

Animoca Brands Corporation Ltd

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Animoca Brands welcomes Dapper Lab and UFC partnership

Animoca Brands Corporation Ltd's (ASX:AB1) investment Dapper Labs has partnered with mixed martial arts organisation UFC to offer a new form of digital collectibles to UFC's global fanbase.

Under the terms of the agreement, UFC and Dapper Labs will develop a new digital experience allowing fans to purchase, trade and own UFC-branded digital collectibles on Dapper Labs platform, Flow.

The platform is built specifically to support consumer-facing blockchain experiences.

First global brand featured on Flow

Dapper Labs chief executive officer Roham Gharegozlou said: "Flow makes it easy for any developer to build blockchain apps, games, and digital assets to power them.

"Working with UFC®, we are showing what's possible when you give an engaged fanbase a real ownership stake in the sport they love and the communities they're a part of."

UFC is one of the first global brands in professional sports to be featured on Dapper Labs' Flow.

"New form of digital collectibles"

Developed by Dapper Labs as a solution to the problem of blockchain scalability for consumer applications like games and digital collectibles, Flow will help enable and empower tech savvy UFC fans to purchase, trade and own verified, authentic, limited-edition digital collectibles on blockchain in real-time.

UFC senior vice president of global consumer products Tracey Bleczynski said: "UFC is thrilled to partner with Dapper Labs to offer a new form of digital collectibles to our global fanbase.

"UFC prides itself on being innovators in sports technology, and Flow is another way to provide our fans with the best entertainment experience."

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Share Information

Code: AB1

Listing: Unlisted (AU)

Sector: Software & services

Website: www.animocabrands.com

Company Synopsis:

Animoca Brands is a global game developer with a focus on famous brands and blockchain technology.

action@proactiveinvestors.com.au

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