

4 July 2022

CYBIRD and Animoca Brands Agree to Capital Alliance to Expands Web3

CYBIRD Co., Ltd. (headquartered in Shibuya-ku, Tokyo; Tadashi Motojima, President and CEO; hereinafter "CYBIRD") has formed a capital alliance with Animoca Brands Corporation Limited (headquartered in Pok Fu Lam, Hong Kong; Yat Siu, co-founder and chairman; hereinafter "Animoca Brands") to accelerate Web3 Business Development.



With the mission of " Create happy moments to bring smiles to those all over the world" , we have been actively engaged in business in Web3. Development of the blockchain soccer game "Blockchain Football," NFT sales of our original content "Magical Days: The Brats' Parade," and the launch of "CYBIRD GameFi Lab," a research team for "GameFi".

Animoca Brands has already participated in the "Blockchain Football" project as a lead investor, and has decided to form a capital alliance with the aim of further developing various businesses in Web3.

We will continue to actively work on the development of blockchain games, new entertainment services utilizing NFT, and other projects to connect new technologies to "joy and fun for fans".

■About Animoca Brands

Animoca Brands, a Deloitte Tech Fast winner that is ranked in the Financial Times list of High Growth Companies Asia-Pacific 2021, is a leader in digital entertainment, blockchain, and gamification. It develops and publishes a broad portfolio of products including the REVV token and SAND token; original games including *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes*; and products utilizing popular intellectual properties including Formula 1[®], Disney, WWE, Power Rangers, MotoGP[™], and Doraemon. The company has multiple subsidiaries,

including The Sandbox, Blowfish Studios, Quidd, GAMEE, nWay, Pixowl, Bondly, and Lympo. Animoca Brands has a growing portfolio of more than 100 investments in NFT-related companies and decentralized projects that are contributing to building the open metaverse, including Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Bitski, Harmony, Alien Worlds, Star Atlas, and others.

Company Name : Animoca Brands Corporation Limited (<https://www.animocabrands.com/>)

HQ : Unit 417-421, Cyberport 1, 100 Cyberport Road, Pokfulam, Hong Kong

Representative : Executive chairman and co-founder Yat Siu

Established : January 2014

■About CYBIRD

CYBIRD was founded in 1998, at the dawn of the mobile Internet in Japan. Since then, we have been providing entertainment content services centered on mobile, always keeping an eye on changes in the market environment and the evolution of technology. Currently, the company offers a variety of games/contents, including the "Ikémen Series" ,a romance game that boasts a cumulative total of more than 35 million members worldwide, as well as merchandise, 2.5-dimensional stage shows, online lotteries, IP quizzes, and other services.

Company Name : CYBIRD Co., Ltd. (<https://www.cybird.co.jp/>)

HQ : 10-1 Sarugakucho Shibuya Tokyo, Japan

Representative : President and CEO Tadashi Motojima

Established : September 1998

Business summary : Provision of mobile-based content services and games, content business support, development and provision of cross-media solutions

Development/provision of mobile-based content services/games, content business support, cross-media solution development/provision, mobile/website construction, e-commerce, research and development of next-generation platforms/technologies, etc.

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