

PRESS RELEASE

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Lucky Kat launches its first experience and NFT collection on the Sandbox

Lucky Kat, a subsidiary of Fragbite Group, is launching Lucky Kat Land, an amusement-park-themed experience on the Sandbox. The Sandbox is a decentralized NFT gaming metaverse where users can create, sell, use, and monetize their own virtual reality NFTs. The Lucky Kat Land experience includes an area where players can meet to hang out and chat with each other called the Social Hub. This area includes a NFT gallery where the Lucky Kat Land NFTs are displayed, an area where all players start, and the Kat Lounge - a social area for players to hang out and chat. Participants will start in the Social Hub and move to various experiences from this area. For starters, there is Mount Lucky: an obstacle platforming course inspired by Wipeout where players have to dodge obstacles and time their jumps. The Sandbox has launched two Alpha Seasons previously. Developers launch NFTs and experiences to a limited number of users that are able to access this content through an Alpha Pass. Lucky Kat Land will be available exclusively on the Sandbox in Alpha Season 3, which launches mid June.

Lucky Kat Land's NFT launch will happen on May 11th at 5pm CET. It includes a variety of avatars, equipment, and buildings which can be used in the experience. Avatars are inspired by contenders of physical game shows like Wipeout. The NFT collection consists of 17 different types of unique assets, all with a limited supply.

The Sandbox, a subsidiary of Animoca Brands, 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.

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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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