

Press Release

**Outblaze Ventures (Animoca™) raises Series A investments
from Intel Capital and IDG-Accel**

Leading VCs Intel Capital and IDG-Accel invest in Animoca's rapidly growing
smartphone app business

HONG KONG, 15 November 2011 – Outblaze Ventures Holdings Limited (the “Company”), also known as Animoca™, a smartphone games developer and publisher based in Hong Kong, has successfully closed its Series A funding round with investments from Intel Capital, Intel's global investment organization, and IDG-Accel China Growth Fund III L.P. (“IDG-Accel”).

Since beginning operation in January 2011, Animoca has released more than 150 apps for Apple iOS and Google Android smartphone and tablet devices, including the highly popular “*Pretty Pet*” series of games (*Pretty Pet Salon*, *Pretty Pet Tycoon*, *Pretty Pet Pony* and others). Animoca operates a number of mobile games brands including Dream Cortex™, one of Hong Kong's premier digital studios, and Baby Cortex™, which offers award-winning edutainment apps for children.

Animoca will use the newly raised funds to drive further growth of its apps business and to cement the company's position as a leader in the app games sector.

“With dozens of top-ranked apps and more than 40 million downloads worldwide, in just ten months we have built Animoca into one of the – if not the – largest app game companies in this part of the world. We expect continued growth as we further expand our business on all fronts,” said David Kim, CEO and co-founder of Animoca. “The global app market continues to grow, and our goal is to establish the Animoca brand as a major international leader in smartphone games; the investments from Intel Capital and IDG-Accel will be critical to our efforts.”

About Outblaze Ventures (Animoca)

Outblaze Ventures Holdings Limited, also known as Animoca™, is a global mobile media provider that develops and publishes innovative entertainment and education apps under the *Animoca™*, *Dream Cortex™*, and *Baby Cortex™* brands. The Company is one of the largest app developers and publishers in the world, with over 150 game and education apps for Apple iOS and Google Android platforms. Based in Hong Kong with offices and representatives throughout Asia and North America, Animoca has launched the highly acclaimed *Pretty Pet* series, *My Car Salon*, *Hospital Story*, *Baby Flash Cards*, *Alphabet Car*, *Baby Piano*, and many other leading titles. For more information and to see a complete list of apps, please visit <http://www.animoca.com/>.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor

manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.2 billion in over 1,165 companies in 51 countries. In that timeframe, 193 portfolio companies have gone public on various exchanges around the world and 284 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About IDG-Accel

IDG Capital Partners (www.idgvc.com/en) is a China-focused investment firm with over US\$3.8B capital under management. IDG Capital Partners offices are located in Hong Kong, Beijing, Shanghai, Guangzhou, Shenzhen, Silicon Valley, and Boston. IDG Capital Partners primarily focus on leading companies in consumer products, franchise services, internet and wireless application, new media, education, healthcare, new energy, and advanced manufacturing sectors. IDG Capital Partners invest in all stages of the company lifecycle from early stage to pre-IPO with investments range from US\$1M to US\$100M. Backed by enormous support from International Data Group (IDG) and ACCEL Partners, IDG Capital Partners has a wide range of overseas market resources and a strong network.