



animoca
BRANDS

Animoca Brands
Sydney Investor Day

September/October
2023

Disclaimer



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TIME	TOPIC
09:45 - 10:15	Registration + Morning tea
10:15 - 10:17	Welcome Speakers: Charis Campbell - Animoca Brands
10:17 - 11:15	Animoca Brands "State of the Union" Speakers: Yat Siu, Evan Auyang - Animoca Brands
11:15 - 11:45	Animoca Brands Executive Committee fireside chat Speakers: Yat Siu, Evan Auyang, Minh Do, Jared Shaw - Animoca Brands
11:45 - 12:15	Mocaverse Speakers: Yat Siu, Kenneth Shek, Alan Lau - Animoca Brands
12:15 - 12:45	Learning disrupted: How AI and Web3 is shaping a new future Speakers: Jordan Fogarty - Be Media, Yat Siu - Animoca Brands, Chris Barter - Kingriver, Amin Foda - Monash University
12:45 - 13:45	Lunch
13:45 - 14:15	Introduction to Web3 Services Speakers: Evan Auyang, Jared Shaw, Minh Do - Animoca Brands
14:15 - 14:35	Portfolio Showcase: Blowfish Speakers: Ben Lee - Blowfish
14:35 - 15:05	When blockchain and footy combine: a fireside chat with the AFL Speakers: Jordan Fogarty - Be Media, David Elliott - AFL, Rob Pickering - AFL
15:05 - 15:30	Afternoon Tea
15:30 - 16:00	Investor perspective on Web3 Speakers: Jared Shaw - Animoca Brands, Richard Galvin - DACM, David Angliss - Apollo Capital, Simon Doherty - Animoca Brands
16:00 - 16:30	Outlook on GameFi Speakers: Minh Do - Animoca Brands, James Ferguson - Immutable
16:30 - 17:00	Animoca Outlook and open Q+A with Yat Speakers: Yat Siu - Animoca Brands
17:00 - 18:30	Networking Drinks & Canapes

0945-1015	Registration + Morning tea
1015-1017	Welcome
1017-1115	Animoca Brands "State of the Union"
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1505-1530	Afternoon Tea
1530-1600	Investor perspective on Web3
1600-1630	Outlook on GameFi
1630-1700	Animoca Outlook and open Q&A with Yat
1700-1830	Networking drinks and canapes

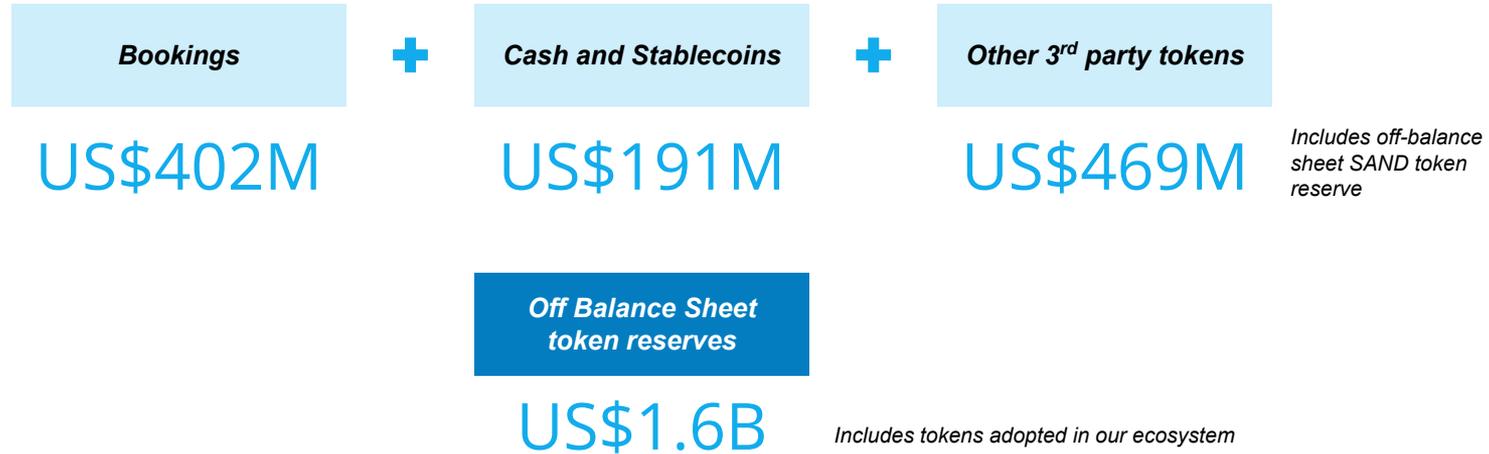
This document compiles, updates, and reorders materials presented by the Company at the Animoca Brands Investor Day held in Sydney on 11 September 2023.

A stylized illustration of a man's face and upper torso. He has a serious expression and is looking slightly to the left. Overlaid on his chest and shoulders are several glowing, semi-transparent gears and a network of white lines and nodes, suggesting a digital or mechanical theme. The background is a dark blue with a grid of white lines and nodes.

ANIMOCCA BRANDS STATE OF THE UNION

Yat Siu and Evan Auyang

Investor update for the period ended on 31 December 2022



<https://www.animocabrands.com/animoca-brands-investor-update-for-the-period-ended-on-31-december-2022>

"Bookings" is a non-IFRS measure of the total sales activity of the Company and is commonly used by companies in the gaming sector to more effectively represent economic performance. It represents the total sales activity of the Company combining revenue reflected on the income statement and deferred revenue, which is a liability on the balance sheet. Deferred revenue is an accounting concept that represents payments received for sales that have not yet been earned. It generally applies to digital assets sold in the Company's games and applications. Although the Company collects payment for these sales, it is not able to recognize them as revenue on the income statement because there is an obligation to provide services within those games and applications in the future. As services are provided over time, deferred revenue will be recognized as revenue.

Special Announcement on Mocaverse



CMCC Global

KINGSWAY
CAPITAL

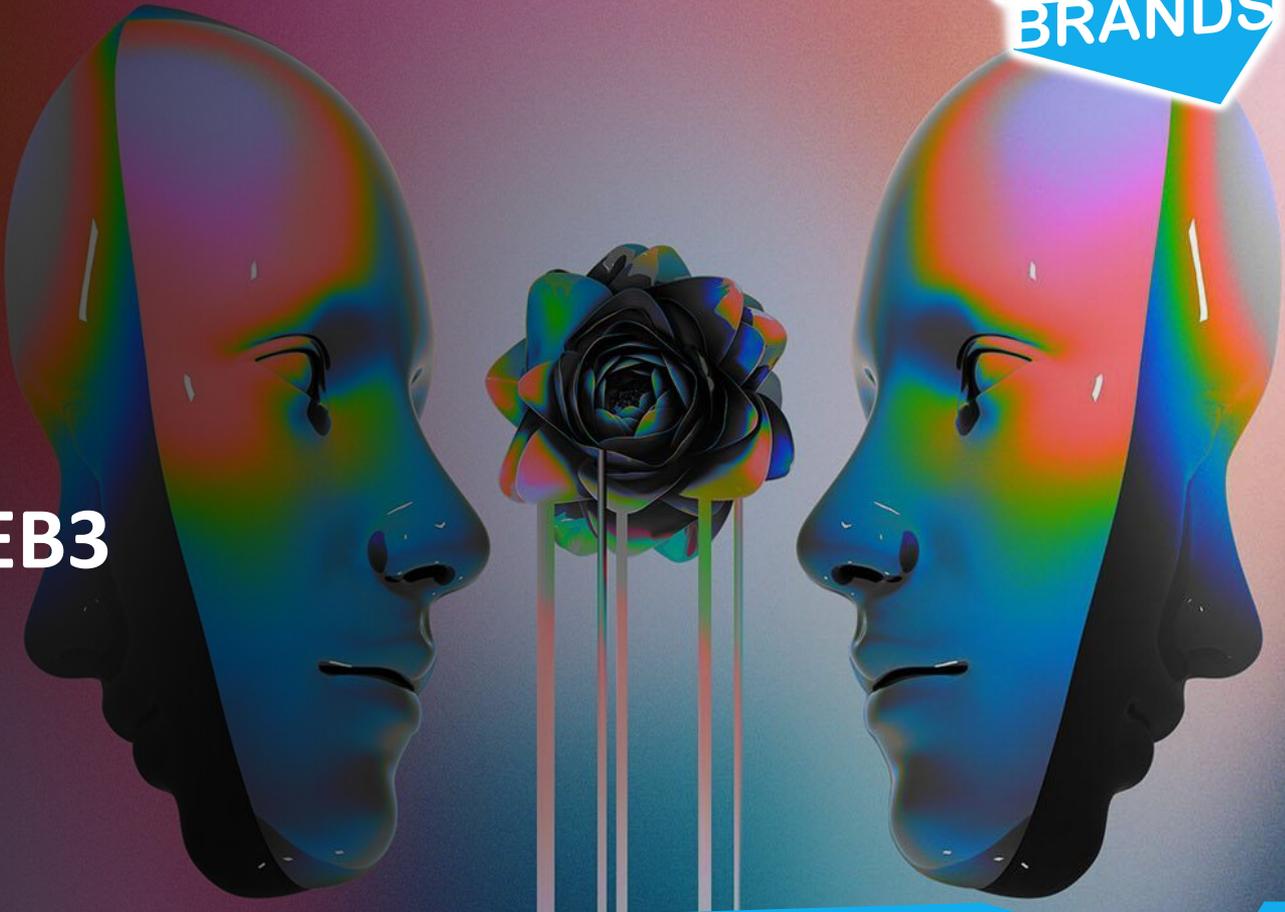


LIBERTY CITY
VENTURES



and others

STATE OF WEB3



State of Web3 | Diverging approach in East and West

China and Hong Kong increasingly positive towards Web3 development, US is divided

HK & China - numerous positive signals in recent months

- **HK regulators encouraging HK banks to service crypto clients**, which historically are shunned by the financial sector
- **BOCI issued CNH 200M of tokenized notes** originated by UBS
- **Beijing published Web3 whitepaper** regarding development of the sector (2nd directive after “Web3 directive 23-25”⁽¹⁾ in March)



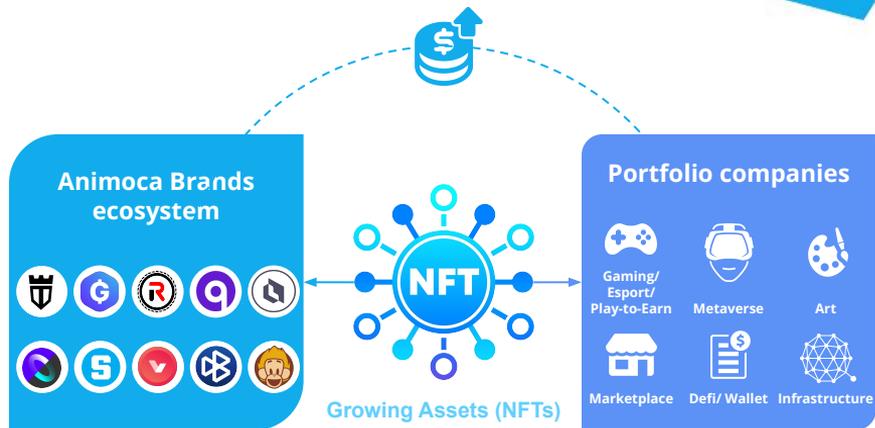
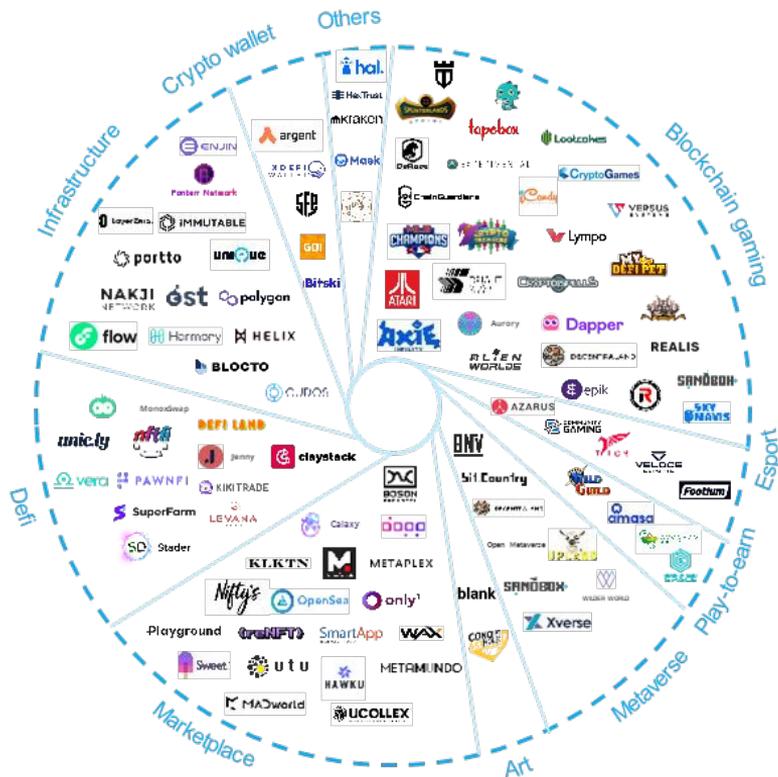
Source: Government of Beijing Municipality.

1) Published on 17th March, 2023 by the Government of Beijing Municipality (关于推动北京互联网3.0产业创新发展的工作方案 2023-2025年).

US - mixed reaction to SEC's crackdown

- **SEC sued Binance/CZ and Coinbase accusing them of operating an unregistered securities exchange**, among other allegations
- In both cases, the SEC alleged that 17 various tokens are securities. Robinhood also moved to delist tokens mentioned by SEC
- Meanwhile pro-crypto lawmakers are introducing new bill to remove Gary Gensler as SEC chair

Animoca Brands: Building the Web3 ecosystem



INCREASE ASSETS VALUE WITH THE ECOSYSTEM THAT BENEFIT ANIMOCA BRANDS AND INVESTORS:

MARKET

Partnerships that lead to increase in promotion and distribution support

PENETRATION

MARKET DEVELOPMENT

Increase sales of existing products on previously unexplored markets and different customer segments.

PRODUCT

Facilitate acquisition of rights to produce someone else's product. Joint development with companies who have access to distribution channels or brands.

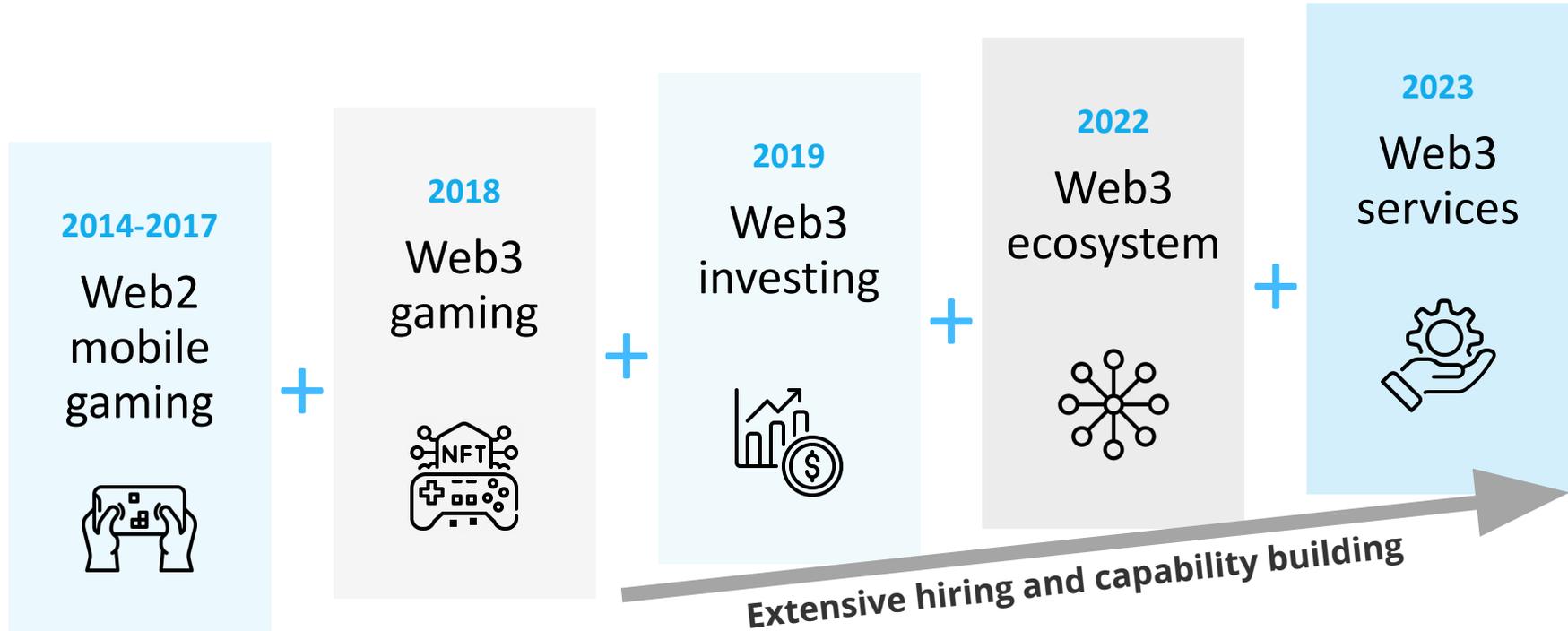
DEVELOPMENT

STATE OF THE COMPANY

Animoca Brands has become a global company



Our recent journey at a glance



Portfolio Highlight | AI investments



Animoca Brands has investments in over 30 startups focusing on AI technology. Three standouts highlighted:

SEOUL ROBOTICS.

Overview:

B2B provider of 3D modeling and object recognition used for infrastructure and smart city applications

Latest Valuation:

US\$220M Series B in Sep 2022

Return:

103x



Overview:

B2B chatbot solution for SMBs built on WhatsApp to enhance customer communication and marketing

Latest Valuation:

US\$150M Series B in Oct 2022

Return:

179x



Finhay

Overview:

Micro-investing and savings app in Vietnam with AI applications in content curation and customer support

Latest Valuation:

US\$94M Series B in June 2022

Return:

89x

BUSINESS MODEL

Key pillars of our business model

1



Operating Business

Initial sales of NFTs and recurring fees from secondary trading

Majority-owned businesses

- Acquisition of promising assets
- Majority partnerships of Web2 and Web3 IPs
- Self-started companies/projects

2



Asset Management

Investment of pooled capital into web3 ecosystem as AM business

GP income in pooling LP capital

- Animoca Ventures
- Animoca Capital Partners
- Accelerators
- Direct Investments from balance sheet

3



Advisory & Services

Fees generated from blockchain services

Fee-based income

- Token advisory
- Fundraising
- Token listing
- Liquidity provisioning / market making
- Web3 services

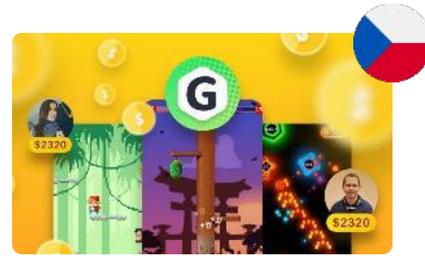
1 Some of our key assets and subsidiaries



S THE SANDBOX NFT, ASSET, METAVERSE



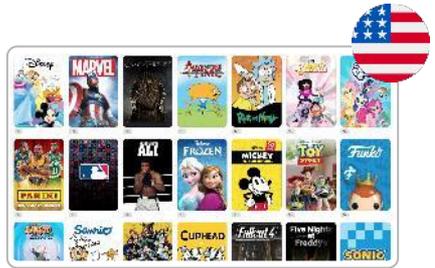
REVV RACING NFT, ASSET, SPORTS



G GAMEE NFT, PLAY TO EARN



BLOWFISH STUDIOS NFT, PLAY TO EARN



quidd COLLECTIBLES, NFT



nWay ESPORTS, ACTION, NFT



TinyTap EDUCATION NFT



DAREWISE NFT, PLAY TO EARN

1 We have established JVs and strategic partnerships across multiple industries



Yuga Labs

Creator of BAYC, The Otherside, and owner of other dominant NFT collections. Powered by ApeCoin



OneFootball

180M MAU Germany-based football media company, the OneFootball app features live-scores, statistics and news from 200 leagues in 12 languages



Anichess

In collaboration with chess.com which has 100 million active users, the team is building an on-chain chess game with a twist



Cool Cats NFT

One of the few "blue chip NFTs" with over 120K ETH trading volume with a vibrant culture and community. Strategic partnership on tokenomics and gaming



ONE Championship

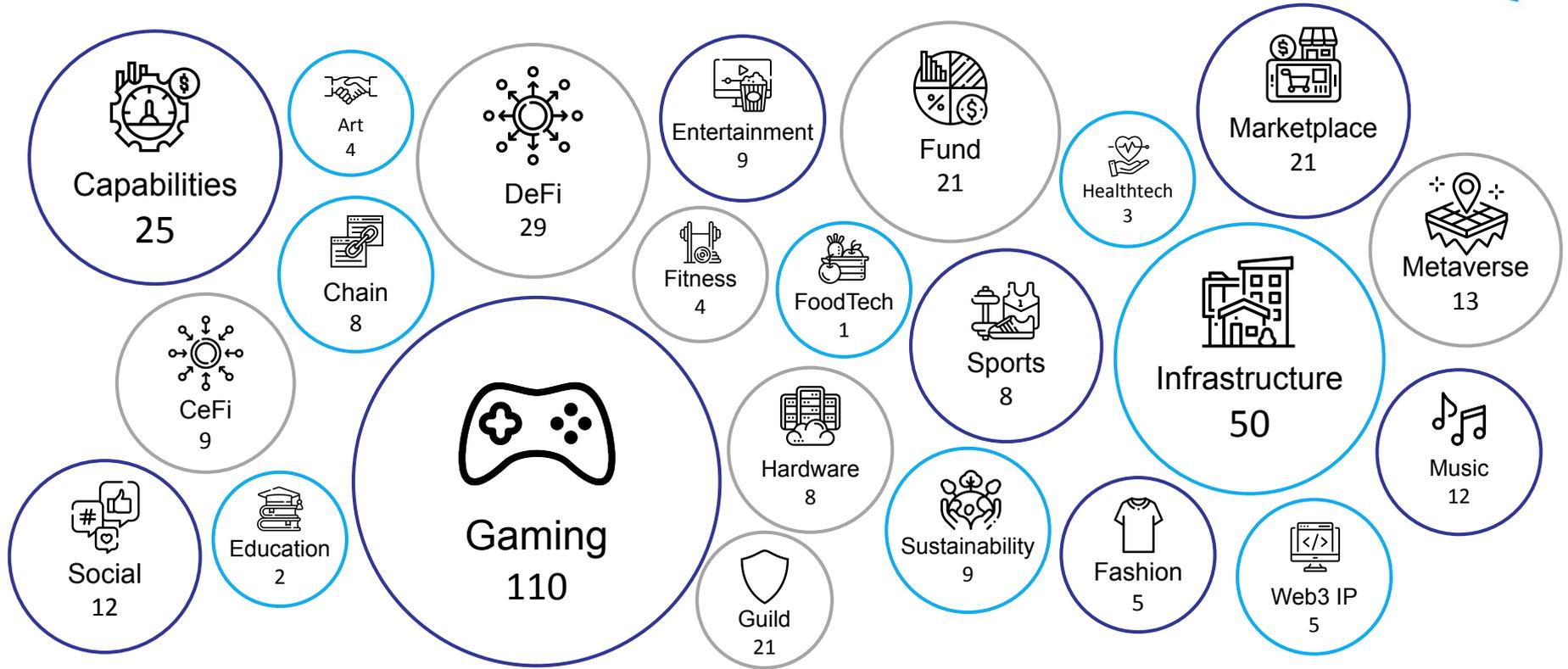
With 400 million TV views across 180 countries, the team is launching a first person combat strategy mobile game to onboard One Championship/ MMA fans



Animoca Brands Japan

Japan-based strategic subsidiary focuses on bringing IP into Web3, especially Japanese anime, manga, games

2 Our family of 400+ portfolio companies



2 We invest in Web3 ecosystem to help quality projects to grow and create value



Early stage

Accelerators: ZKA, Zeroth.ai

- **Mandate:** ideation/angel stage; supporting founders with potential; Zeroth holds Animoca Brands' AI investment portfolio
- **Check size:** ~\$100k-\$250k on average

brinc

(as partner)

Animoca Ventures

- **Mandate⁽¹⁾:** Seed to series A in Web3-native verticals; flexibility to invest across equity, token or NFT
- **AUM:** \$100M (Fund I, deploying); Fund II under plan



Animoca Capital Partners

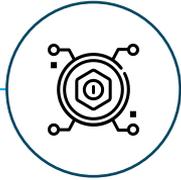
- **Mandate⁽¹⁾:** Pre-IPO/buyout/take-private focused on mature Web3 companies; currently raising



Late stage

FN 1: for indicative purposes only; these funds are not strictly limited to investing only at specific series.

3 We work hand-in-hand with partners from token ideation to successful token launch



TOKENOMICS DESIGN

- Fungible tokens or NFT
- Creating utility
- Sustainable tokenomics
- Allocation



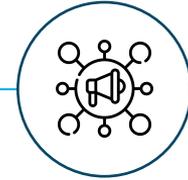
LAUNCH PLANNING

- Distribution mechanism
- Marketplace
- NFT royalty
- Listing
- Liquidity



MARKETING

- Top-of-funnel social media support
- Event platform (virtual or IRL)
- Private sales outreach



MARKET MAKING

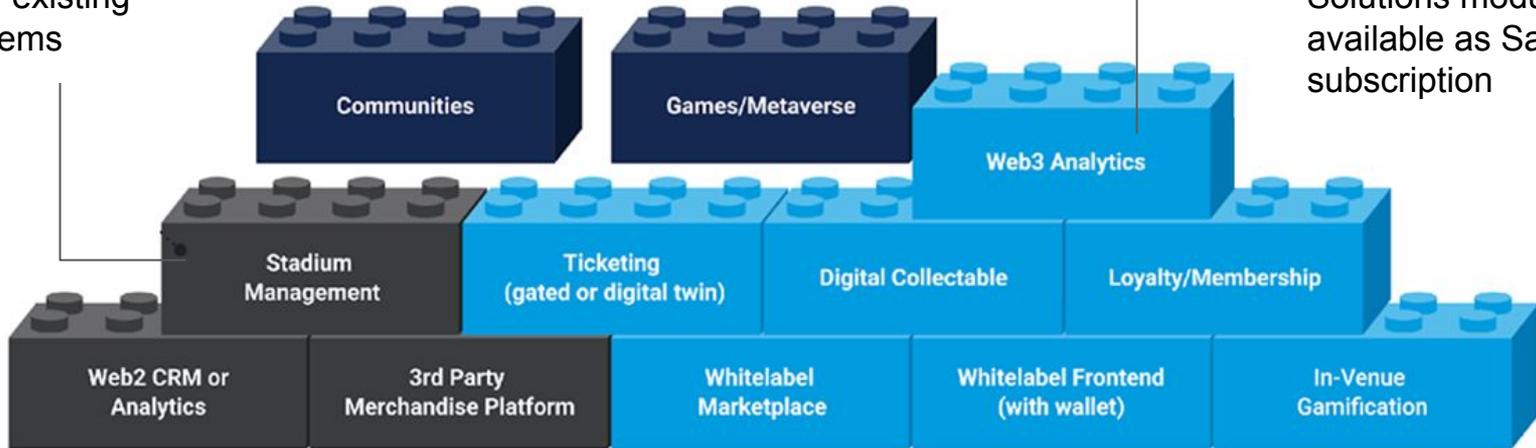
- Professional digital asset team managing treasury and facilitating trade liquidity
- Research and data science capabilities

3 We are building capabilities for modularized Web3 service solutions



Integrate, substitute plugin to your existing systems

Web3-powered Animoca Brands Solutions modules available as SaaS subscription



The background of the slide is a photograph of four young green seedlings growing in a row on a bed of dark brown soil. The seedlings increase in size from left to right. The lighting is soft, highlighting the texture of the soil and the vibrant green of the leaves.

**TEAM AND
CAPABILITY
BUILDING**

Newer members of the Executive Committee



Evan Auyang
Group President



Jared Shaw
CFO



Minh Do
COO



Alan Lau
Chief Business Officer



Select recent senior appointments



Jamii Quoc
Deputy General Counsel

Previously General Counsel at Meridian Capital, and partner in M&A practice at Kirkland & Ellis

KIRKLAND & ELLIS



Simon Doherty
VP of Capital Markets

Former equity capital markets and M&A advisory at Taylor Collison and PwC specialising in IPO's, placements, reverse takeovers, underwritings and project generation



Kenneth Shek
Director of Project Mgmt

Led Accenture's Applied Intelligence practice and drove Web 3 initiatives for consumer business in Hong Kong



Samuel Tse
M&A Director

Led execution of corporate investment, joint venture & strategic partnership at Ant Group, ex-UBS IBD and PAG



Josh Du
Head of Digital Assets Portfolio

Risk manager at multiple Tier-1 hedge funds including Horizon Asset and Nine Masts Capital, partner at crypto fund Symphony Digital



Benny Ho
Head of BD

15 years of experience in strategy, investments and operations, previously assistant president at Tencent WeChat Pay



Brian Chan
VP of Ops & Projects

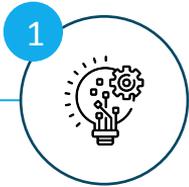
Former Senior Engagement Manager at McKinsey with over 10 years of experience in strategy, ops and corporate finance. Ex-Citibank and DBS





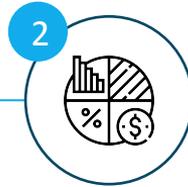
PROGRESS THROUGH THE BEAR MARKET

Key highlights in 2023



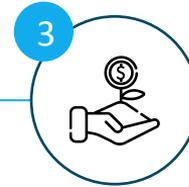
Innovated through the bear market

- Community building and scaling (Mocaverse)
- Real World Asset (RWA) tokenization (Open Campus)
- Games and tokenomics breakthrough (Wreck League)



Supported portfolio companies

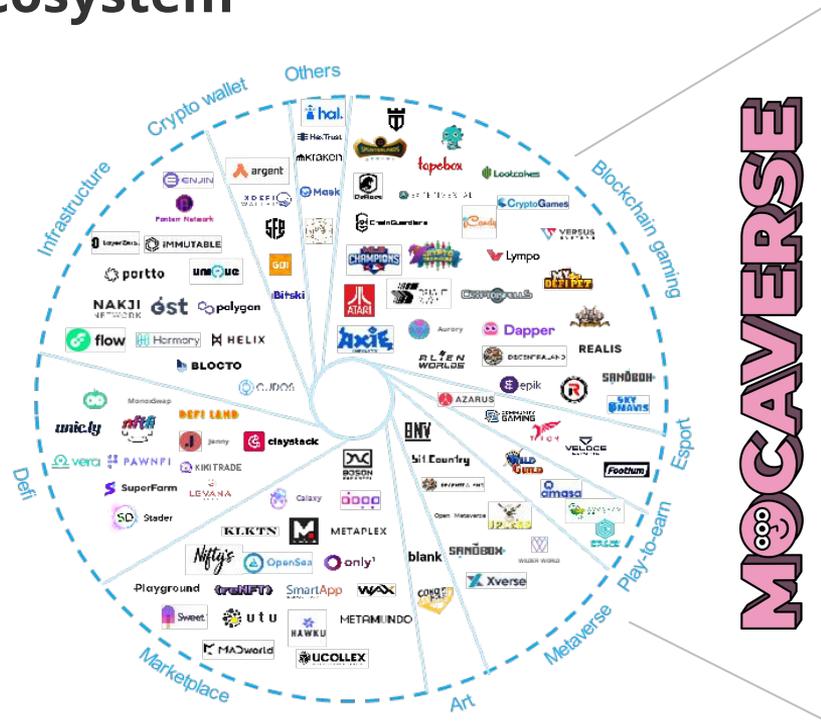
- 400+ active portfolio companies
- Offer Web3 Services from game production to user acquisition
- Provide liquidity at scale



Seeded growth foundations

- Develop the Web3 ecosystem token
- Help Web2 brands pivot to Web3
- Integrate AI + Web3
- Build presence in crypto-friendly markets

Mocaverse as connecting point into Animoca Brands' ecosystem



Consumer Layer

Tapping into the 700m+ user base of Animoca Brands and portfolio companies to onboard users and drive adoption

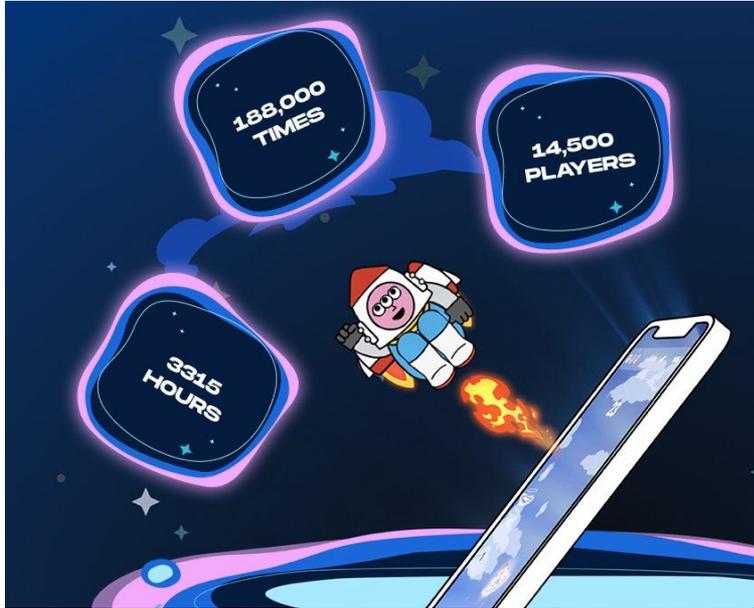
Enterprise Layer

400+ portfolio companies with existing experiences to engage and adopt

Governance Layer

Potential for “DAO of DAOs” to hold allocated governance rights for portfolio of tokens

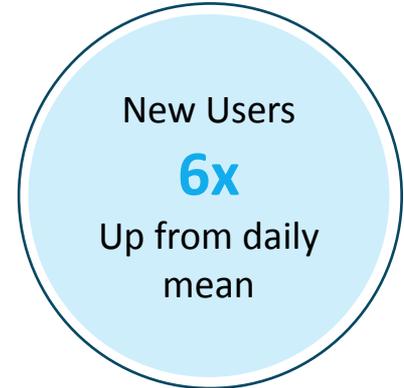
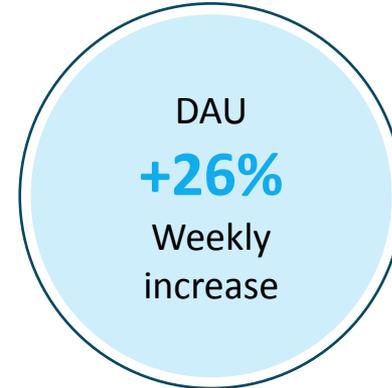
Proven track record in activating communities



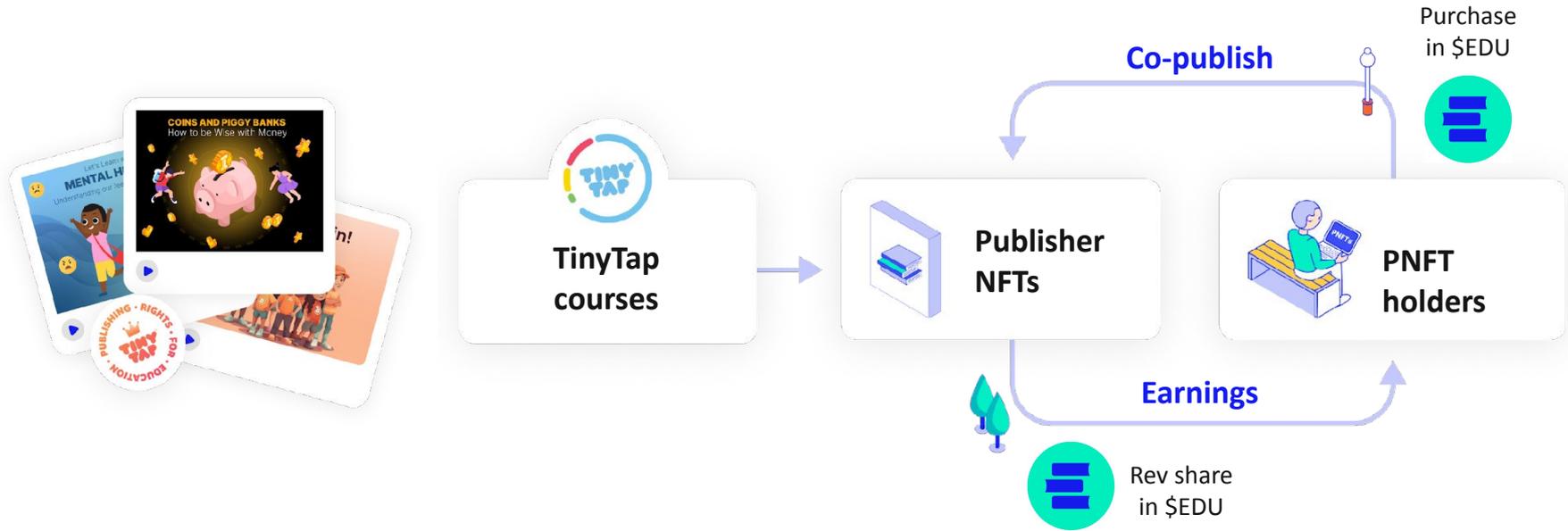
GAMEE-Mocaverse activation via Arc8, a Web3 casual mobile gaming platform

Users were rewarded with XP, USD\$10k of \$MATIC and 100 GBot NFTs

Significant increase in key metrics observed:



Open Campus launched EDU token to power real-world asset tokenization of kids' education courses on TinyTap



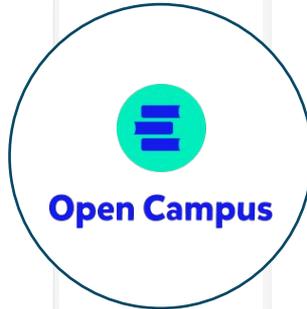
Major partners to create content and use EDU token

Create content and build infrastructure

LAUNCH PARTNERS

OC LABS PARTNERS

STRATEGIC PARTNERS



Use EDU and build on Open Campus

OC ALLIANCE PARTNERS

Significant interest in EDU since launch



 **145k followers**
in one month

 **120k members**
in one month

 **10k listeners**
across 5+ AMAs

BUSINESS INSIDER **30+ coverage**
by mainstream media



INSIDER

HOME > MARKETS

This Sequoia-backed EdTech startup that's bringing NFTs to classrooms just secured an \$8.5 million funding round

Morgan Chittum · Apr 25, 2023, 8:00 PM GMT+8

Animoca Brands' subsidiary TinyTap raises \$8.5 million in funding. Ayelet Anikst/Tiny Tap

EdTech startup TinyTap raised \$8.5 million for staff expansion

120,292
participants

1,189x
oversubscribed

US\$3bn committed
committed (9.1m BNB)

\$1bn
Day 1 trading volume

\$1.4bn (28x return)
Day 1 fully diluted valuation

1C | Tokenomics breakthrough



Wreck League is an AAA ecosystem game that bridges Web2 and Web3 users with innovative tokenomics

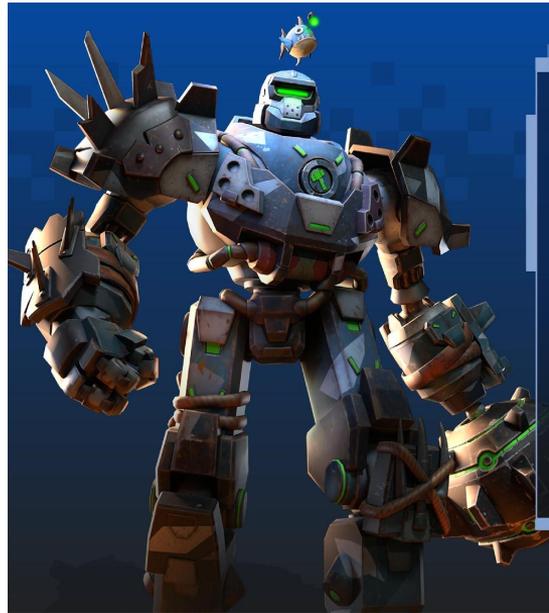


YUGALABS



nWay

Wreck League NFT holders will enjoy benefits of digital ownership by “leasing” their mechs as IAP to Web2 users



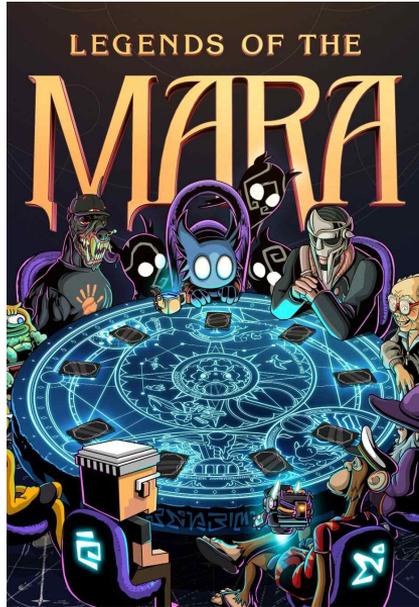
WRECK
LEAGUE

50%
REV SHARE
TO MECH OWNERS

FOR SELLING NON-NFT
COPIES OF THEIR MECHS
IN WEB2 IN-GAME STORE

Web3 services, from games to token launch

Game production



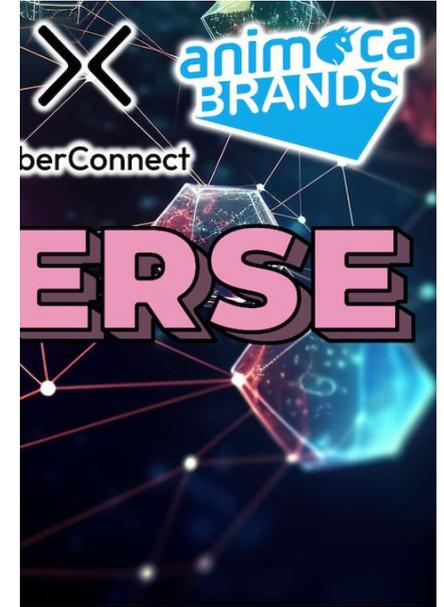
NFT advisory



Token advisory



Ecosystem support



Pushing AI and Web3 integration

**Turn Any Topic
Into a Game**

TinyTap AI making it easy for anyone to create an interactive learning experience by simply typing

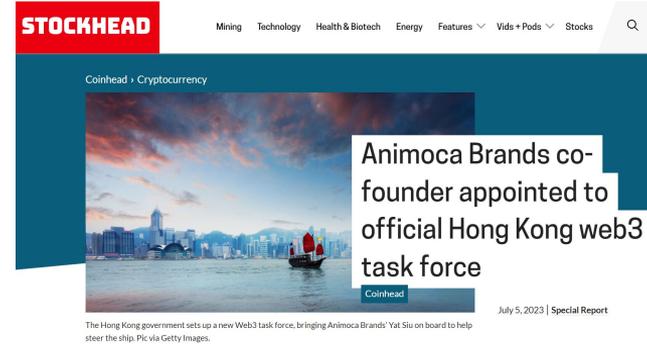


TinyTap AI helps teachers and parents create courses in one click

AI-generated courses can be minted into Publisher NFTs and sold for \$EDU on Open Campus

<https://www.youtube.com/watch?v=Mt-iPar24dA>

Establishing footholds in supportive regulatory markets



Hong Kong will continue pushing ahead with the **development of the Web 3.0 industry** as it aims to become a **regional hub** for the nascent industry despite the series of collapses of crypto exchange

Hong Kong is also hosting a **number of pilot projects**, including those that examine the **cross-border use of the e-HKD**, the city's central bank digital currency, and the **tokenization of government-issued green bonds**.

Only 5 years ago, we counted no more than 180 fintech companies. Today, we are home to **more than 800 fintech enterprises, large, small and start-up**.

- Paul Chan, Financial Secretary of HK



MOCVERSE

Yat Siu, Kenneth Shek, Alan
Lau

Mocaverse vision



The right foundation to create the largest Web3 ecosystem



Largest Web3 consortium of companies and users

15+

Subsidiaries

100+

Token launches

400+

Portfolio companies

700m+

Web2 + Web3 users

Currently **fragmented and disconnected**

MOCVERSE

The **flagship Animoca Brands project** with full backing from the Web3 leader

\$15m

Secondary Trading Volume

\$1.5m

Primary sales and royalties

Ability to connect the **experiences and significant user base** of Animoca Brands

The Mocas community



MOCVERSE

A true representation of the Animoca Brands ecosystem



The flagship Animoca Brands project membership



An engaged and growing community - 75k twitter followers and 54k discord



Moca unique holders 2k & Realm ticket unique holders 25k

A collection of **8,888 NFTs**, The Mocas represent the **diverse and inspiring personas** of changemakers in Web3



Dreamers:
Mocas who bring ideas into the universe



Builders:
Mocas who build this new world



Connectors:
Mocas who bring people together



Angels:
Mocas who spot a treasure and fund the adventure



Neo-Capitalists
Mocas who create a new system of distribution

An active and vibrant community

MocaMara UGC competition

~25% of unique holders submitted for a chance to win

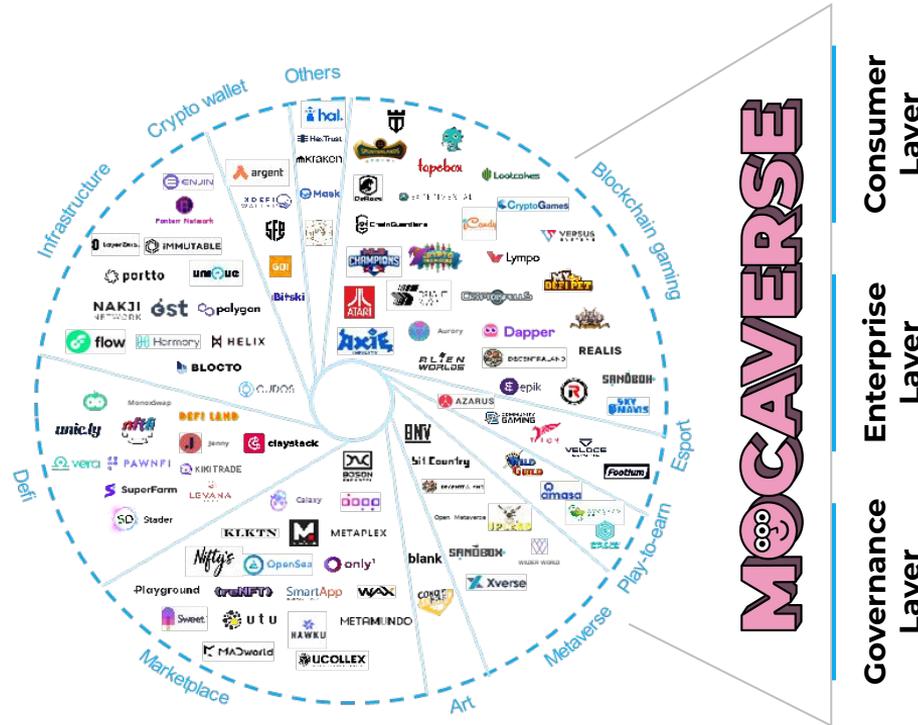


Localised Community Groups

Organically created and community run



Animoca Brands network brings significant value and ensures no cold start issues



Consumer Layer
Enterprise Layer
Governance Layer

Tapping into the 700m+ user base of Animoca Brands and portfolio companies to onboard users

400+ portfolio companies with existing experiences to engage users

Allocated governance rights for certain tokens to Mocaverse NFTs

Mocaverse as THE membership program for Web3



Asia Miles Partner Network*



Animoca Brands Ecosystem



ASIA MILES

MOCVERSE

Members

Users/holders

Primary benefactors of the program



XP Points

Earn and redeemed



Odyssey Partners

Places to explore and experience



Integration Partners

Growing the network at scale

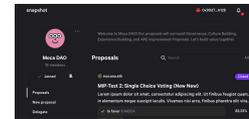
XP Accrual System



Soft Stake -
Be loyal



Participation -
Be active



Contribute -
Be of value



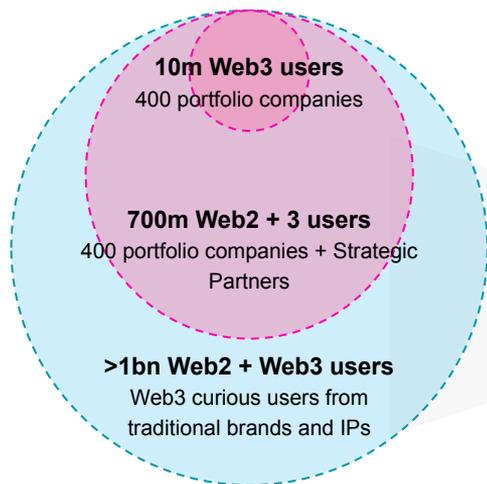
Socialise -
Be social engaged

* NOTE: the Asia Miles brand, partner network, and loyalty program are provided as examples only; Mocaverse currently has no affiliation with Asia Miles Limited.

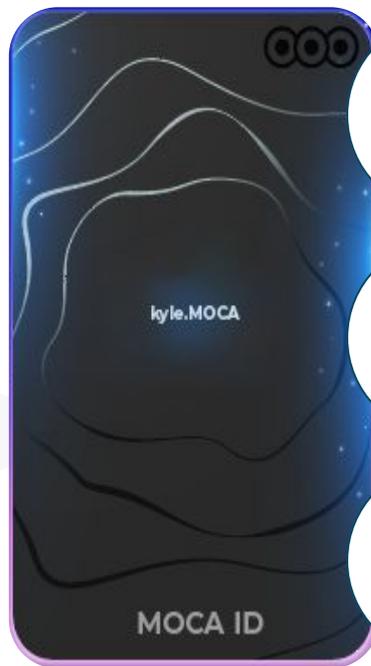
700m+ addressable Web2 and Web3 users through Moca ID



Animoca Brands' addressable user base



Onboarding to...



**Moca
ID**



Your on-chain identity

Free claim SBT and high traffic entry point

Your web3 culture and entertainment passport

to access experiences seeded by Animoca Brands 400+ portfolio companies

Earn loyalty points via engagement

to unlock a variety of benefits

Mocaverse partner framework to onboard the next billion users

Onboarding Partners

High user base Web2 and Web3 projects and companies that can promote Moca ID to their ecosystem



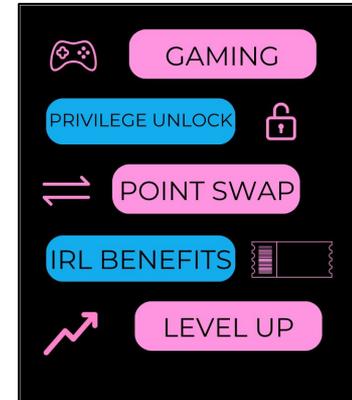
Odyssey Experience Partners

Top tier culture and entertainment focussed experience providers that are seeking users to engage with their product/project



Points and Utilities Partners

Web2 and Web3 brands and companies wanting to tap into the shared Mocaverse user base by providing benefits and utilities for points





Thank you!