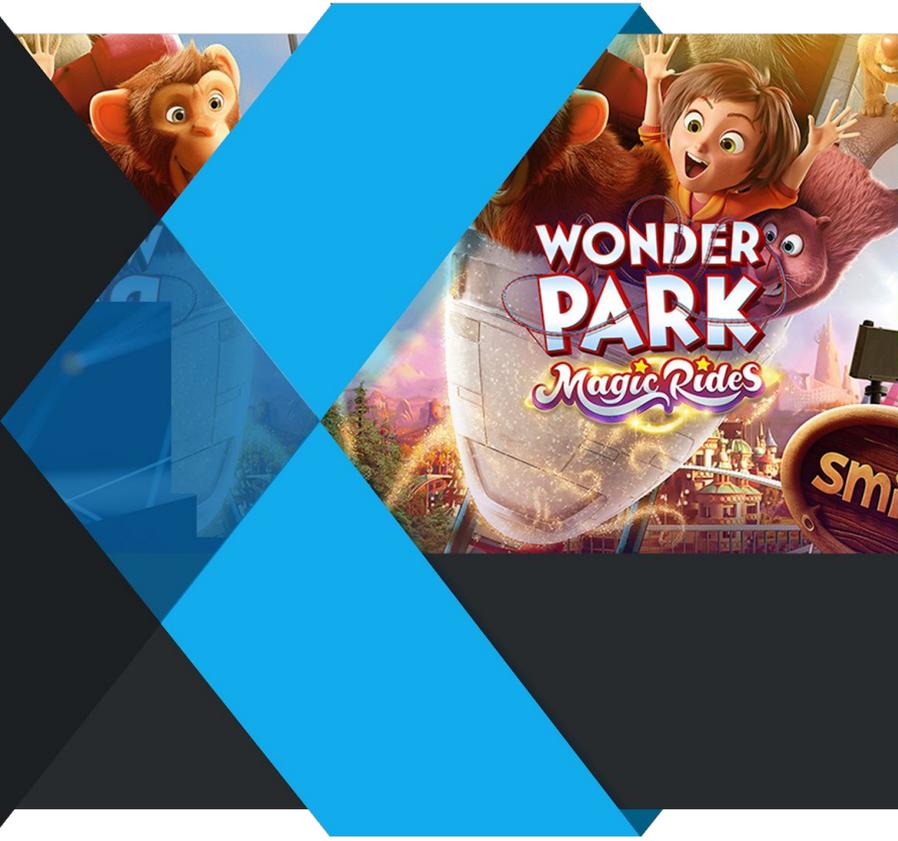


7M+

Cumulative  
unique users

**Quidd** has the world's largest assortment of digital collectibles licences and partnerships (over 325 brands) featuring the world's top content owners across multiple verticals - partners include Disney, Marvel, HBO (Game of Thrones), CBS (Star Trek) and NBA, among others

To date, Quidd has issued over 2.1 billion individually-serialized digital collectibles to over 7 million unique users. During every second, Quidd processes over 6 transactions in its marketplace.



# OTHER PROJECTS

# MAJOR MOBILE GAMES



CRAZY DEFENSE HEROES



MasterChef: DREAM PLATE



ADDAMS FAMILY: MYSTERY MANSION



PEANUTS: SNOOPY'S TOWN TALE



BEAST QUEST ULTIMATE HEROES

*Crazy Defense Heroes* is the highly successful sequel to popular tower defense game *Crazy Kings*. The game has been constantly featured by the App Store and Google Play, and downloaded approximately 2 million times.

*Crazy Defense Heroes* completed a collectible card NFT sale in May 2020, which was the first initiative by Animoca Brands to bring blockchain and NFTs to a traditional mobile game.

*MasterChef: Dream Plate* allows players to play as a MasterChef TV show contestant who cooks and presents dishes in competition with other contestants, using challenging ingredients and recipes. The dishes are judged by fellow players in real-time, in a one-of-its-kind interactive gaming experience that is new to the franchise.

The *Addams Family Mystery Mansion* mobile game is available globally for iOS and Android devices. "The Addams Family" is an MGM animated comedy horror movie based on the franchise spawned by the famous comic by Charles Addams, first published in 1938.

*Peanuts: Snoopy's Town Tale*, a city-building game launched in 2015 for the Peanuts 3D Movie.

Players become the 'new kid' in a town of their own design, as they collect and interact with characters from the Peanuts franchise.

*Beast Quest Ultimate Heroes*, based on the best-selling *Beast Quest* book series, launched globally on the App Store and Google Play with more than 560,000 pre-orders and pre-registrations