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## **OneFootball appoints former Electronic Arts and FIFA franchise executive, Jean-Charles Gaudechon, as first CEO of OneFootball Labs, to build Web3 offer and establish new Lisbon hub**

**15 August 2022** – OneFootball, the world's largest football media platform, has today announced the appointment of gaming industry veteran, Jean-Charles Gaudechon as Chief Executive Officer, OneFootball Labs.

Launched in 2022, OneFootball Labs is a joint venture between OneFootball, Web3 champion Animoca Brands, and blockchain investment pioneer Liberty City Ventures - alongside strategic partner, Dapper Labs. It enables clubs, leagues, federations and players from across the world to release digital assets and fan-centric football experiences based on blockchain technology, built on the sports-industry-leading Flow blockchain via the easy-to-use and secure wallet, Dapper.

In his new role as CEO, OneFootball Labs, Jean-Charles will play a crucial role in growing the business and creating top quality Web3 products to deliver a new era of football fan consumption. Central to the OneFootball Labs offer is the ability for fans to access unique and affordable digital collectibles which allow them to own a real life moment of incredible football, in perpetuity.

Jean-Charles will be based out of Lisbon, one of Europe's leading cities for tech and innovation, where he will help to establish OneFootball's new Lisbon hub. The hub will become home to OneFootball Labs, accelerating the delivery of major new Web3 partnerships with Lega Serie A, the German Bundesliga and the Argentinian Football Federation.

As OneFootball Labs first CEO, Jean-Charles will bring his vision, creativity and passion for media and online spaces, alongside product expertise and a proven track record of developing and launching blockbuster games across multiple platforms. He will lead and be responsible for the growth and success of OneFootball Labs as it launches the company's Web3 offer. While also developing amazing new products and services on the blockchain, increasing OneFootball's overall standing in the football ecosystem.

Jean-Charles has over 20 years' experience in the gaming industry. He joins OneFootball from gaming giant Electronic Arts (EA), where he most recently held the role of Vice President and Group GM, responsible for driving the development, growth and success of EA's portfolio across Asia which included the globally successful EA SPORTS FIFA franchise.

His appointment follows several significant announcements in 2022 which have underscored OneFootball's commitment to the world of Web3, following its \$300m Series D funding round and the launch of OneFootball Labs. Since then, OneFootball has announced a global partnership with the Bundesliga to bring licensed digital collectibles from the Bundesliga's top players and clubs to football

fans around the world. More recently, OneFootball has announced an exclusive rights deal for premium digital collectibles in a landmark first-to-market deal with the Italian Lega Serie A.

**Lucas von Cranach, Founder and Chief Executive Officer and Founder, OneFootball**, said: *“Today marks another huge step in our mission to make football accessible and enjoyable for fans all over the world. OneFootball Labs will catapult football into the world of Web3, and Jean-Charles is the perfect person to lead the revolution and help our team bring outstanding digital experiences to fans. His track record of creating amazing and acclaimed games makes him the perfect partner as we start to deliver beautiful digital products to benefit the ecosystem and which fans can enjoy.”*

**Jean-Charles Gaudechon, Chief Executive Officer, OneFootball Labs** said: *“OneFootball is the most exciting proposition in football media right now. It holds a unique place in the football ecosystem, sitting at the frontier of Web3. I am passionate about creating products and experiences that have a genuine impact on people’s lives - either by entertaining them or by providing a useful service. At OneFootball Labs I will be able to do both, bringing fans closer to football and giving them a part of the game to own like never before.”*

## About OneFootball

No one gets fans closer to the beautiful game than OneFootball. Reaching over 100 million monthly active users worldwide, OneFootball is the most popular football media platform for the new generation of football fanatics. Understanding that the world’s football obsession goes beyond the 90 minutes of a match, OneFootball users get access to the most comprehensive football coverage on and off the pitch: from breaking news, highlight clips and live streaming to statistics and live scores of hundreds of leagues and competitions worldwide – fans get all the content they crave. OneFootball is the only company to offer single live football matches in-app on a free and pay-per-view basis, while native integration from OneFootball’s network of over 150 clubs, leagues, federations, players, as well as hundreds of independent content creators, and broadcasters adds close to 200k pieces of editorial and video content per month.

Founded in 2008, the company has a global reach – with headquarters in Berlin and regional hubs in London, Singapore and Lisbon – and is deeply embedded in the football ecosystem, with shareholders including top-tier clubs Arsenal, Barcelona, Bayern Munich, Chelsea, Juventus, Liverpool, Manchester City, Paris Saint-Germain, Real Madrid, Olympique de Marseille, Borussia Dortmund and Tottenham Hotspur, as well as the German FA. OneFootball is available in 12 languages and is the best-rated sports app in the world, based on millions of App Store and Google Play reviews.

In 2022, OneFootball announced a new joint venture – OneFootball Labs – formed with Web3 champion Animoca Brands alongside one of the pioneers in the blockchain space, Liberty City Ventures. OneFootball Labs will enable clubs, leagues, federations and players to release premium digital assets and fan-centric experiences on the sports-industry leading [Flow blockchain](#) so fans can get their favourite moments through the easy-to-use and secure wallet, [Dapper](#). OneFootball aims to be at the forefront of the Web3 era, helping clubs, leagues, federations and players build more direct relationships with fans and creating new digital experiences. All digital collectibles will be available on OneFootball’s own marketplace, Aera by OneFootball.

For more information, please visit:

- [company.onefootball.com](https://company.onefootball.com)

- <https://aera.onefootball.com/>
- [twitter.com/onefootball](https://twitter.com/onefootball)
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