



animoca
BRANDS

Animoca Brands
AGM

15 Dec 2023


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Future Matters

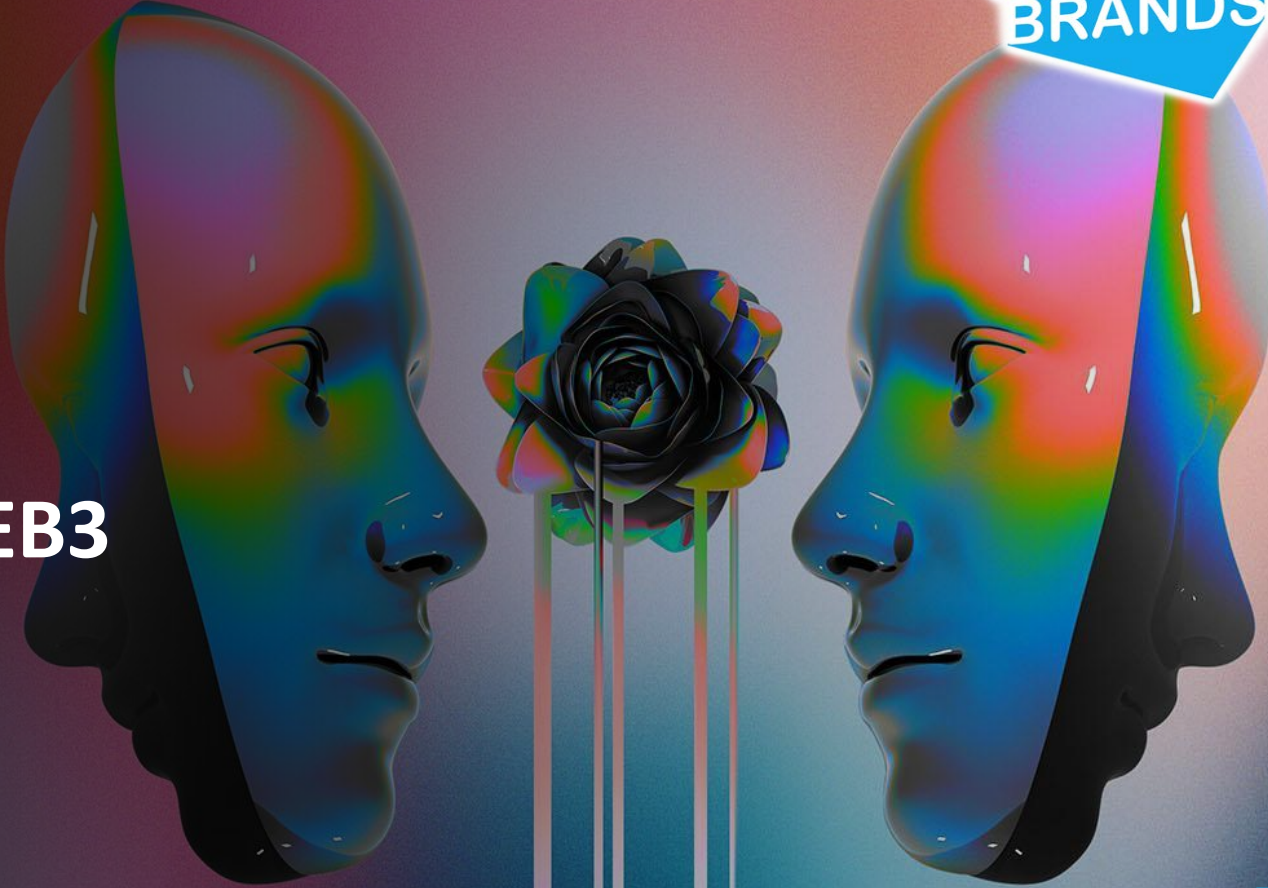
This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved. Given the risks and uncertainties that may cause the Company’s actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

The background features a stylized illustration of a man's face and upper torso. He has a serious expression and is wearing a dark suit. Overlaid on his face and chest is a complex network of white lines and nodes, resembling a neural network or data flow diagram. Several circular gear-like icons are also visible, particularly around his chest area. The overall color palette is dominated by blues and greys.

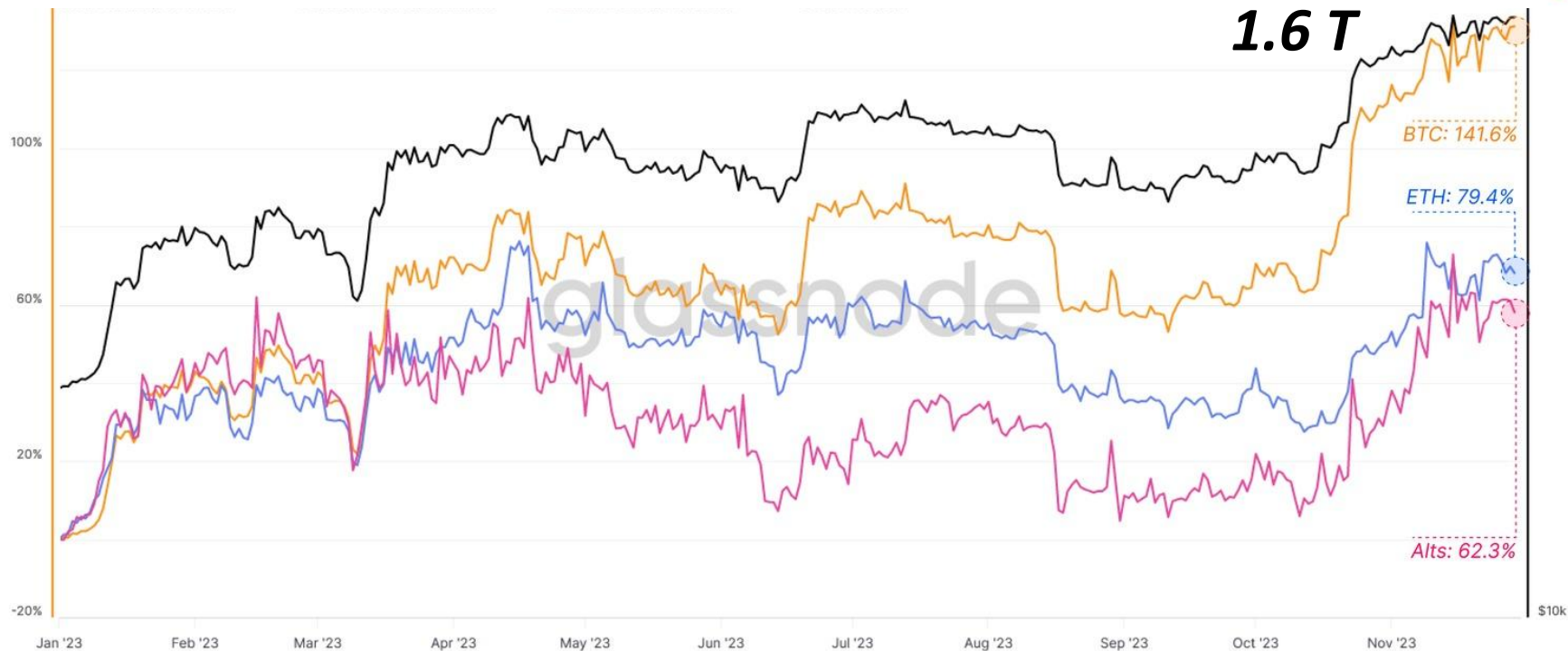
ANIMOCA BRANDS STATE OF THE UNION

Yat Siu

STATE OF WEB3



State of Web3 | Crypto prices improving in H2 2023....



... extending to core Animoca Brands gaming tokens in Q4



TradingView

1 A L

State of Web3 | NFT market cap and volume last 3 months



24H

7D

30D

All

NFT Sales Volume \$1,104,830,700 ↗ 97.69%



NFTs gain ground in Asia

Regulatory issues are coming to the fore as the market in non-fungible tokens takes off in Asia



cfbenchmarks

SHIB 17.2%	ETH 14.4%
AXS 10.1%	MATIC 9.0%
MANA 8.9%	LINK 8.5%
SAND 7.8%	APE 7.1%
GALA 6.9%	CHZ 5.5%
ENJ 3.2%	GRT 1.4%



Regulations conducive for virtual assets

Having the right regulatory environment in Hong Kong will...



... encourage the participation of institutional investors...



... while ensuring protections for retail investors.

These rules will promote opportunities in:



Cryptocurrencies



Tokenisation



Blockchain

SQUARE ENIX.

KRAFTON

BANDAI NAMCO

State of Web3 | Diverging approach in East and West



China and Hong Kong increasingly positive towards Web3 development, US 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** on development of the sector (2nd directive after “Web3 directive 23-25”⁽¹⁾ in March 2023)



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

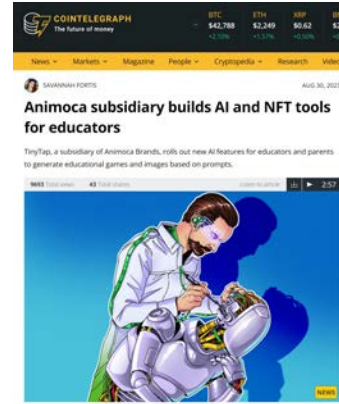
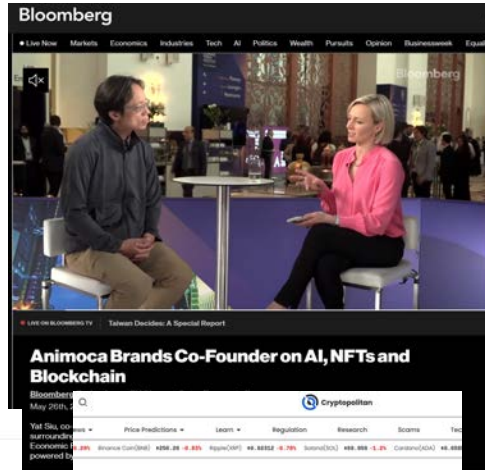
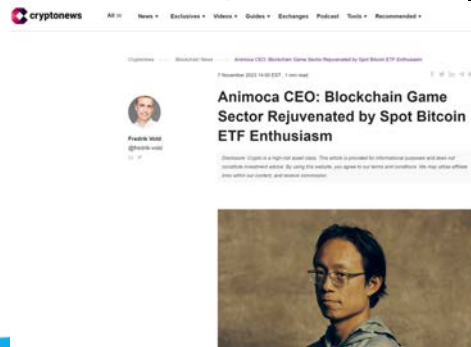
- **SEC sued Binance/CZ and Coinbase accusing them of operating an unregistered securities exchange**, among other allegations
- In both cases, the SEC alleged that 17 various tokens are securities. Robinhood also moved to delist tokens mentioned by SEC
- Meanwhile pro-crypto lawmakers are introducing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

STATE OF THE COMPANY



Industry leadership and media attention

Animoca Brands has emerged as a trusted firm in Web3, during a year marked by enforcement and regulatory actions across the sector



PRIORITY PROJECTS & SUBSIDIARIES



MOCVERSE



Strong investor demand in Mocaverse



**ANIMOCA BRANDS
RAISES A FURTHER
\$11.88 MILLION
FOR MOCVERSE**
Bringing grand
total to **US\$31.88
million**

A stylized illustration of a character in a futuristic, blue and white suit with a red visor, standing next to a large smartphone. The smartphone screen displays the MOCA logo. The background is dark blue with glowing blue circles and lines, suggesting a futuristic or digital environment.

KEY INVESTORS:

Investors in first
tranche
included:

CMCC Global

KINGSWAY
CAPITAL

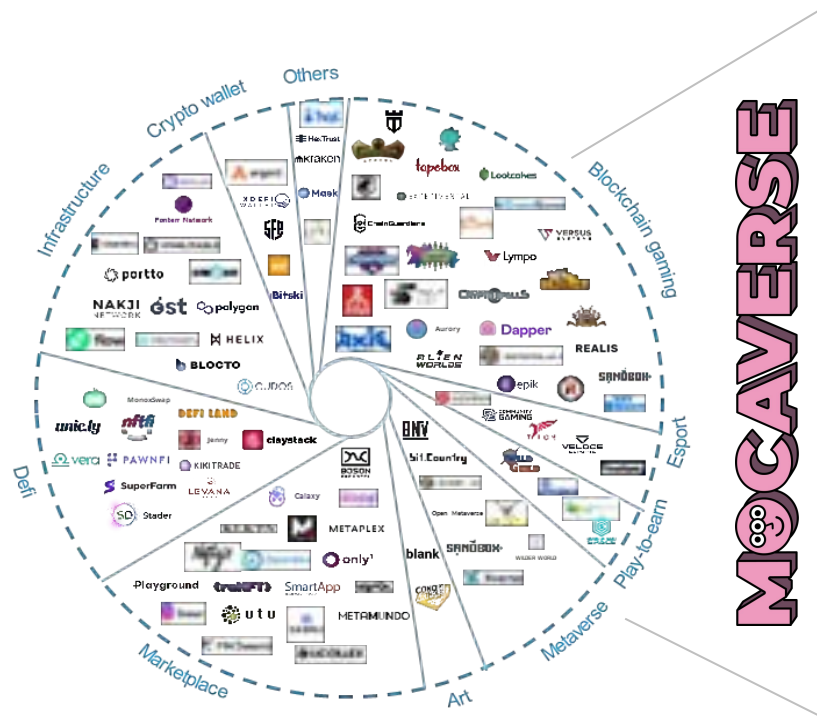
GAMEFI
VENTURES

LIBERTY CITY
VENTURES

KODA

and others

Mocaverse as connecting point for Animoca Brands' ecosystem



MOCaverse

Consumer Layer
Enterprise Layer
Governance Layer

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

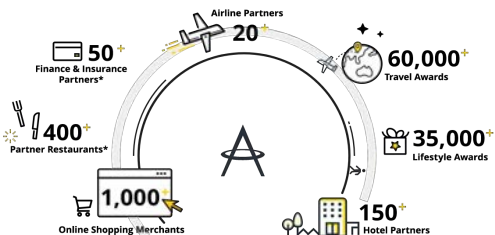
400+ portfolio companies with existing experiences to engage users

Allocated governance rights for certain tokens to Mocaverse NFTs

Mocaverse as THE membership program for Web3



Asia Miles Partner Network*



Animoca Brands Ecosystem



Members

Users/holders

Primary benefactors of the program



Earn and redeemed

XP Points



Odyssey Partners

Places to explore and experience



Integration Partners

Growing the network at scale

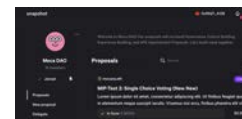
XP Accrual System



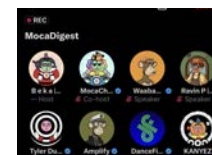
Soft Stake -
Be loyal



Participation -
Be active



Contribute -
Be of value



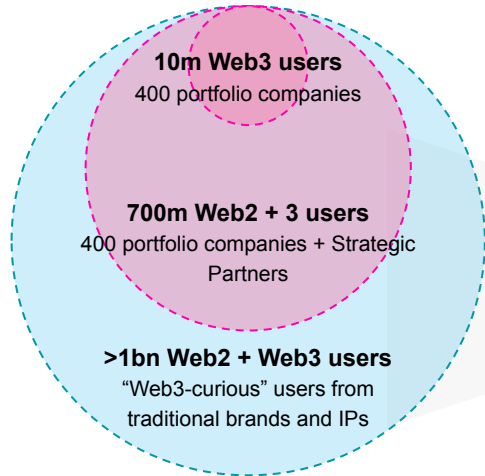
Socialise -
Be social engaged

* 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 + Web3 users through Moca ID



Animoca Brands' addressable user base



10m Web3 users
400 portfolio companies

700m Web2 + 3 users
400 portfolio companies + Strategic Partners

>1bn Web2 + Web3 users
“Web3-curious” users from traditional brands and IPs

Onboarding to...



Moca ID



Your on-chain identity

Free claim Soulbound Token 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

THE SANDBOX Performance & Updates



5M users with a wallet
(+22% YoY increase)



Asia represents 31% of Users/ Brands/Partners



62 minutes average daily play time
(+20% YoY increase)



800 Partners in our Ecosystem
(+10% YoY increase)



24,500+ unique LAND owners



125,000+ LAND sold in total and 8 neighborhoods sold out in 2023



300,000+ unique Avatar holders through 19 Official Collections with Top Brands + 50 interoperable Collections



130,000 Active Users of Game Maker since January 2023

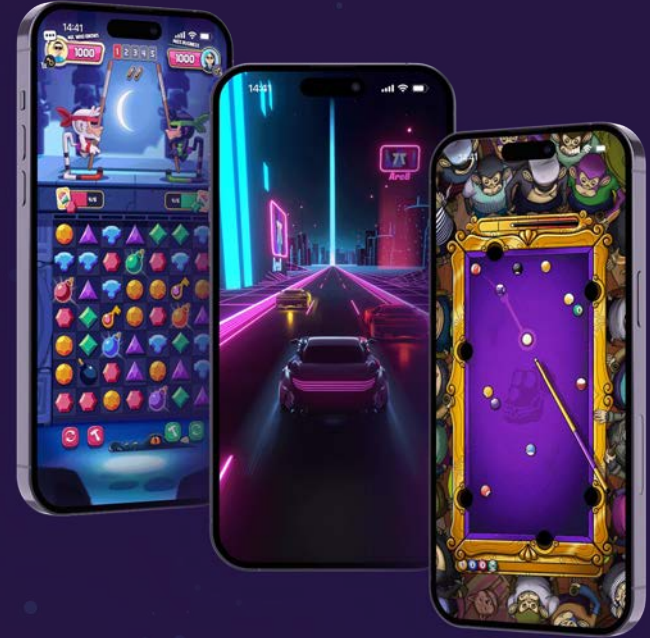


360+ Experiences live on the Map

GAMEE Overview

Play, Own, Thrive: Gaming in Web3.

- GAMEE introduces digital ownership to mobile gamers through casual-style games
- Global brand IP partners that GAMEE has collaborated with include: Manchester City FC, NASA, Guinness World Records, ATARI
- In 2020 GAMEE was acquired by Animoca Brands – the world's largest blockchain gaming company



2015

GAMEE is founded

100+

games launched

7 BILLION

gameplays served

2.5M+

Web3 wallets activated

GAMEE User Traction



[Web3 Downloads](#) 3M

[Web2 Downloads](#) 25M

Telegram users 30M



[Arc8 App](#) 136k followers

[Gamee Token](#) 60k followers



[Discord](#) 56k members



[Telegram bot](#) 3M subscribers

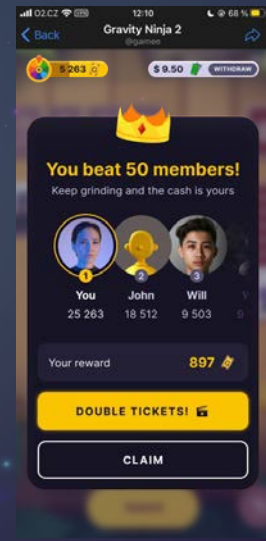
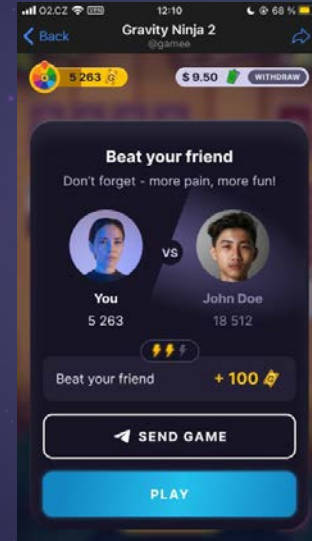
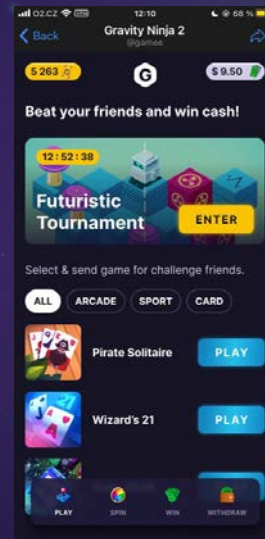
[Telegram channel](#) 38k members

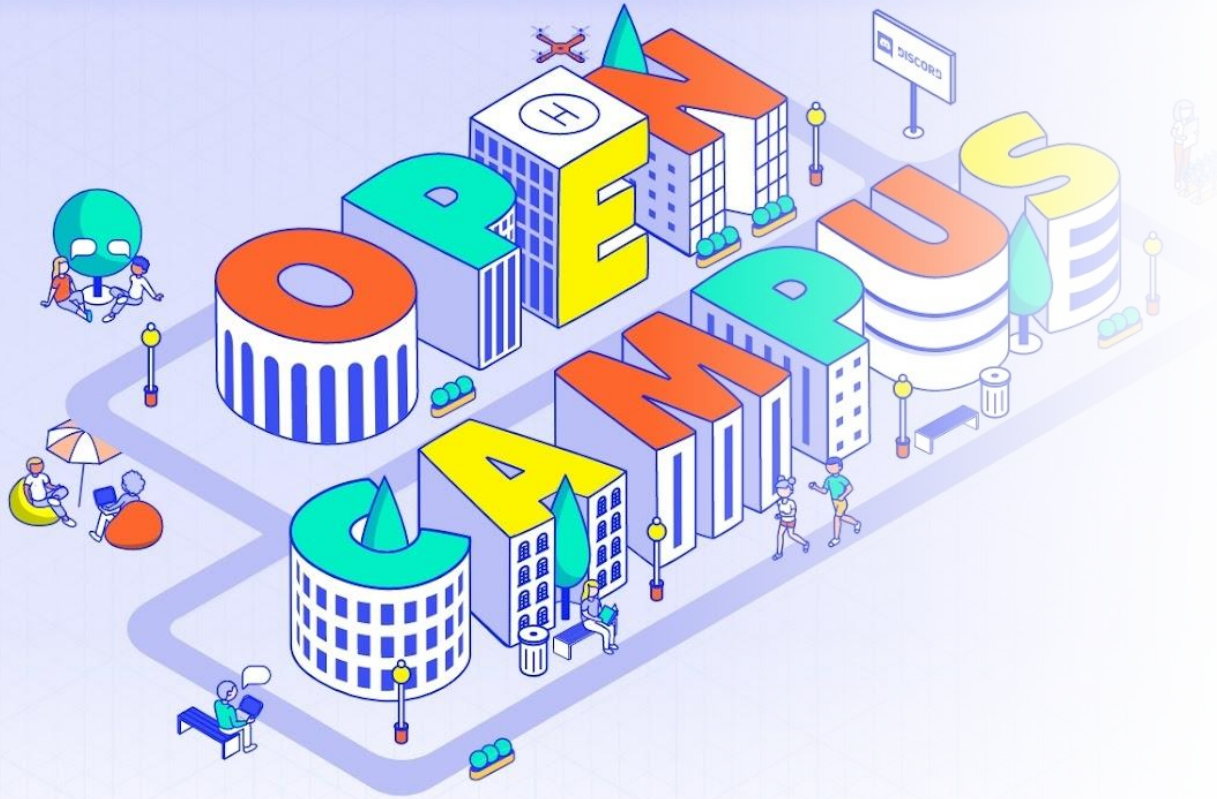


GAMEE on Telegram

Biggest gaming publisher on Telegram launching on Web3

- Official gaming partner to Telegram
- 2M monthly active users, 160M plays across 50 games
- Viral game distribution through chats and channels with @gamee bot
- Launching: web3 activation layer - tasks, wallets, crypto payments, partner rewards



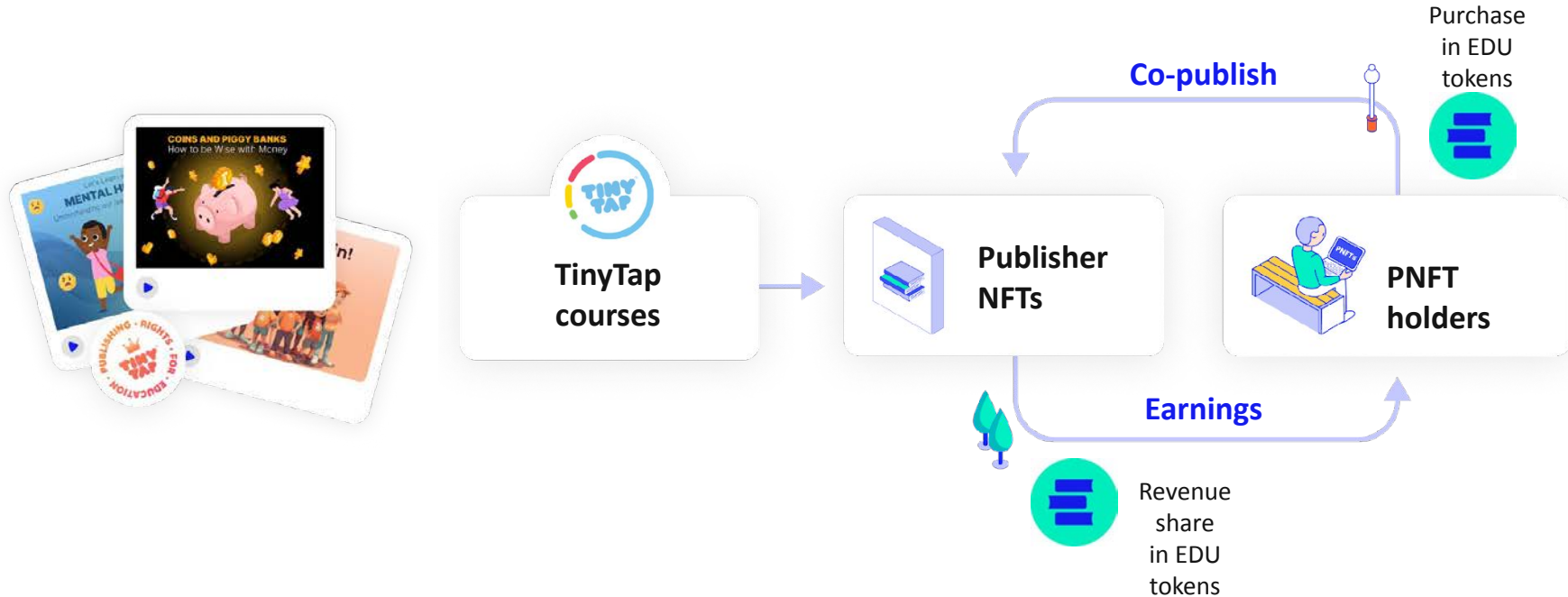


Open Campus

**The world's first
community-led
Education Protocol**


*“Putting the power of
learning back in the hands
of Educators and Learners”*


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




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 Aniskit/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

Major partners to create content and use EDU token

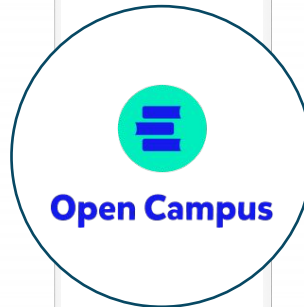
Create content and build infrastructure

Use EDU and build on Open Campus

LAUNCH PARTNERS

OC LABS PARTNERS

STRATEGIC PARTNERS

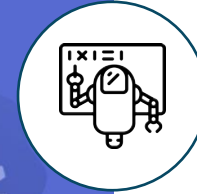


OC ALLIANCE PARTNERS

Advancing integration of AI and Web3

**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 tokens on Open Campus

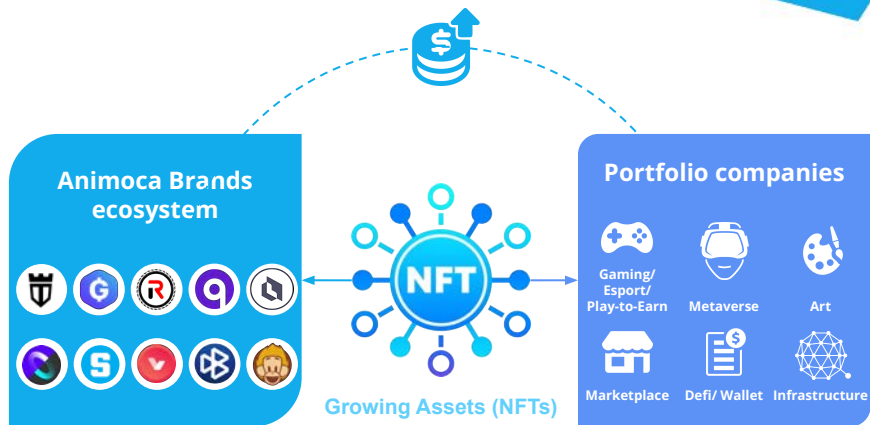
<https://www.youtube.com/watch?v=MiiPar24dA>

BUSINESS MODEL

Evan Auyang



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

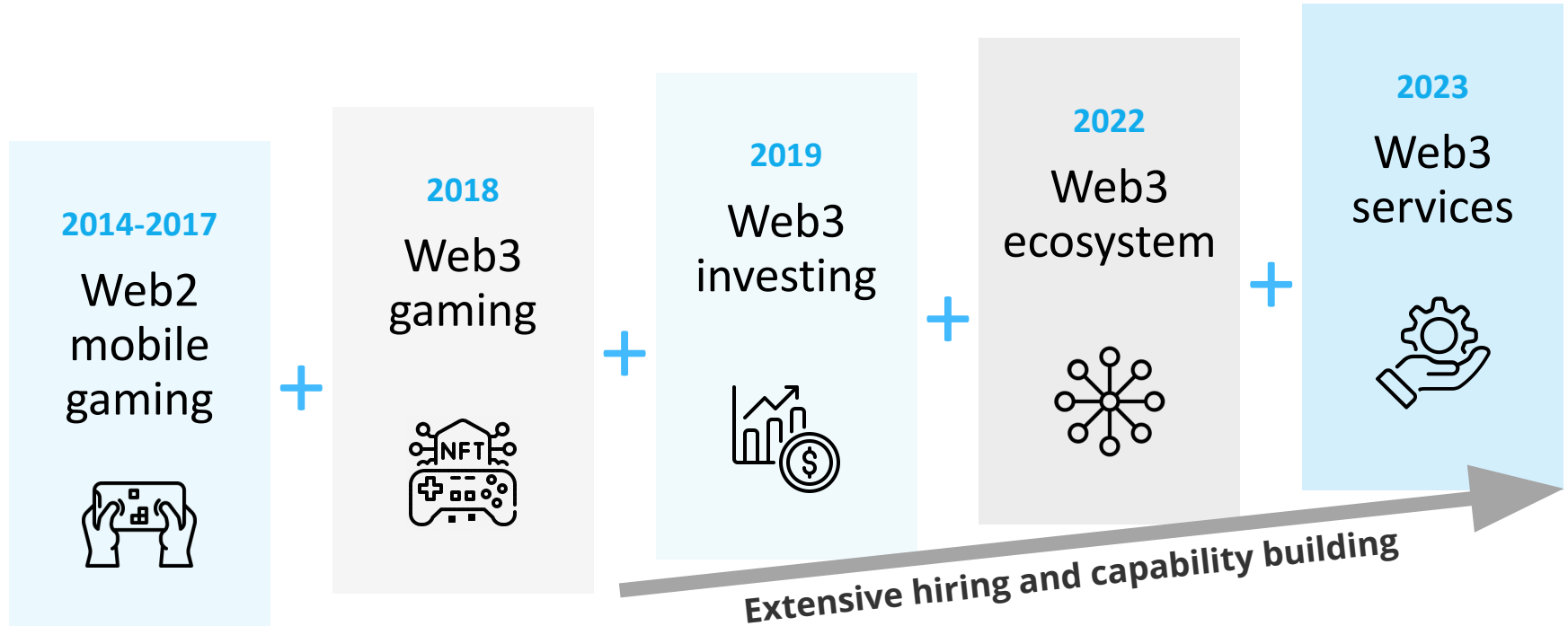
Facilitate acquisition of rights to produce someone else's product. Joint development with companies who have access to distribution channels or brands.

DEVELOPMENT

Animoca Brands has become a global company



Our recent journey at a glance



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

- Funds
- Accelerators
- Direct Investments from balance sheet

3



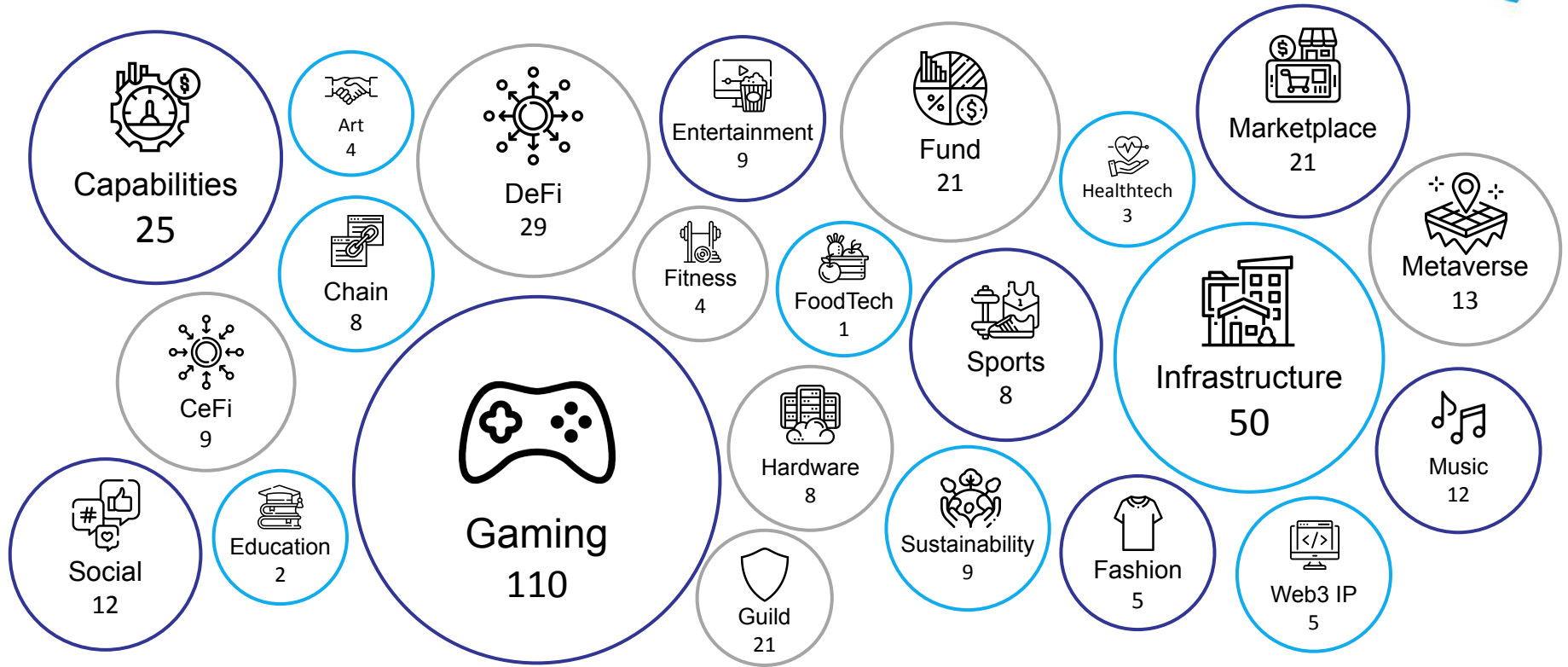
Advisory & Services

Fees generated from blockchain services

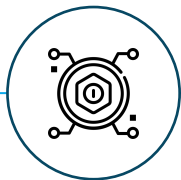
Fee-based income

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

Our family of 400+ portfolio companies



We work with Advisory clients from token ideation to successful token launch



TOKENOMICS DESIGN

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



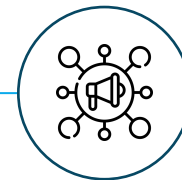
LAUNCH PLANNING

- Distribution mechanisms
- 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

New capabilities and teams



1. Business Development

Engage with and drive partnerships with non-Web 3 brands and companies

Partnerships can be direct engagement with subsidiaries, JVs, or one-off projects

2. Project Management

Responsible for delivering projects and coordinating blockchain and non-blockchain resources

Standardize project management practices and define key metrics/KPIs to enable effective tracking

3. Portfolio and M&A

Deal running, commercial due diligence, and negotiations for strategic investments and M&A

Portfolio team supports subsidiary CEOs and executives with leveraging scale within the Animoca Brands ecosystem

4. Operations

Drives operational excellence and internal strategic projects

5. Finance & Digital Assets

Covers finance and accounting, treasury management, and business partner functions

High-caliber digital assets team from top-tier TradFi with deep crypto knowledge

Animoca Brands' Executive Committee



Yat Siu
**Chairman and Managing
Director**

Web3 thought leader. Advisor to BAFTA, Director of Asian Youth Orchestra. World Economic Forum Global Leader of Tomorrow



Evan Auyang
Group President

Previously MD of GLG International, Deputy MD of KMB/TIH, ex-McKinsey, Citigroup. INED of SHK&Co., Asia Financial Hldgs, Urban Renewal Authority



Robby Yung
CEO, Investments

Co-founder and CFO of Redgate Media (sold to HKG: 8202), Co-founder of One Media Group (HKG: 426), Founder / CEO of One Studio



Minh Do
COO

Previously lead of Greater China business and APAC technology practice of GLG International. Dual qualified attorney in Hong Kong and New York.



Alan Lau
Chief Business Officer

Former chairman and CEO of Tencent WeSure. Asia head for McKinsey Digital and the Greater China head for the Corporate Finance Practice. Vice-chair of M+ Art Museum in Hong Kong



Jared Shaw
CFO

Former Head of Finance and Head of Internal Audit at Gemini. Former financial services consultant at E&Y and portfolio manager at Goldman Sachs

Newer members of the Executive Committee



Evan Auyang
Group President



Jared Shaw
CFO



Minh Do
COO



Alan Lau
Chief Business Officer



Select 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 IPOs, 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



The background features a blurred financial chart with a white line graph and teal and orange candlesticks. The text is overlaid on the left side of the image.

FINANCIAL PERFORMANCE & REPORTING

Jared Shaw

Cash and token balances for the period ended on 30 November 2023



Includes off-balance sheet SAND token reserve; included here given high liquidity

Includes tokens adopted in our ecosystem

FY2022 unaudited financial performance and investor update from Animoca's website



Financial reporting challenges



Crypto and NFT accounting complexity



Rebuild of Finance department



Public company financial reporting requirements



Limited financial systems and infrastructure



Multiple accounting standards across jurisdictions



Historical valuation of assets including subsequent events

Financial reporting progress



Lodge **2021**
financial
statements
Q1 2024

Pursue **Redomicile**
of Animoca Brands
from Australia to
another jurisdiction
Q4 2024

2025/2026
Pursue relisting
in another
jurisdiction

Q3 2024
Lodge **2022**
financial
statements

Q4 2024
Lodge **2023**
financial
statements





Thank you!