



FANZ to launch free to play Fantasy 5 game for Premier League, prizes to include NFTs

Fanz have signed a partnership contract with UK company 20SHOTS and will launch a free to play fantasy football game called Fanz Fantasy5 in March 2022 for the Premier League on Fanz.com, where players can win NFTs and signed merch.

Fanz.com is a gateway for NFTs, gaming, commerce and governance for world football, founded by Sam Jones and Teddy Sagi.

Fanz Fantasy5 will be a free to play game on the browser, where a user selects 5 players from 5 matches across the Premier League. Based on the real-life performance of the players in each round of games in the league, a scoreboard will show the winning scores after each round of games. Top scores will receive NFTs or signed merch from elite players.

The partnership comes as Fantasy5's growth continues, surpassing 100,000 active users to become the fastest growing free-to-play football jackpot game in the industry.

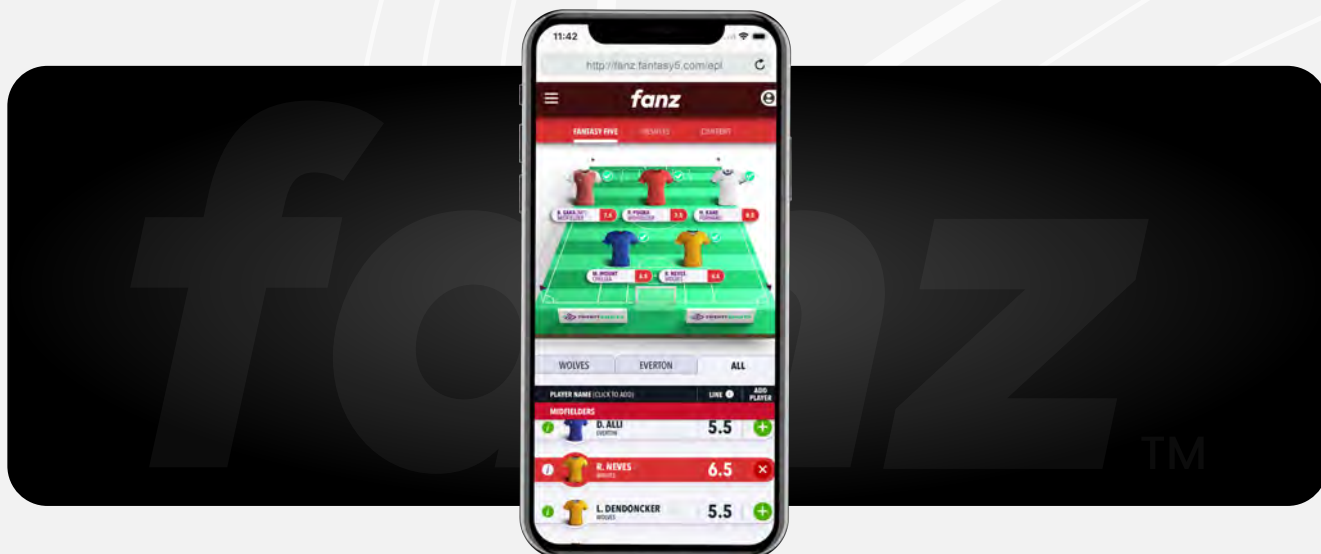
Fantasy5's growth this season has also been driven by 74% week on week retention rates, with active users logging in 3 times a week and spending in excess of 3 minutes on site per session when playing.

As part of the partnership, Fanz will be utilising Fantasy5 as an acquisition, engagement and retention tool to help unite and grow the Fanz community.

Sam Jones, founder of Fanz said "Mass adoption of Web 3.0 including NFTs has not happened yet. We believe a simple fantasy football game based on premier league games is a great way for people to have fun and have a chance to win an NFT or signed merch. Winning an NFT will force people to open a crypto wallet and begin to learn about this new world. We chose this game as it is simple and data driven. We will be adding more football themed games to the Fanz ecosystem soon"

Jacob Kalms CEO and Co-Founder of 20SHOTS said "Our retention statistics prove that free-to-play product represents the next player recruitment and retention battleground and by being able to offer Fantasy5 directly to their customers, Fanz' offering to a valuable football audience is increased."

"This major partnership represents the next stage of our strategic growth which will continue to see Fantasy5 offered to football fans globally to help better acquire, engage, retain and monetise our partners community.



Football in Web 3.0

