

5 January 2022

CYBIRD Co., Ltd.

## CYBIRD and Animoca Brands Start Development of 「Blockchain Football」, a Play-to-Earn Football Management Game

CYBIRD Co., Ltd. (Headquarter: Shibuya Tokyo, President and CEO: Tadashi Motojima, hereinafter "CYBIRD") will start developing 「Blockchain Football, a blockchain play-to-earn football management game, utilizing the know-how of the popular football game series BFB. The game will be published by PlayNext Pte. Ltd., a Singaporean company.

Animoca Brands Corporation Limited (Headquartered in Pok Fu Lam, Hong Kong; Executive chairman: Yat Siu; hereinafter "Animoca Brands"), a leader in the global market trend of blockchain technology and NFT-based gaming services, will be the lead investor in the project. Animoca Brands will advise CYBIRD on play-to-earn game mechanics.

Blockchain Football" will implement "NFT" and "Play-to-Earn" functions for collecting, trading, and training players. The goal is to deliver a new experience to users in the form of a blockchain game.

CYBIRD has been providing a wide range of services in the entertainment field, especially games, with the mission of 「creating "HAPPY" moments and bringing smiles to the world」. Based on this mission, we will continue to release this service in the blockchain game field, which is a new area of growth.

### ■About 「BFB」

BFB is a full-fledged football club development game. Players take on the role of a football club manager, train players, plan tactics, and aim to become the world's best football club. The game is extremely popular, especially in the Hong Kong market, where it ranked first in the Top Free App Store and third in Top Sales. The game is consistently loved by many players and continues to be a stable service even now, eight years after its release.

### ■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.

**[Contact]**  
**CYBIRD**  
**Corporate Communicationn**  
[press@cybird.co.jp](mailto:press@cybird.co.jp)

\*CYBIRD and the "CYBIRD" logo are trademarks or registered trademarks of CYBIRD.

\*The company names and product names/service names mentioned are trademarks or registered trademarks of each company.