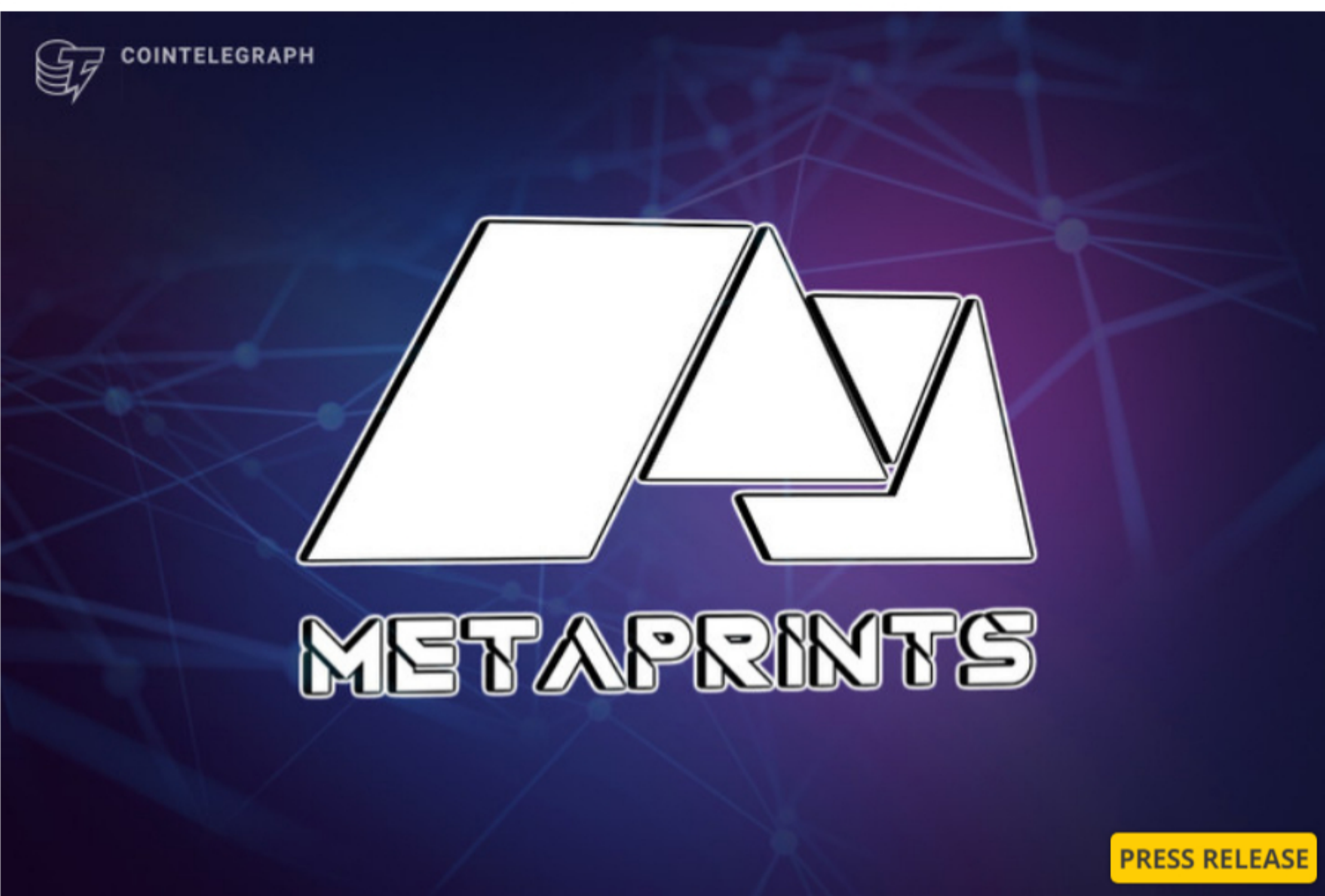


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PRESS RELEASE DEC 17, 2021

Bondly announces INO for new metaverse project, MetaPrints



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Dec. 17, 2021 — Nonfungible token (NFT) powerhouse [Bondly](#) is announcing today details for the launch of its new metaverse concept, [MetaPrints](#). The launch will see the sale of the first “Genesis” MetaPrints NFTs through a series of initial NFT offerings (INO), with each Genesis MetaPrints representing a major established technology or blockchain brand.

Bondly, which is part of the [Animoca Brands](#) family, created MetaPrints in response to the increasing challenge for established brands entering the metaverse space that have to navigate a growing number of platforms and complex ecosystems. MetaPrints works with brands to create a “blueprint” for metaverses, and through its network of creators, it will enable brands to create bespoke assets across multiple metaverse platforms at once. This is possible thanks to its unique relationship with major established metaverse platforms, including The Sandbox and Decentraland, with many more to be announced.

The innovative create-to-earn model established by MetaPrints will see retail buyers rewarded for facilitating the creation of Genesis MetaPrints blueprints, with a percentage of all future asset sales from that brand across metaverse platforms being turned into rewards distributed quarterly to holders of the NFT.

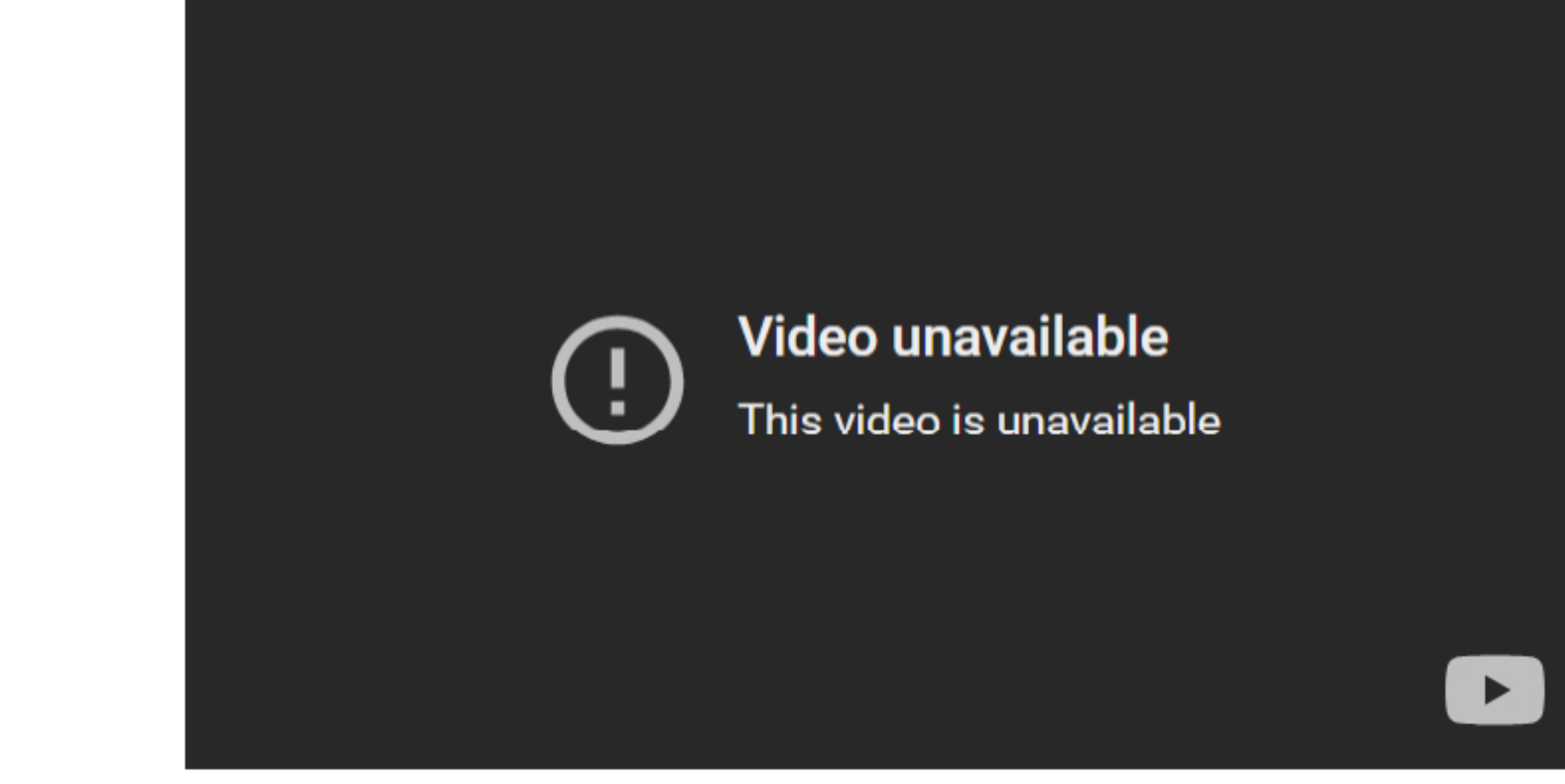
Ten well-established brands have already signed up to participate in MetaPrints and will be announced this week in the MetaPrints channels prior to the INO.

“MetaPrints is the gateway for brands to accelerate their presence in multiple metaverses and drive mainstream adoption,” said Harry Liu, CEO of Bondly. “With metaverses becoming increasingly attractive for mainstream consumer brands, our solution is uniquely positioned to drive this new phase of adoption.”

The MetaPrints INO will take place from Dec. 18, 2021, on Solanium, Chainboost by ChainGuardians, DuckDAO, ScaleSwap, Mask, Zentid by Mantra DAO and the Bondly Launchpad.

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About MetaPrints



MetaPrints is a service provided by Bondly that acts as the gateway for brands to accelerate their presence in numerous metaverse ecosystems in one simple step. MetaPrints has a unique network of the biggest metaverse projects in the space that allows it to facilitate the creation and curation of branded assets across multiple platforms through one partnership.

MetaPrints Genesis NFTs are branded asset “blueprints” sold to buyers to facilitate the creation of the 3D assets required in the metaverse platforms by some of the best animation specialists. Creators and brands also receive a share of future revenue for assets created, ensuring everyone through the chain benefits from the model.

The MetaPrints INO, featuring 10 well-known brands, will be taking place in December 2021. Follow the project community channels for more information.

[Website](#) | [Twitter](#) | [Telegram](#) | [Discord](#)

About Bondly

Bondly, which is part of the Animoca Brands family, is at the forefront of developing new technologies to make blockchain utilization for NFTs and cryptocurrencies safer, more efficient and truly decentralized. One of the few end-to-end NFT platforms in the market, Bondly executes every step of the process to bring authenticated digital-first goods to market in categories including music, entertainment, gaming and collectibles with a suite of products and services designed to support the entire blockchain ecosystem.

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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, Bitski, Harmony, Alien Worlds, Star Atlas and others. For more information, visit www.animocabrands.com or follow on [Twitter](#) or [Facebook](#).

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#Press Release

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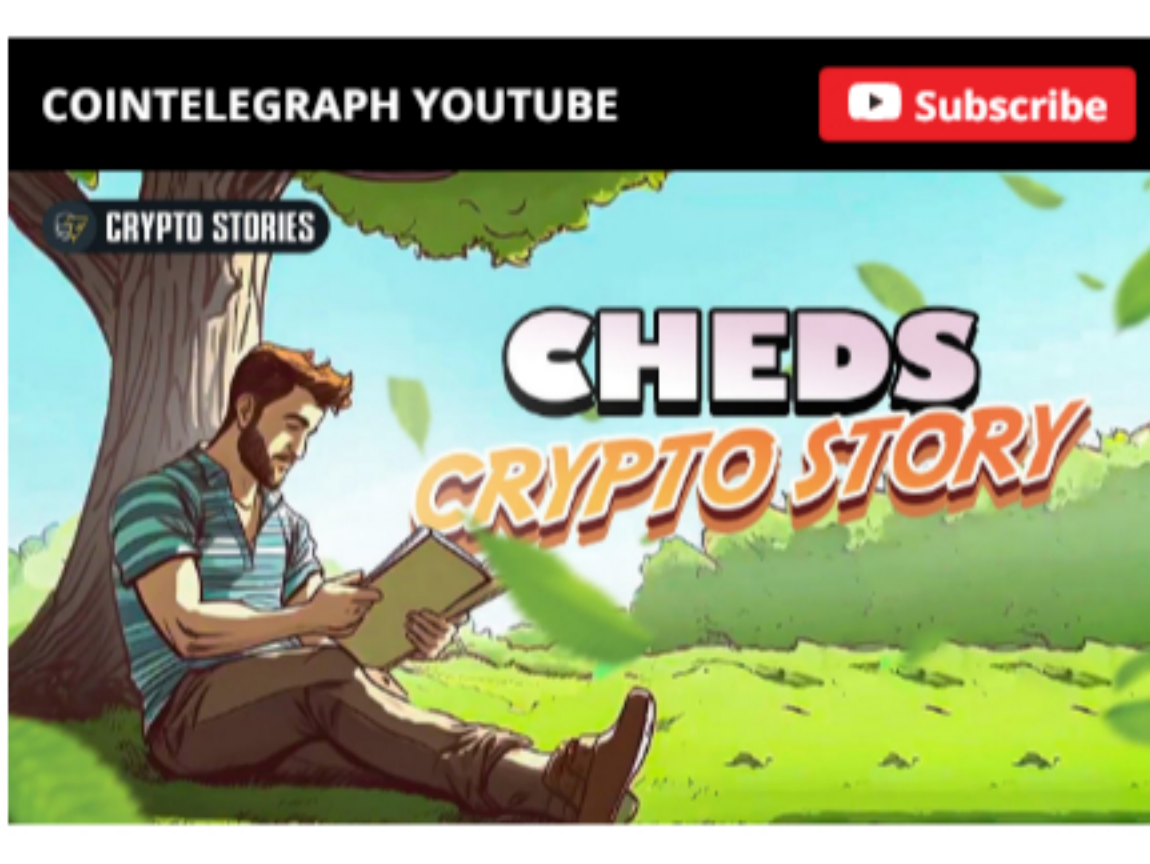
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