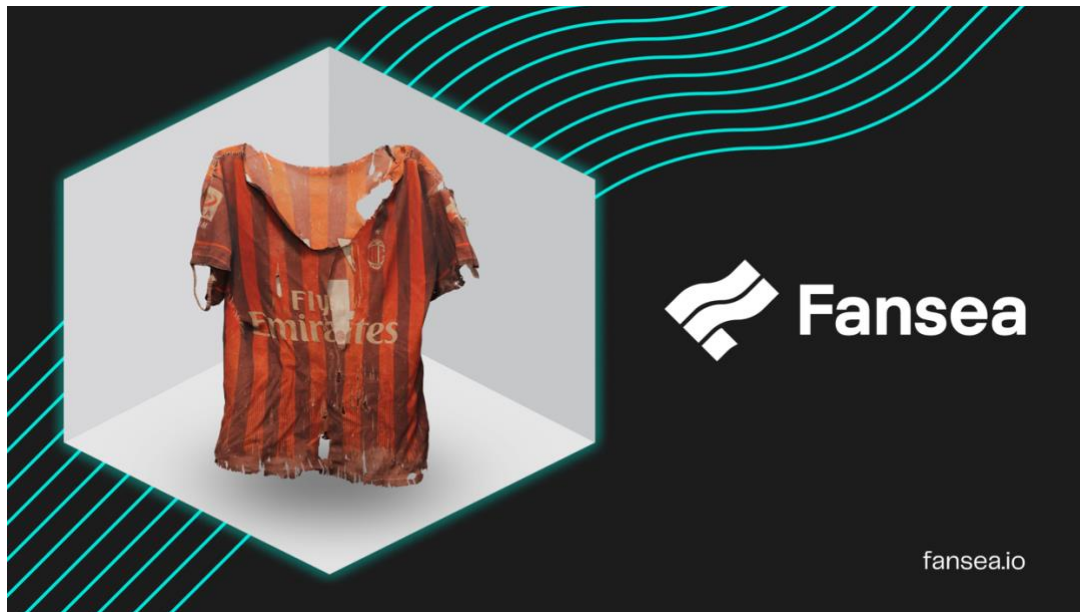


PRESS RELEASE - Frankfurt, 07.04.2022

Under embargo until 08.04.2022

***My Football Space* becomes *Fansea*: New NFT platform starts with charity project featuring AC Milan**

- **New NFT platform replaces previous umbrella brand**
- **AC Milan becomes first official partner with limited-edition NFT drop**
- **All profits from sales go to charity**



© Fansea

The Frankfurt-based start-up *My Football Space* launches its own NFT platform, *Fansea*, which will also become the company's umbrella brand with immediate effect. On the platform, fans will have access to digital collectibles, created in cooperation with athletes, clubs, leagues and entertainers. For the first project, the team around founder and CEO Alexander Schlicher was able to partner up with high-profile football club AC Milan.

Real memorabilia become 3D collectibles

Already since its foundation in 2020, *My Football Space* has been working on blockchain based fan products. The launch of its own NFT platform *Fansea* will enable fans to purchase limited-edition and digital ultra realistic 3D collectibles. The carefully selected unique pieces represent the emotional stories of athletes, clubs, leagues and entertainers. Fans can not only relive these memories by purchasing the originals but also become owners of the unique digitized items. The company has a clear vision to give their NFTs more digital and analogue utility, being able to use these items and relive the items' stories in digital spaces such as Games and Metaverse, and even allow 3D printing for the home showcase.



“Fansea aims to strengthen the emotional bond between clubs, athletes and fans and to create identification through shared experiences and moments. With the help of our unique collectibles, we create the ‘hands on blockchain’ and thus build a bridge between the digital and real-world”, states Alexander Schlicher, founder and CEO of *Fansea*.

Partnership with AC Milan: Kick-off with NFT drop for a good cause

The first project, an NFT drop for charity, launches in collaboration with AC Milan and crypto trading platform BitMEX. The digitized object is a unique Milan jersey from South Sudan, which was discovered by Danish war photographer Jan Grarup during a trip to South Sudan to document the effects of the severe floods in the country. The jersey was then donated to AC Milan and its charity organization Fondazione Milan, which is active in South Sudan to guarantee all children their right to a childhood, and is displayed in the Mono Milan museum, the headquarters of AC Milan.

Thanks to *Fansea*’s technology, the jersey is now also available as a 3D collectible. Fans can pre-order at <https://acmilan.fansea.io> one or more of the only 75.817 certified pieces of digital memorabilia. As *Fansea* wants to contribute to AC Milan's charity organization, all profits from sales will be donated to Fondazione Milan in order to support their charitable initiatives across the globe, including its efforts to help alleviate the ongoing humanitarian crisis in Ukraine.

“We are very proud that AC Milan has chosen to enter the world of NFTs with BitMEX and Fansea as their partners. Having this collaboration is the perfect foundation for many of Fansea's upcoming projects”, says Schlicher.

Partnering with the Rossoneri is just a teaser for the *Fansea* app, which will be available from spring 2022. The app will give fans and NFT enthusiasts access to many more iconic objects from sports and entertainment in the digital world.

About Fansea

Fansea is an NFT platform for digital collectibles designed to bring real, physical memorabilia into the digital world. Utilizing its unique technology, the Frankfurt/Main-based company makes blockchain tangible by making NFTs of special items accessible also as high-quality 3D prints. As a certified NFT partner of athletes, leagues and clubs, *Fansea* paves the path into the Metaverse for fans of all generations. *Fansea* was founded in 2022 by Alexander Schlicher out of the start-up *My Football Space* and will be the organization’s main brand in the future.

About Alexander Schlicher

For more than 20 years, Alexander Schlicher worked as a banker and consultant in the financial services industry. The passionate football fan finally combined his experience with his vision to make emotions tangible for every fan with the help of innovative decentralized technologies,



such as Blockchain. His mission: to strengthen the bond between clubs, associations, athletes, as well as entertainers and their global fans through transparent and temper proof blockchain based products.