

PRESS RELEASE

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Lucky Kat partners with The Sandbox

Fragbite Group AB's wholly owned subsidiary, Lucky Kat B.V. has entered into a partnership with The Sandbox, in order to create an own world with an amusement park theme in the metaverse – a decentralized digital eco-system built in next generation Internet – Web3.

The partnership means that Lucky Kat is given the opportunity to create a new part within The Sandbox metaverse with an amusement park theme, which will be called *LuckyLAND*. Metaverse, or metaversum, is the idea of a virtual world reminiscent of the physical, a place where people can socialize, play games or perform other types of activities, but also buy and own assets. As part of this agreement, Lucky Kat is committed to expanding its workforce to develop a first-class gaming experience that includes virtually unique assets. This in the form of unique characters, equipment, buildings and land, so-called NFTs (Non-fungible tokens) within The Sandbox's metaverse. The ambition is to create a new arena for gaming experiences based on the rapid growth of the next generation of internet.

The Sandbox, a subsidiary of Animoca Brands, is a leading blockchain-based virtual world where players can build and own their content. Through their characters (Avatars) in metaverse, players get access to entertaining, social, culturally enriching experiences, in the form of various gaming experiences, such as virtual shows and concerts.

This partnership agreement means that Fragbite Group and Lucky Kat are now part of an exclusive group of other partners to The Sandbox who, among others, includes Warner Music Group, The Walking Dead, Snoop Dogg, Adidas and Deadmau5. Everyone works according to The Sandbox's vision of offering players opportunities to create new digital experiences.

"We are shaping The Sandbox as a place where creators, fans, and players can enjoy first-of-a-kind immersive experiences and be more closely connected to their favourite game experience through true ownership. We are pleased to see the dynamic team of Lucky Kat and Fragbite Group build fun experiences on The Sandbox platform and embrace the possibilities of the open metaverse", comments Sébastien Borget, COO and Co-Founder of The Sandbox.

"We are expanding our team further to build more experiences in the Metaverse. Our partnership with The Sandbox adds a new layer of possibilities with the ownership of virtual real estate. As an early mover, Lucky Kat has secured the equivalent of beachfront property in the metaverse. On the LuckyLAND, we'll develop immersive social experiences that defy real-world limitations and allow our community and fans to engage like never before", comments Herdjie Zhou, CEO and Co-Founder of Lucky Kat.

LuckyLAND and other NFT sales

The Sandbox will hold a "LAND sale" at a later date, which will allow community fans to buy coveted LuckyLANDS adjacent to the Core property. In addition, Lucky Kat NFTs such as characters, equipment, and buildings will be supplied within The Sandbox experience.

“With this partnership, Fragbite Group and Lucky Kat mark its first steps into the metaverse realm. With The Sandbox play-to-earn model, players as well as creators can potentially create value from their activity into the metaverse. Fans will be able to step into an immersive, action-packed gameplay experience as well as add their favourite attributes from other Sandbox partners to their very own game experiences. Because NFTs recognize the ownership of in-game assets, they are enabling Play-and-Earn models”, comments Stefan Tengvall CEO Fragbite Group AB.

More information regarding the schedule and the game's development plan of *LuckyLAND* and other unique assets will be announced shortly.

About The Sandbox

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand having partnered with major IPs and brands including Adidas, Snoop Dogg, The Walking Dead, Deadmau5, Atari, Rollercoaster Tycoon, Care Bears, The Smurfs, and more. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit www.sandbox.game and follow the regular updates on Twitter, Medium and Discord.

About Lucky Kat

A fully owned subsidiary of Fragbite Group AB based in the Hague in the Netherlands, Lucky Kat is an award-winning game studio that produces pixel art-based mobile games with popular cultural references and has over 200 million downloads on the iOS App Store and Google Play Store with over 5 million 5-star user ratings.

In December 2021 Lucky Kat announced the *Panzerdogs*, an online game built on the Solana blockchain with play-to-earn mechanics. The game currently features 5,555 dog avatars (NFTs). The alpha version of the game that offers online PVP mode (Player-vs-Player) is expected to be released in Q1 2022.

See www.lucky-kat.com/ and www.panzerdogs.io for further information.

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About us

Fragbite Group AB is a digital gaming entertainment group with subsidiaries active in the mobile gaming and e-sports industry listed on Nasdaq First North Growth Market in Stockholm. The Group consists of companies with in total about 80 employees who all share the same passion for gaming. The Group is headquartered in Stockholm, Sweden and has physical representation in Alexandria, Egypt and Montpellier and Nancy, France as well as in the Hague, the Netherlands. The Group has three internal game development studios; Lucky Kat, Funrock Development and Prey Studios that develop, publish, distribute, and market mobile games for the global gaming market. The subsidiary Fragbite AB is one of the Nordic region's leading E-sports media companies that arranges, and broadcasts e-sports tournaments live. Playdigious SAS places and adapts games for mobile phones and develops indie games. For more information, see www.fragbitegroup.com.

Attachments

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