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# Evolving platform Bondly Finance announces strategic rebrand to Forj



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The rebranding reflects the project's evolution, vision for the future

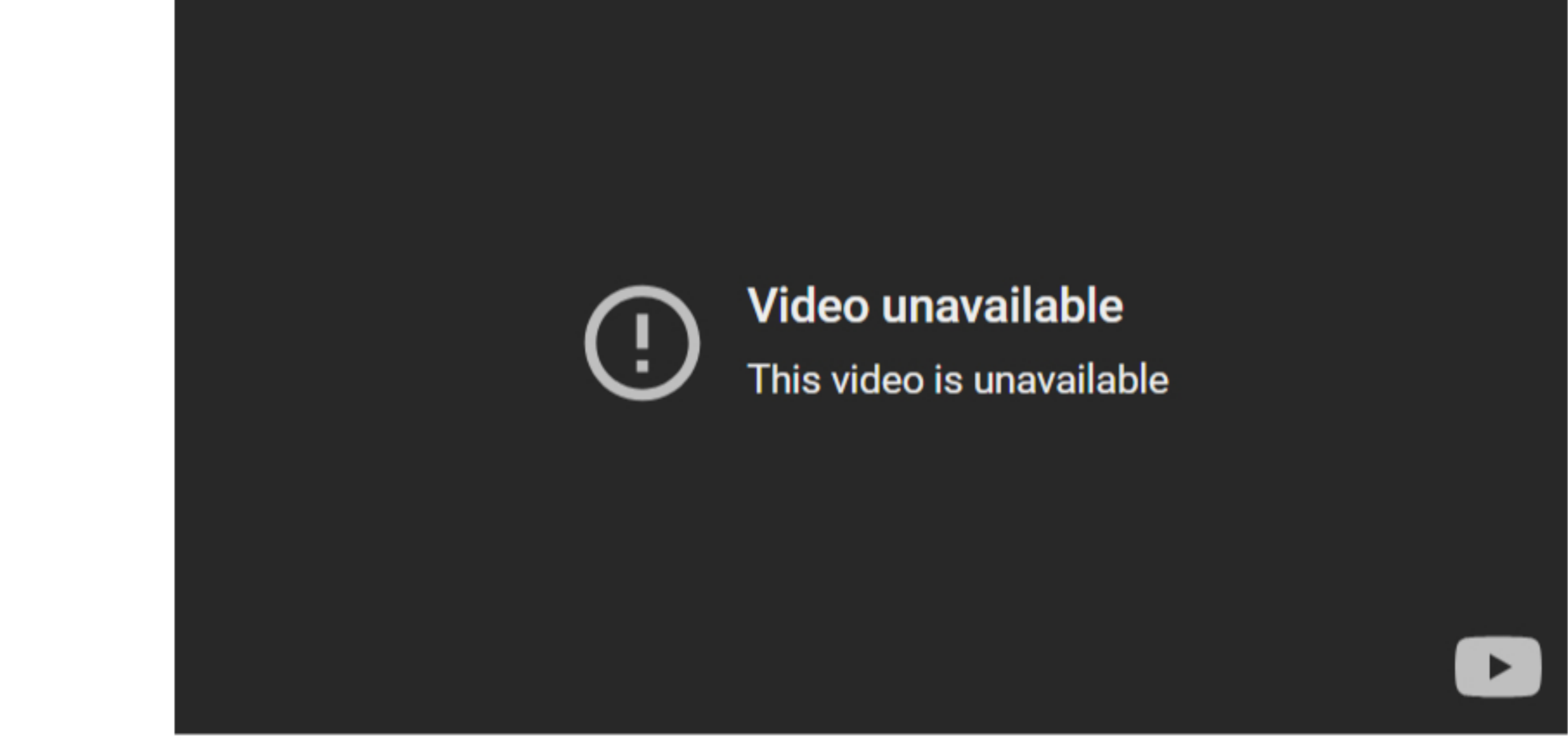
Bondly Finance and Animoca Brands announced today that Bondly Finance has rebranded to Forj, marking a strategic shift in the business to focus on mass-audience onboarding to the world of Web3 and nonfungible token (NFT) technology in the music, sports, lifestyle, celebrity-brand and gaming sectors.

Under its previous brand of Bondly Finance, Forj led the way in the NFT space through innovative partnerships with well-known creators, including influencer Logan Paul, Grammy-nominated musician Lewis Capaldi, and global music and events platform Bandsintown.

Other notable partnerships include building the first official Ethereum-to-Cardano NFT bridge in collaboration with Input Output Hong Kong (IOHK) and powering one of the biggest available NFT-minting platforms, Mint-On-Demand, in partnership with Spring.

Forj is the result of an extensive rebrand undertaken over the past six months, led by several leading brand design experts whose clients include Uber, Disney, AT&T and Coca-Cola.

Forj encapsulates the principles of creation, innovation and partnership, with the main brand mission of deepening the relationships between creators and fans to form a partnership in the true spirit of Web3 applications and decentralized autonomous organization governance.



Forj is majority-owned by Animoca Brands, and the rebrand is just the first in a series of exciting announcements to be released over the next few months.

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The rebrand includes the rollout of the new Forj website and the new branding of several consumer channels.

"The Forj brand launch marks a major milestone in our project's journey as we prepare for mass-adoption of Web3 and NFT technologies," said Harry Liu, CEO of Forj. "Tomorrow's consumers won't think twice about entering the metaverse to watch their favorite band or buy the latest trainers as an NFT for their avatars, and Forj is positioned to facilitate that leap for Web3 beginners and experts alike."

"Our brand values for Forj center around one of the founding principles of Web3 — partnership," said Charles Stanton, chief media officer of Forj. "We're here to bring fans and creators closer than ever, even blurring the lines between the two, and through Forj, we now have an exciting, dynamic brand vehicle to deliver these truly unique experiences."

"Bondly Finance's strategic rebrand to Forj comes at an integral time for Animoca Brands as we look to the popularization of Web3 technologies, including the evolution of the metaverse," said Yat Siu, co-founder and executive chairman of Animoca Brands. "Forj will deliver to consumers exciting and dynamic brands to provide an attractive gateway to these new Web3 experiences."

## About Forj

A subsidiary of Animoca Brands, Forj delivers leading Web3 products and technology that fosters unique fan experiences for creators. A truly end-to-end solution, Forj is the next frontier of fan engagement through its use of NFTs, metaverse protocols and blockchain technology to bring fans closer to their favorite creator brands in music, entertainment, gaming and beyond. With major partnerships, including influencer Paul, Grammy-nominated musician Capaldi and leading creator platform Spring, Forj has an enviable track record of success in the sector.

Forj-owned brands include the metaverse-infrastructure project Metaprints and leading GameFi project PolkaPets. For more information, visit [forj.network](https://forj.network).

## About Animoca Brands

Animoca Brands, a [Deloitte Tech Fast](#) winner and ranked in the [Financial Times list](#) of High Growth Companies Asia-Pacific 2021, is a leader in digital entertainment, blockchain and gamification, working to advance digital property rights.

It develops and publishes a broad portfolio of products, including the [REVV](#) and [SAND](#) tokens; original games, including The Sandbox, Crazy Kings and Crazy Defense Heroes; and products utilizing popular intellectual properties, including Disney, World Wrestling Entertainment, Snoop Dogg, The Walking Dead, Power Rangers, MotoGP and Formula E.

The company has multiple subsidiaries, including [The Sandbox](#), [Blowfish Studios](#), [Quidd](#), [Gamee](#), [nWay](#), [Pixowl](#), [Bondly](#), [Lympto](#), [Grease Monkey Games](#) and [Eden Games](#).

Animoca Brands has a growing portfolio of more than 200 investments in NFT-related companies and decentralized projects contributing to building the open metaverse, including Axie Infinity, OpenSea, Dapper Labs with NBA Top Shot, Yield Guild Games, Harmony, Alien Worlds, Star Atlas and others.

For more information, visit [animocabrands.com](https://animocabrands.com) or follow on [Twitter](#) and [Facebook](#).

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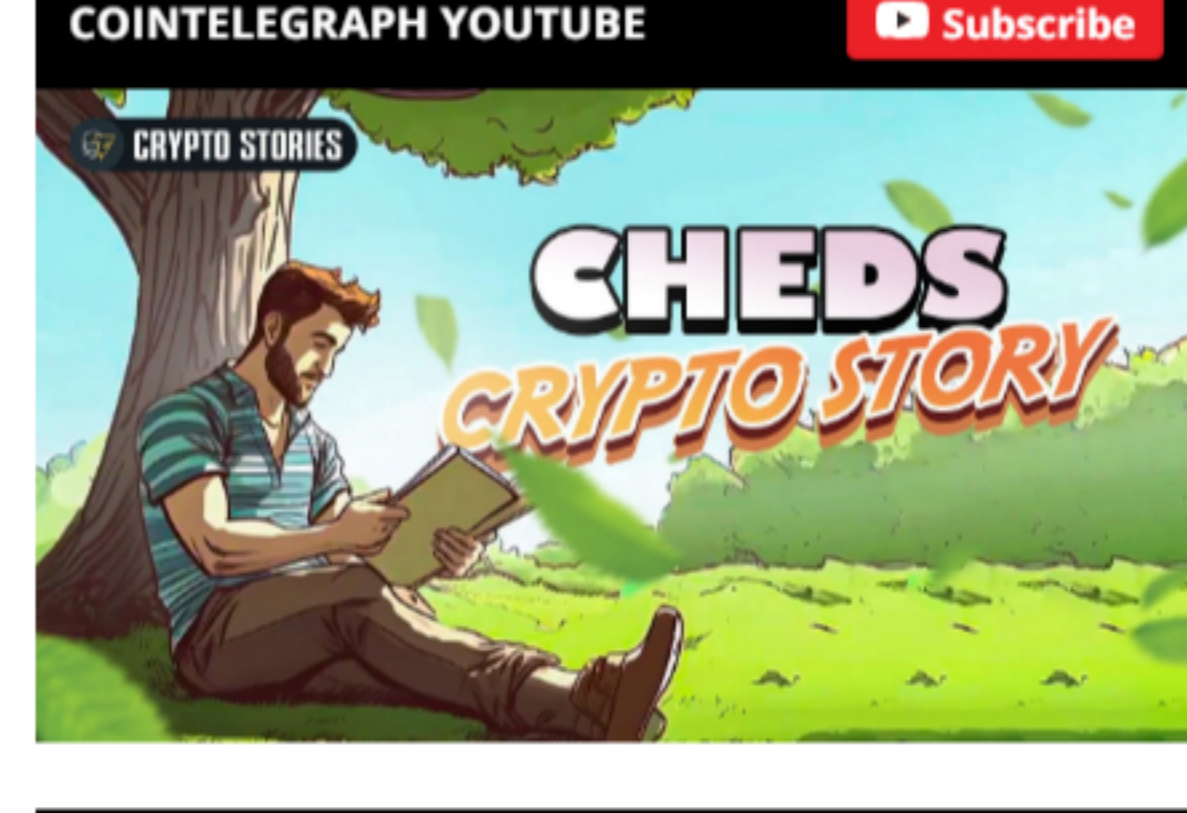
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