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This document compiles, updates, and reorders materials presented by the Company at the Animoca Brands Investor Day held in Sydney on 11 September 2023.
ANIMOCA BRANDS
STATE OF THE UNION
Yat Siu and Evan Auyang
Investor update for the period ended on 31 December 2022

- **Bookings**: US$402M
- **Cash and Stablecoins**: US$191M
- **Other 3rd party tokens**: US$469M

**Off Balance Sheet token reserves**: US$1.6B

Includes tokens adopted in our ecosystem


“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
STATE OF WEB3
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)

**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

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

MARKET
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
Facilitate acquisition of rights to produce someone else's product. Joint development with companies who have access to distribution channels or brands.
STATE OF THE COMPANY
Animoca Brands has become a global company
Our recent journey at a glance

2014-2017
Web2 mobile gaming

2018
Web3 gaming

2019
Web3 investing

2022
Web3 ecosystem

2023
Web3 services

Extensive hiring and capability building
Animoca Brands has investments in over 30 startups focusing on AI technology. Three standouts highlighted:

**SEOUl BOTaTICS.**

**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

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**Clare.ai**

**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

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**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
Some of our key assets and subsidiaries

- SANDBOX: NFT, Asset, Metaverse
- REVV RACING: NFT, Asset, Sports
- GAMEE: NFT, Play to Earn
- BLOWFISH: NFT, Play to Earn
- quidd: Collectibles, NFT
- nWay: eSports, Action, NFT
- TinyTap: Education NFT
- DAREWISE: NFT, Play to Earn
## We have established JVs and strategic partnerships across multiple industries

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yuga Labs</strong></td>
<td>Creator of BAYC, The Otherside, and owner of other dominant NFT collections. Powered by ApeCoin</td>
</tr>
<tr>
<td><strong>Cool Cats NFT</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>ONE Championship</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Anichess</strong></td>
<td>In collaboration with chess.com which has 100 million active users, the team is building an on-chain chess game with a twist</td>
</tr>
<tr>
<td><strong>OneFootball</strong></td>
<td>180M MAU Germany-based football media company, the OneFootball app features live-scores, statistics and news from 200 leagues in 12 languages</td>
</tr>
<tr>
<td><strong>Animoca Brands Japan</strong></td>
<td>Japan-based strategic subsidiary focuses on bringing IP into Web3, especially Japanese anime, manga, games</td>
</tr>
</tbody>
</table>
Our family of 400+ portfolio companies
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

**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.
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
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
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

**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
PROGRESS THROUGH THE BEAR MARKET
Key highlights in 2023

1. Innovated through the bear market
   - Community building and scaling (Mocaverse)
   - Real World Asset (RWA) tokenization (Open Campus)
   - Games and tokenomics breakthrough (Wreck League)

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

3. Seeded growth foundations
   - Develop the Web3 ecosystem token
   - Help Web2 brands pivot to Web3
   - Integrate AI + Web3
   - Build presence in crypto-friendly markets
Mocaverse, Animoca Brands’ flagship NFT collection

8,000 Mocaverse holders
110,000 Realm Ticket holders
9,000 ETH traded on Opensea

Multiple community-driven groups e.g. @MocaCN, @MocaHK, @mocaverseNFT_JP, @Moca_Korea, MocaverseNFT_VN, @MocaClub, @Mocaverse_Hall, etc.
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

Community scaling
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:

- **DAU** +26%
- **New Users** 6x

Weekly increase
Up from daily mean
Open Campus launched EDU token to power real-world asset tokenization of kids' education courses on TinyTap

1B | RWA tokenization
Major partners to create content and use EDU token

**Create content and build infrastructure**

- **LAUNCH PARTNERS**
  - Binance
  - Animoca Brands
  - Sandbox
  - Mocaverse

- **OC LABS PARTNERS**
  - Crossmint
  - Care Bears
  - GOQii
  - ONEFOOTBALL

- **STRATEGIC PARTNERS**
  - GEMS
  - New Campus

**Use EDU and build on Open Campus**

- **OC ALLIANCE PARTNERS**
  - Binance Pay
  - Transak
  - Alchemy Pay
  - CoderSchool
  - New Campus
  - collective.
  - GLEAC
  - algoritma
  - Atiom
  - avion
  - weeve
  - Cognaline
1B | RWA tokenization

Significant interest in EDU since launch

145k followers in one month
120k members in one month
10k listeners across 5+ AMAs
30+ coverage by mainstream media

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

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

Animoca Brands’ subsidiary TinyTap raises $8.5 million in funding. ayyet Aki/Aki/Tiny Tao

EdTech startup TinyTap raised $8.5 million for staff expansion

Animoca Brands
Wreck League is an AAA ecosystem game that bridges Web2 and Web3 users with innovative tokenomics.
Wreck League NFT holders will enjoy benefits of digital ownership by “leasing” their mechs as IAP to Web2 users.

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
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

Turn Any Topic Into a Game

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

https://www.youtube.com/watch?v=Mi-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
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

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

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

- 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*
- 50+ Finance & Insurance Partners
- 1,000+ Online Shopping/ Merchants
- 20+ Airline Partners
- 60,000+ Travel Awards
- 400+ Partner Promotions
- 35,000+ Lifestyle Awards

Animoca Brands Ecosystem

ASIA MILES
Members
Primary benefactors of the program

MOCASURE
Users/holders
Earned and redeemed

XP Accrual System
- Soft Stake - Be loyal
- Contribution - Be of value
- Participation - Be active
- Socialise - Be social engaged

XP Points
Odyssey Partners
Places to explore and experience

Integration Partners
Growing the network at scale

* 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

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 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

<table>
<thead>
<tr>
<th>Onboarding Partners</th>
<th>Odyssey Experience Partners</th>
<th>Points and Utilities Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>High user base Web2 and Web3 projects and companies that can promote Moca ID to their ecosystem</td>
<td>Top tier culture and entertainment focussed experience providers that are seeking users to engage with their product/project</td>
<td>Web2 and Web3 brands and companies wanting to tap into the shared Mocaverse user base by providing benefits and utilities for points</td>
</tr>
</tbody>
</table>

![Onboarding Partners Logos](image1)

![Odyssey Experience Partners Logos](image2)

![Points and Utilities Partners Logos](image3)
Thank you!