

animoca
BRANDS

SHAREHOLDER PRESENTATION

TRUE DIGITAL PROPERTY RIGHTS

DECEMBER 2021

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ABOUT ANIMOCA BRANDS



WHO IS ANIMOCA BRANDS



A company with various subsidiaries disrupting the \$176 billion game business for world's 3.2 billion gamers



Mission: deliver digital property rights for gamers and Internet users; create a new asset class; enable play-to-earn economies; build the open metaverse



Leader in the emerging market of digital decentralized assets



Partnered with some of the biggest brands in the world. Millions of monthly active users. Prolific investor in over 150 NFT/metaverse companies



We are changing the way the world lives, works and plays

HIGHLIGHTS

Animoca Brands ranked in FT's High-Growth Companies Asia-Pacific, compiled by the Financial Times, Nikkei Asia, and Statista for 2021

Recipient of Deloitte Technology Leadership award for outstanding growth and leadership

Ranked 5th and subsidiary The Sandbox ranked 13th on list of world's top 50 blockchain game companies, compiled by leading industry publication BlockchainGamer.Biz in collaboration with DAppRadar

Investments in various top 50 blockchain game companies. including Dapper Labs (#3), Sky Mavis (#6), WAX (#9), Experimental (#15), Decentraland (#18), and Lucid Sight (#23)

STARTING WITH PROPERTY RIGHTS FOR GAMERS

TRUE DIGITAL OWNERSHIP

Blockchain allows gamers to own their digital items, even when a game is shut down. On blockchain, every **game item becomes 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** and consequently **real economic value**.

SECURE and IMMUTABLE

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



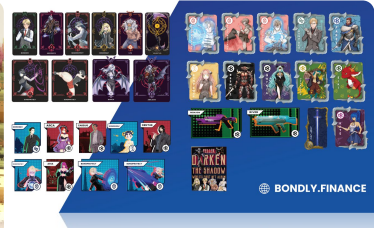
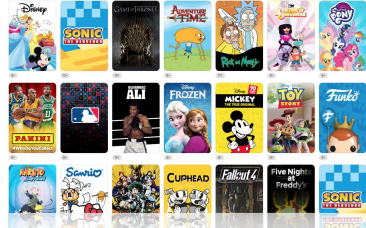
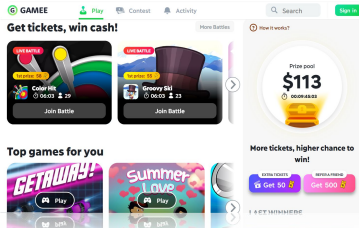
TRADING and VALUE

Blockchain-based gaming platforms can provide users with ultimate control over their digital assets. Players can buy and sell items freely without concern that a platform will close down or unilaterally change the value of 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 support 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 much like free trade has done to the global analog economy.

KEY BUSINESS UNITS



Hyper casual game platform

Marketplace for crypto & non-crypto collectibles

Blockchain play-to-earn metaverse

Leading UGC open metaverse

NFT solution provider

5.2B Games played
30M registered users, average of 25min/user/day

7M Unique users
And an average of 100,000 monthly active users

US\$9.2M Revenue
REV related revenue (as of 20 October 2021)

+40M Downloads
Building a metaverse on top of successful mobile IP

60+ projects
60+ projects under Bondly ecosystem, including chains, influencers, etc.

GAMEE is a social platform with more than 80 super casual games. Over 60M players have played its games

World's largest assortment of digital collectibles licences and partnerships (over 325 brands) featuring the world's top content owners

REV Motorsport is THE dominant racing metaverse. It leverages motorsport brands and games to popularize play-to-earn game economies, a revolution in gaming that empowers players with true digital ownership and total control over their game assets

Virtual world where players build, own and monetize voxel gaming experiences.

First company to go to market with unique products in partnership with influencers and musicians and collaborations with gaming/ collectibles creators

Among 10 global companies to pioneer Facebook Instant Games, first to launch games in Telegram and Viber apps

Quidd has issued over 2.1 billion individually serialized digital collectibles

REVV is the **utility token** of all games on the platform

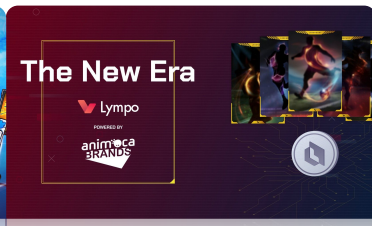
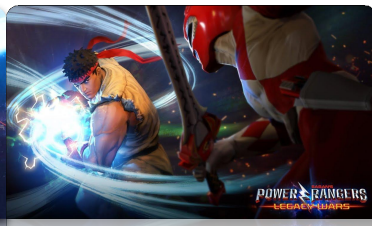
A deeply immersive metaverse where virtual worlds/ games are created collaboratively without central authority

Bondly brings authenticated digital-first goods to the market in music, entertainment, gaming and collectibles with services designed to support the entire blockchain ecosystem.

GAMEE's **Arc8** play-to-earn platform is [one of the top 3 dapps](#) (by users) on the Polygon blockchain

Consistently named one of the top metaverse offerings (by [exposure](#) and [market cap](#))

KEY BUSINESS UNITS



Indie game developer

Game & blockchain marketplace developer

Experts at world building games

Tower defense franchise transitioning to play-to-earn

Sport & gamified blockchain marketplace

2.5M
Players

Developed 33 games that have been played by over 2.5 million people

50M
Downloads

POWER RANGERS: Legacy Wars with over 50 million downloads

5.5M
Downloads

For the title of Snoopy Town Tale alone

ERC 20

TOWER is the ERC-20 fungible utility token for the Crazy Kings game franchise

us\$36M
LMT First Sale

Successful LMT token offering

Award-winning independent game studio. High-quality multi-platform games including Qbism, Siegecraft, Morphite, Projection: First Light, Storm Boy

nWay is a game developer and publisher of high-quality AAA games on console, PC, and mobile platforms

Independent mobile game company focused on world builder games, with a portfolio that includes The Sandbox, Peanuts: Snoopy's Town Tale, Garfield: Survival of the Fattest, Goosebumps HorrorTown, and Addams Family Mystery Mansion

The Tower experiment is the creation of a system that maintains balance and equitability in a F2P mobile game while introducing blockchain features, including NFTs, DeFi, and governance.

Lympo is building an extensive sports NFT ecosystem, including NFTs with IP rights of world-famous athletes, clubs, influencers, custom characters, and enthusiasts.

Experience in PC, Mac, PlayStation 4, PlayStation 5, Xbox One, Xbox Series X|S, Switch, iOS, and Android, as well as expertise in Virtual Reality (VR)

nWay developers and executives have worked at major technology companies including Google, Tencent, Sony, Electronic Arts, Nintendo, LucasArts, Blizzard, Kabam, Nexon, and NCSoft

To accomplish this, we chose to convert one of our most successful mobile game franchises: the Crazy Kings games. [Crazy Defense Heroes is currently the top dapp](#) (by users) on the Polygon blockchain

LMT is the main token for the whole ecosystem (starting with the NFT minting platform). The bridge to Binance Smart Chain will allow quick and inexpensive transactions.

[Phantom Galaxies](#) is Blowfish's highly anticipated "AAA" blockchain game expected to launch in 2022

ANIMOCA BRANDS GROUP



PERFORMANCE IN 2021



FINANCIAL DATA

Q1-Q3 2021

- **Bookings** (a non-IFRS measure): A\$184.4M (approx. US\$141M)
- **Other income:** A\$697.6M (approx. US\$529.6M) including gains on investments and digital assets
- **Cash balance:** A\$49.9 M (approx. US\$35.9 million) and A\$155.7M (approx. US\$112.1M) of digital assets in BTC, ETH, USDC, BUSD, BNB, USDT
- **Other liquid digital assets:** A\$633.2M (approx. US\$456.3M) including AXS, FLOW, and other tokens
- **Reserves of digital assets** A\$4.13B (US\$2.9B) including the Animoca Brands tokens SAND, REVV, TOWER, GMEE, and LMT

October-November 2021

- On 20 October 2021, the Company **raised US\$65M** (approx. A\$87.7M) **at a pre-money valuation of US\$2.2B**
- At end of November 2021 the **reserves of the Company's digital assets were valued at A\$22.57B (approx. US\$15.87B)**
- Shareholdings in over 150 companies such as Sky Mavis (Axie Infinity), Opensea, Dapper Labs (creators of NBA Top Shot) plus many others.



MARKET GROWTH FACTORS

- Exponential adoption of NFTs
- Increasing awareness of digital property rights
- Increase in blockchain gaming driven by expectation of gamers to own and control their assets
- Rise of play-to-earn and other GameFi
- Tokenization of ownership of physical assets



What Is the Metaverse? The Future Vision for the Internet

Tech leaders describe the online world as an extensive place where people and their avatars can work, shop, attend classes and even walk on the moon.

Meghan Bobrowsky and Sarah E. Needleman

UPDATED NOV. 6, 2021

[TAP STORY >](#)



GAMES: A METaverse SYNERGY



Gamers understand cryptocurrency

- Virtual currencies have been used in video games for decades
- Gamers are well habituated to virtual/ currencies
 - “Gold farming” black market employed thousands
 - “eBaying” - players exchange virtual goods for real money



Games bigger than movies and North American sports combined

- The global games market was worth ~**US\$176 billion in 2021**
- Still considered an immature segment, **NFT games generated US\$2.32B in Q3 2021**



Blockchain has significant benefits for gamers

- Allows gamers to own their digital items (digital property rights) leading to a paradigm shift that traditional game companies are not prepared for
- Play-to-earn and other GameFi opportunities allow gamers to earn money by participating in gaming economies



Blockchain and cryptocurrencies enable game developers to increase revenue opportunities and user engagement

Current Game Revenue Model

- In-app purchases
 - Including subscriptions
- Advertising

New Revenue Models with Blockchain

- Sales of Digital Assets
 - Items
 - Land
 - Currency
- Transaction fees based on volume of digital items traded
- True economies being built on virtual grounds - participants have ownership and economic freedom



Animoca Brands leading the metaverse space

- Introducing blockchain to internationally well-known brands such as **Formula 1, MotoGP, Formula E, The Walking Dead, Care Bears**, and many more
- Original title **The Sandbox** recognized as one of the most important open metaverses, and its utility token **SAND** recognized as one of the most sought metaverse currencies
- **REVV Motorsport** leading racing metaverse with **REVV Racing**

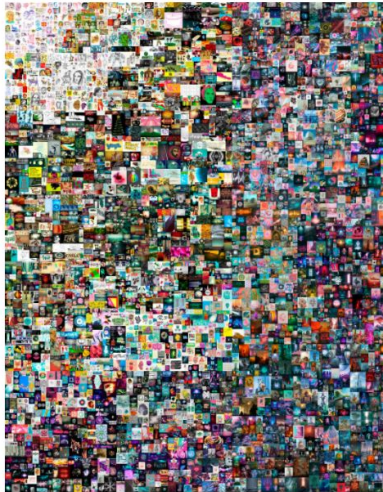
2021: THE YEAR OF THE NFT



The New York Times

Beeple Brings Crypto to Christie's

The artist's brash riffs on the news have whipped up a frenzy of interest within the cryptocurrency scene.



"Everydays — The First 5000 Days," a composite work by the artist will be for sale at Christie's. He started working on "Everydays" 13 years ago on paper, but now mostly uses computer software. via Christie's Image

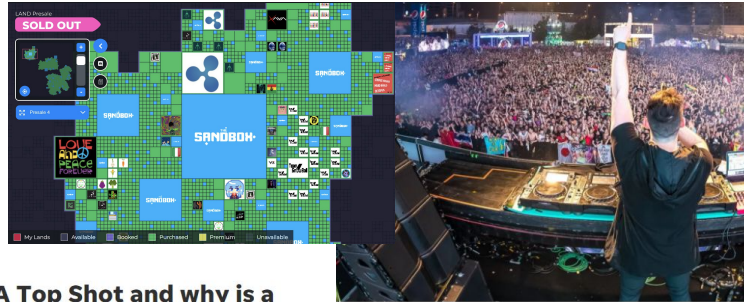
NBA

What is NBA Top Shot and why is a LeBron highlight worth \$208K? 'This is a real market,' Mark Cuban says

Chris Bumaca USA TODAY
Published 10:31 a.m. ET Feb. 26, 2021 | Updated 6:40 p.m. ET Feb. 26, 2021

NBA All-Star 2021: Who got snubbed?
USA TODAY Sports' Jeff Ziegler break down the 2021 NBA All-Star rosters. USA TODAY

Pull up YouTube and type the words "LeBron James Nemanja Bjelica" in the search bar. The page will load with clips – one titled "LeBron James Wanna Murder Nemanja Bjelica With Dunk Then Stare Down" – of James firing down the lane and dunking over Bjelica.



3LAU Just Sold His Ultraviolet Album NFTs For \$11.7 Million

INDUSTRY TECH

OLIVER TRYON FEBRUARY 28, 2021

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3LAU's auction for the unique NFTs of his album have sold for a total of \$11,684,101.

A non-fungible tokens (NFT) is a digital asset that, being linked to the blockchain, allows for ownership of the asset. Recently, with the latest rise of cryptocurrency, NFTs have also risen through the ranks and are very popular at the moment. NFTs can be a range of different files but the focus is largely on art this moment. NFT is the future and many are bullish on its widespread adoption, to the point that they'll bet thousands or even millions of dollars on an artwork.

SAMUEL HAIG DEC 02, 2020

NFT representing 5% of Monaco F1 Delta Time track auctioned for \$220K

NFT-powered racing game F1 Delta Time has auctioned off a segment of an in-game track for \$222,000.

13883 Total views 44 Total shares Listen to article 2:44

NEWS

A segment of a race track in F1 Delta Time, a nonfungible token-powered motorsports game from Animoca Brands, has been auctioned off for more than 9 million of the company's REVV tokens, worth approximately \$222,000. Animoca says it's a record price for an in-game NFT.

The token, "Formula 1 Grand Prix de Monaco 2020 1A" was auctioned on NFT marketplace Open Sea, with bidding taking place from Nov. 29 until Dec. 2. The token offers its owner an "Apex" share in the game's Circuit de Monaco track.

NFT: PROPERTY FOR THE METaverse

NFT MARKET OVERVIEW





- NFT market growth in 2020 and 2021 has been astronomical
- OpenSea, the largest NFT marketplace, total volume for August 2021 was US\$3.4 billion
- NFTs registered [\\$10.7 billion in trading volume](#) in Q3 2021
- **NFTs are the building blocks of the open metaverse**

ANIMOCA BRANDS AT THE CENTER OF THE DIGITAL PROPERTY RIGHTS MOVEMENT

- **Early adopter** in blockchain gaming and NFT space, with existing successful metaverse offerings (The Sandbox, REVV Motorsport, GAMEE, QUIDD, TOWER and more)
- **Largest network of partnerships** with and investments in blockchain gaming companies
- **Exposure to 3 of the top 4 NFT marketplaces** (by volume) through investments in OpenSea, Sky Mavis (Axie Infinity) and Dapper Labs (NBA Top Shot)

MULTIPLE EXAMPLES OF NFT MAINSTREAM ADOPTION

- Massive success of **NBA Top Shot** taking NFTs mainstream
- **Christie's** hosted first NFT artwork auction for [\\$69 million with 22 million viewers](#)
- [Republic Realm bought LAND](#) in **The Sandbox** for a record US\$4.3M
- **Visa** purchased its first NFT, a **CryptoPunk** for approximately US\$150k
- **Steph Curry** purchased a **Bored Ape Yacht Club** NFT for 55 ETH (~USD\$155k)
- **Bored Ape #8817** [sold for \\$3.4 million](#) at **Sotheby's** in October 2021
- **Budweiser** purchased an NFT for US\$25k
- **Facebook, Epic, Microsoft** and many others are positioning for the metaverse

	Market	Chain	All-Time Trading Volume <small>(as at 20 December 2021)</small>
1	OpenSea		US\$13.25B
2	Axie Infinity		US\$3.79B
3	CryptoPunks		US\$2.32B
4	NBA Top Shot		US\$750.44M

OWNING A PIECE OF THE METAVERSE



Virtual Real-Estate
LANDs are a primary
gateway to
ownership
in the metaverse

166,464
LANDs

BUY LAND



Adrian Cheng
CEO of New World
Development



Snoop Dogg
Rapper, songwriter,
entrepreneur



Steve Aoki
DJ, record producer,
record executive

Shihan Fang · 21h ago · 8 min read

He makes up to \$3,900 a week racing cars on a blockchain game

Brock (not his real name) isn't your typical gamer. He's a 39-year-old software delivery manager based in Queensland, Australia, and the father of three young children. He spends between two to 10 hours per week racing virtual cars during competition season, much to the chagrin of his wife, who "isn't



Play to Earn Online Magazine @PlayToEarn · Jun 2



REVV and 2 others



- Brock makes US\$780 to US\$3,900 during competition weeks in F1 Delta Time.
- Brock gained more than **3x** since September 2020 in spite of recent selldown.
- Brock spent between US\$7,800 to US\$11,630 in the game.
- He is making a profit: he cashed out **\$17,000** from his Revv stash in May 2021 to make a deposit on their new house. That still leaves Brock with over **US\$25,590** worth of earnings, comprising his remaining Revv and in-game assets such as cars, drivers, parts, and memorabilia, which he could potentially liquidate.

GLOBAL IMPACT

← Tweet

 **Napoleon**
@Napoleon_TC

On my way to earn 78k \$REVV by March 24, the end of first month staking of @F1DeltaTime . It's equivalent to \$32.7k or 16.5 \$ETH at current rate. And it's only 1/5 of the total 10M \$REVV for 2019 cars staking. So there will be another 312k \$REVV to earn in next 3 months! 💰💰💰💰💰

The following media includes potentially sensitive content. [Change settings](#) **View**

11:23 PM · Mar 20, 2021 · Twitter Web App

The NFT Game That Makes Cents for Filipinos During COVID



“IT’S FOOD ON THE TABLE, IT’S MONEY FOR THEIR FAMILIES AND IT’S SAVING THEM WHEN THEY CANNOT EVEN LEAVE THE HOUSE.”

The COVID-19 crisis, which has confined people to their homes and limited the usual opportunities to earn an income, combined with the compelling nature of the Axie game itself, has encouraged people who might not usually play with dapps to do just that.

Source: Coindesk, 26 August 2020

IMPACT



Bruckzr @Bruckzr · Dec 9

Replying to @ysiu and @animocabrands

I loved this post. I was one of the first player in @F1DeltaTime. And after that moment I started to work full crypto, learned solidity and so on.

@animocabrands changed my life, but doesn't know it.



ysiu.medium.com

Founder's Letter: Annus Mirabilis for Animoca Brands and the Open ...



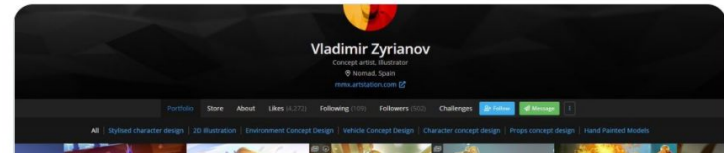
Vlad @mmxart

Replying to @mmxart @borgetsebastien and 5 others

I can't stop post 😊

I really changed my life because of @TheSandboxGame
I have the ability to make games and awesome assets
with a talented community! Magic ✨


I'm a big fan of Dota2 UGC community. Lot's of hours
I'm a big fan of The Sandbox. I'll spend the next years
here ❤️



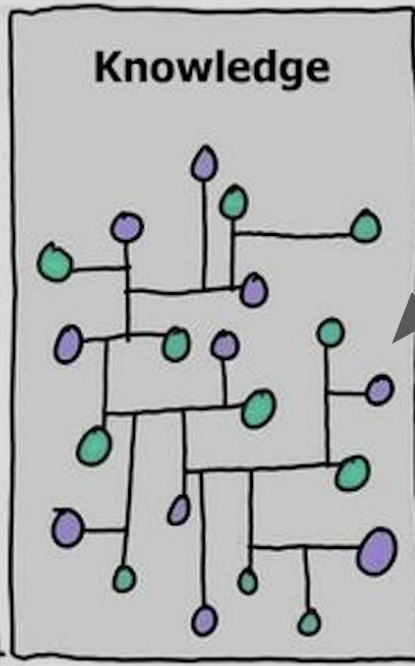
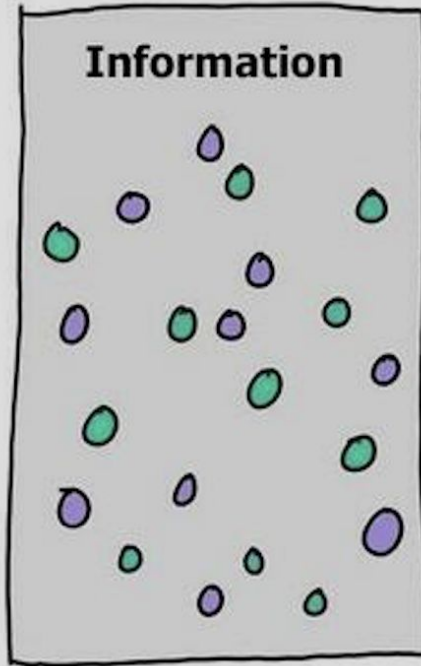
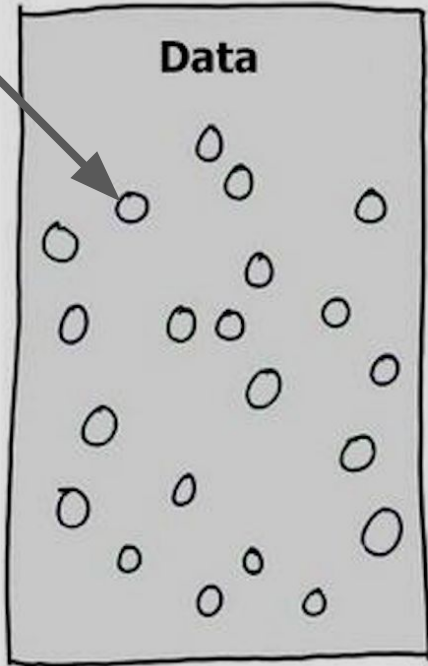
DATA: THE MOST VALUABLE OF RESOURCES



DATA CREATES VALUABLE NETWORK EFFECTS



YOU
AS THE
RESOURCE



facebook

Tencent 腾讯

THE DATA WARS

TECH INDUSTRY

GOOGLE
HOUSE



BATTLE!

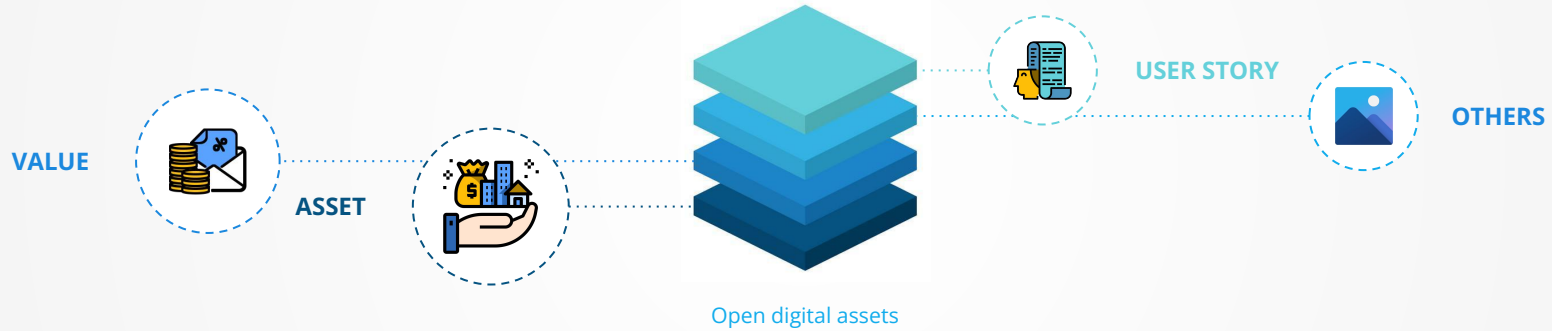
KINGDOM OF
FACEBOOK

HOUSE OF
APPLE

ORDER OF
MICROSOFT

*T'was the year 2017, and across
the land of Busy-ness the four
mighty powerhouses did constantly
wage war upon each other...*

OPEN DIGITAL ASSETS = YOUR DIGITAL PROPERTY



WHAT ARE OPEN DIGITAL ASSETS

Open digital assets are like open source assets that users can add layers on top, e.g their own story, value, assets.

UNIQUE FEATURES

NFTs have grown significantly in popularity in recent years as they:

- provide a certificate of authenticity.
- register transactions on blockchain and provide a permanent and transparent record of each purchase and proof of ownership.

PLATFORMS

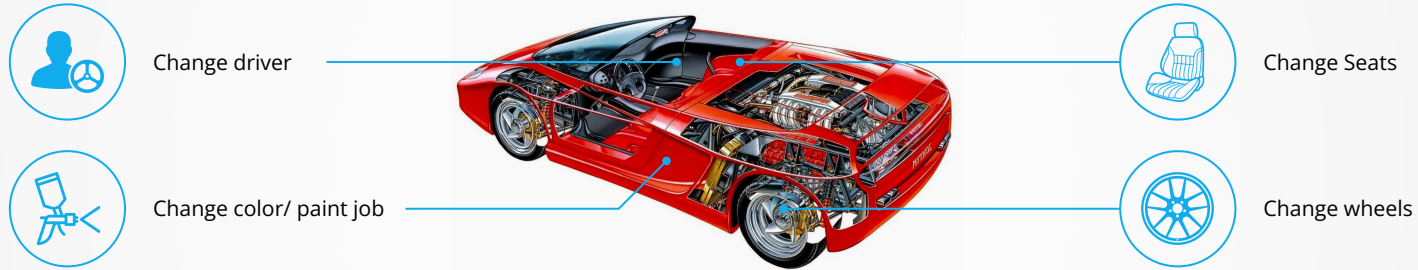


OpenSea



Several emerging platforms including **Nifty Gateway** and **MakersPlace** have been providing marketplaces on which digital goods can be offered and sold. Anyone can go online and verify who owns a specific NFT.

TRUE OWNERSHIP OF ASSETS IS A PLATFORM



source: Ferrari Mythus

Open digital assets can be the center of the experience. For example, different services can be added to a car regardless of the car manufacturer

WHAT ARE OPEN DIGITAL ASSETS

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PLATFORMS



OpenSea



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INTEROPERABILITY MAKES NETWORKS MORE VALUABLE

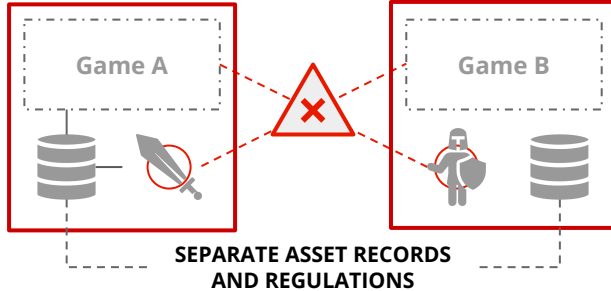


Cross-application interoperability refers to the capacity of games to utilize a shared asset

TRADITIONAL CLOSED LOOP MODEL

PROBLEM: As long as assets are bound to one server, their value hinges on a single use case - the original game. The traditional centralized game model traps players by forcing them to sink costs in the platform.

SILOED DATABASES CONFINE ASSETS TO THEIR NATIVE ECOSYSTEM

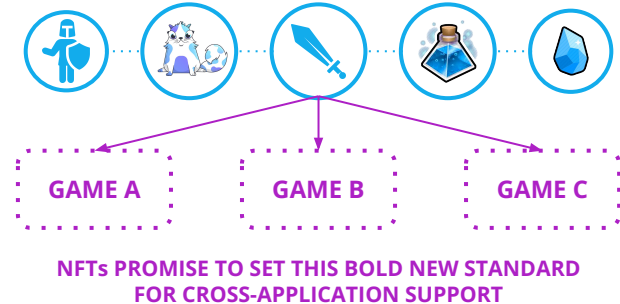


User transactions are merely license agreements: a right to use items within, (and only within) the context of the original game. This forms a closed loop between player and developer.

DECENTRALIZED NETWORKS ENABLE INTEROPERABILITY

SOLUTION: players are able to leverage assets that are stored on blockchain in multiple games. Decentralized networks foster an open economy in which assets are able to have uses cases from one game to another.

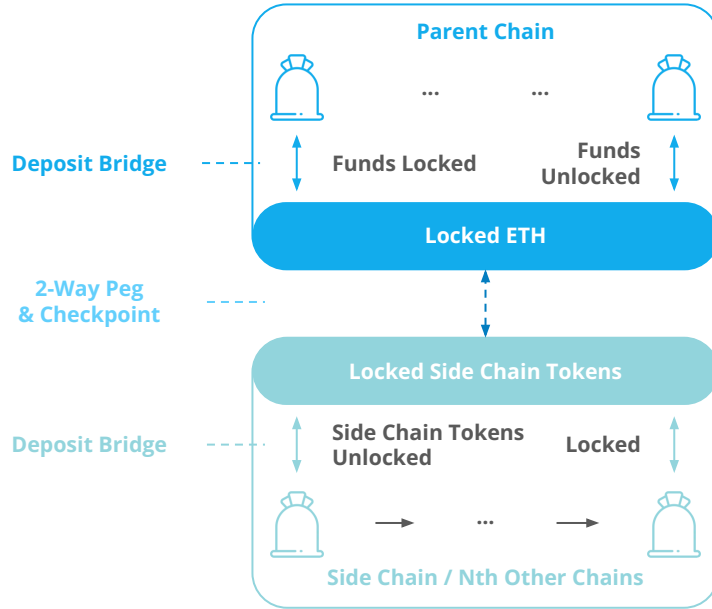
A DECENTRALIZED MODEL FACILITATES XCH. BETWEEN GAME ECOSYSTEMS



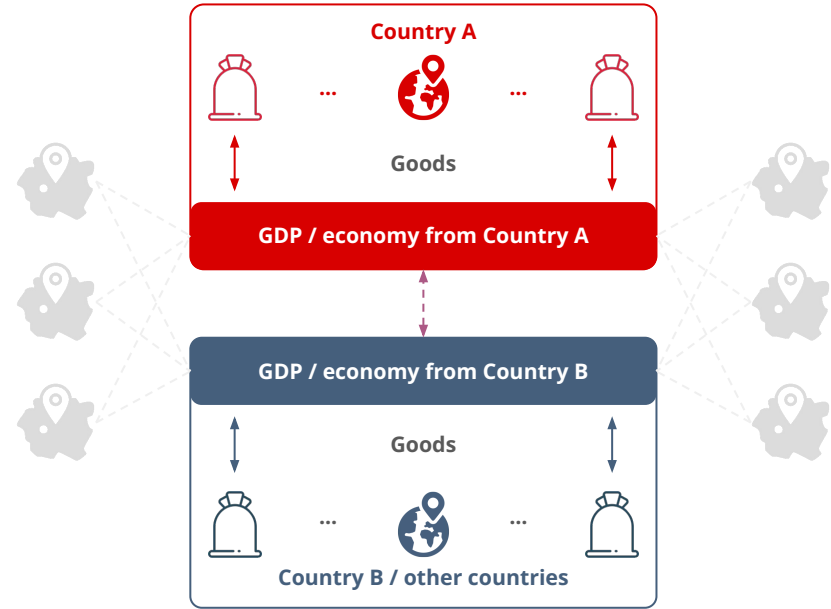
Assets are no longer constrained to a single ecosystem.

If a blockchain game shuts down, player assets are *not* lost. Players can still use assets in other supporting games and can continue to trade them on decentralized marketplaces.

CHAIN / DIGITAL ASSET INTEROPERABILITY = FREE & GLOBAL TRADE



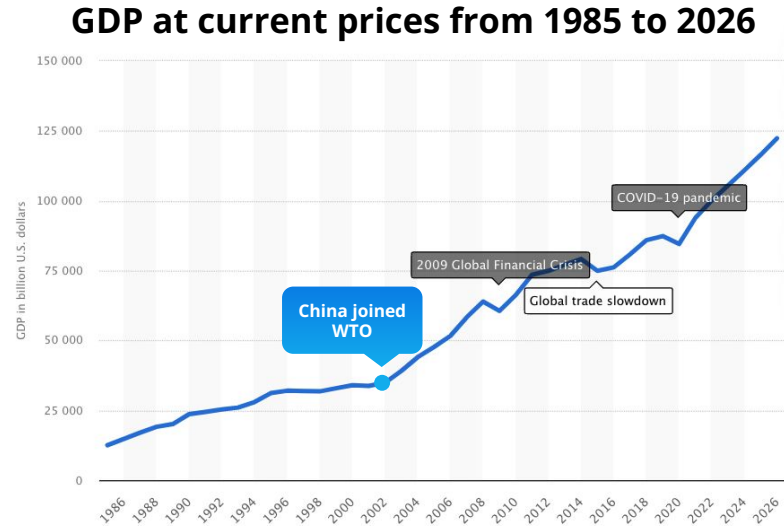
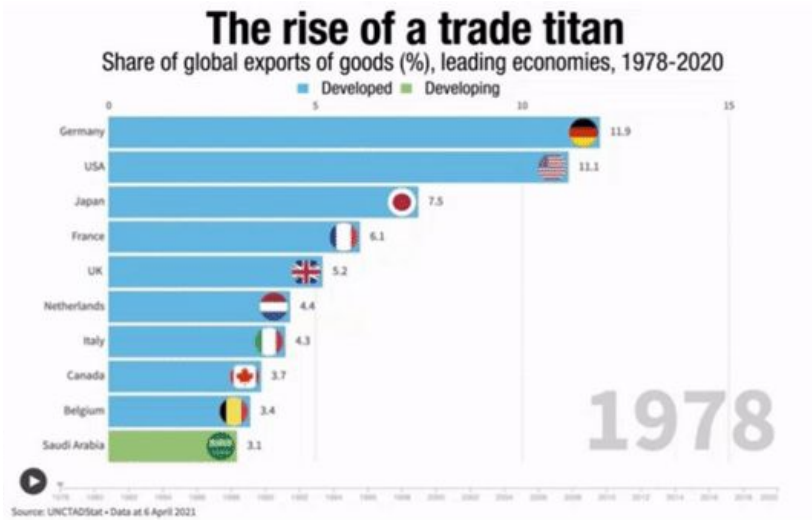
v.s



All ether (ETH) exists on the Ethereum chain. When moved to a L2, the ETH is locked into an escrow contract on the Ethereum chain, and the L2 chain will mint a corresponding amount of ETH based on locked amount in the escrow contract.

- Each **blockchain** is like a **country** that produces different kinds of goods.
- **Chain interoperability** is like **free trade** that allow others to tap into each other's GDP/economy
- We can learn from how China rose to become an export powerhouse: its economy was upgraded by opening up to the world and to other economies.

GLOBAL GDP AFTER CHINA ENTRY



2 intertwined events made China a manufacturing powerhouse

- 1.) In the mid-1990s, advancements in transport logistics and IT technologies enabled the fragmentation of production across the globe. GVCs scoured the globe seeking reliable low-cost partners to allow them to scale up operations.
- 2.) China's accession to the WTO in 2001 enabled China to dramatically expand its exports to the rest of the world.

\$87.5 T
Global GDT

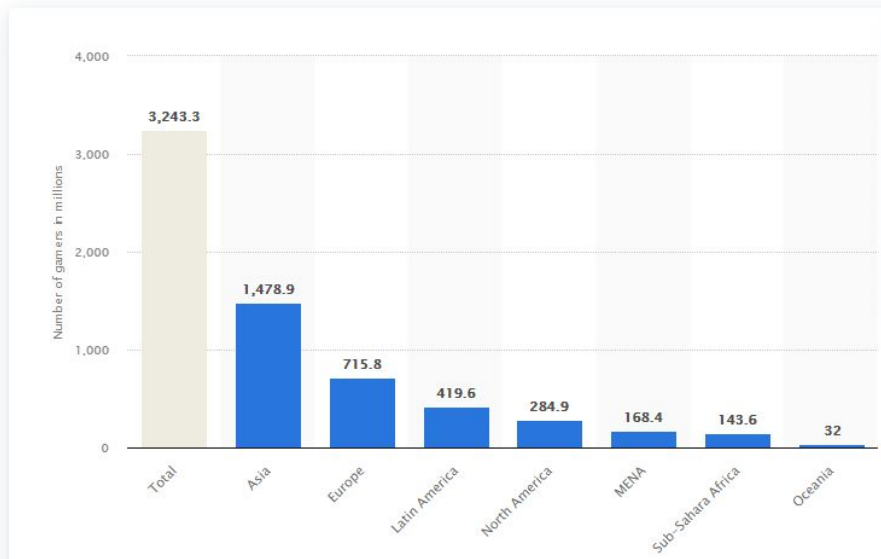
The global GDP increased from around US\$25 trillion in the 1990s to US\$87.5 trillion in 2019.

In 2020, global GDP amounted to about US\$84.54 trillion.

China was the country with the 2nd highest gross domestic product in 2020, at about \$US14.72 trillion, **18.33% share of global GDP adjusted for PPP**.

3.2 BILLION GAMERS

Number of video gamers worldwide in 2021, by region
(in millions)



The video gaming industry is huge and shows no signs of slowing down. While there were about 2.3 billion video gamers across the world in 2019, this figure has now exceed 3.2 billion gamers.

Asia Pacific

1.48 b
gamers

\$71.4B
revenue

X2
North America

This represent more than **double** the revenue generated in the second largest region, North America (2018)

The world

United States

3.24 b
gamers

66%
of population

45%
are females

There were about 3.2 billion video gamers across the world in 2021

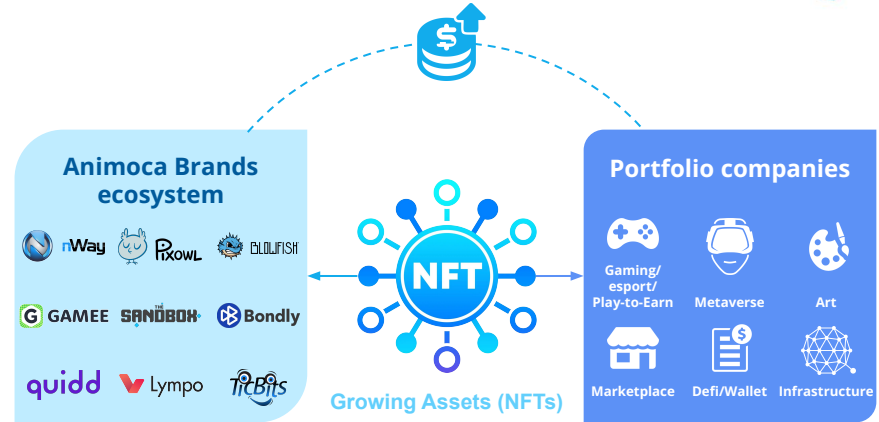
Gamers accounted for 66% of the general U.S. population, up from 58% just 5 years earlier

Female gamers made up 45% of the U.S. gaming population in 2021, up from 41% in 2020

SHARED NETWORK EFFECT OF ANIMOCA BRANDS



Building the open metaverse one investment at a time



VAST NETWORK OF THE ANIMOCA BRANDS ECOSYSTEM AND PORTFOLIO COMPANIES

- MARKET PENETRATION**
Partnerships that lead to increase in promotion and distribution support
- MARKET DEVELOPMENT**
Increase sales of existing products on previously unexplored markets and different customer segments
- PRODUCT DEVELOPMENT**
Facilitate acquisition of rights to produce someone else's product. Joint development with companies who have access to distribution channels or brands

UNICORN NFT FOR SHAREHOLDERS



Shareholders of Animoca Brands may claim a special REVV Racing “Monoceros” NFT

We invite shareholders to claim a special limited edition NFT uniquely designed to commemorate the occasion of Animoca Brands achieving a valuation of US\$1 billion.

The REVV Racing Monoceros car NFT is available exclusively to shareholders of Animoca Brands.

How to claim your Monoceros NFT:

1. Install and create a MetaMask wallet if you don't have one (instructions [here](#))
2. Complete the information collection form at <https://forms.gle/i7BdCDCvKznFN4hy5>
3. The NFT will be delivered to approved wallets in early 2022

THANK YOU FOR YOUR SUPPORT!