

OneFootball raises US\$300 million in Series D funding to accelerate global growth

- *The fundraising was led by pioneering blockchain fund and incubator Liberty City Ventures*
- *It will support OneFootball's continued expansion, the new joint venture **OneFootball Labs** (with Animoca Brands and Liberty City Ventures - and backed by Everest Ventures Group) and investments in leading Web3 companies¹*
- ***OneFootball Labs** to enable football clubs, leagues, federations and players to create new digital fan experiences on blockchain*
- *Yat Siu, the co-founder and executive chairman of Animoca Brands, joins the boards of OneFootball and OneFootball Labs*
- *Fundraise underpins OneFootball's commitment to real-world fans, taking millions of football supporters from Web2 to Web3*

Berlin, 26 April, 2022: OneFootball, the world's largest football media platform, has today confirmed the closing of its Series D funding round of US\$300 million, to support its future global growth and expansion into Web3.

The round has been led by Liberty City Ventures and will accelerate OneFootball's investments in Web3, drive platform and user growth, fund further product development and support an expansion of the OTT streaming portfolio. The round closed with additional support from Animoca Brands, Dapper Labs, DAH Beteiligungs GmbH, Quiet Capital, RIT Capital Partners, Senator Investment Group, Alsara Investment Group with the full Series D totalling US\$300 million.

The raise underlines OneFootball's proposition as the biggest global football media platform, with more than 100 million monthly active users. OneFootball delivers comprehensive football content from hundreds of leagues and competitions worldwide, including a growing portfolio of free and pay-per-view live streamed football matches leading to more than 15,000 livestreams and on-demand content clips in 2021 alone.

Announcing OneFootball Labs

OneFootball is also announcing a new joint venture to accelerate its expansion into Web3: **OneFootball Labs**². It will enable clubs, leagues, federations and players³ to release digital assets and fan-centric experiences based on blockchain technology. The new joint venture has been formed with Web3 champion Animoca Brands and blockchain investment pioneer Liberty City Ventures, and is backed by blockchain venture builder Everest Ventures Group.

OneFootball Labs is set to deliver a new era of football fan consumption, providing accessible, affordable, and unique fan experiences that will drive mass adoption of blockchain technology in football. These products will be offered at different price points to make them widely accessible

and fans will also be able to purchase and store digital collectibles with just their email and a credit card.

Lucas von Cranach, Founder and CEO of OneFootball said: *“OneFootball will take tens of millions of football supporters from Web2 to Web3, while retaining the thing our platform was built on - a commitment to the real-world fan.*

“We’ve got big plans for the future and this successful Series D fundraising round - following long-term strategic investments in leading Web3 businesses - will help us to go even further.

“We believe the future of football away from the stands and off the pitch will be decentralised and built on Web3, giving back the ownership of data and digital assets to the fans. OneFootball and OneFootball Labs will transform the digital experiences for football fans, giving them more access, more ownership and bringing them even closer to the game we all love, in a way that’s never been done before.

Murtaza Akbar, Managing Partner at Liberty City Ventures, said: *“LCV has a long record of investing in businesses that are creating the Web3 ecosystem, and we are delighted to bring our experience and expertise to the world of football, creating unique value for fans, clubs and players alike.*

“With OneFootball’s 100m monthly active users, we have a special opportunity to harness the benefits of blockchain for a huge community of football fans offering them products they can truly own, and bringing them closer than ever to the game they love.”

Animoca Brands will bring its deep expertise and network in blockchain, NFTs, tokenomics, gaming and the open metaverse to help OneFootball create new products and services that will amplify digital fandom and create new revenue streams for the football industry. Yat Siu, the co-founder and executive chairman of Animoca Brands, is joining the boards of both OneFootball and **OneFootball Labs**.

Yat Siu, Co-Founder and Executive Chairman of Animoca Brands said: *“Over the last year, the sporting universe has made progress in harnessing the potential of NFTs and gaming, offering fans new digital experiences based on the important principles of true digital ownership and decentralisation. Animoca Brands is proud to have played a role in nearly every significant milestone in the development of true digital property rights via NFTs. Bringing Web3 to the biggest sport in the world - football - through our participation in the OneFootball Labs joint venture is a match made in heaven.”*

Dapper Labs, the digital collectible company behind NBA Top Shots, will build on its position as a OneFootball investor by also becoming a strategic partner for **OneFootball Labs**. Dapper will provide the infrastructure and services based on the FLOW blockchain - one of the most sustainable and energy efficient blockchain technologies - to bring real players and global stars to life in Web3.

Mik Naayem, Chief Business Officer and Co-Founder, Dapper Labs, said: *"We are excited to team up with OneFootball to bring the biggest sport in the world to our growing FLOW ecosystem. The potential of introducing more than 100 million users to relevant NFTs for the first time has the potential to be truly groundbreaking. We see this as a catalyst for mass scale Web3 adoption for the whole industry."*

ENDS

Notes to editors

¹ OneFootball has invested in other leading Web3 companies: Concept Art House, QUIDD tokens, DOSE, Fancurve, Republic Realm and BARB

² OneFootball Labs will allow OneFootball to scale up its own recently announced NFT marketplace, Aera by OneFootball. Aera will be a new NFT platform that will exclusively bring unique digital football experiences and collectibles to fans. Aera is built by OneFootball together with Animoca Brands and Dapper Labs.

³ The Argentine Football Association, and a roster of star players including FC Bayern Munich's Alphonso Davies, Manchester United's Raphaël Varane and Liverpool FC's Sadio Mané are among the first elite football players planning to launch digital collectibles via OneFootball Labs.

Additional quotes from partners

Fred Wilson, Co-Founder and Managing Partner, Union Square Ventures, said: *"As a long-time investor and supporter of OneFootball, we recognised early on that OneFootball was transforming the way fans interact with their favorite teams and clubs, staying at the forefront of new technology to unlock football fandom. OneFootball Labs is the next stage in that journey, using Web3 as a platform for innovation and collaborating with the best in the business to create mutually beneficial digital experiences for football fans and the industry."*

Allen Ng, Co-Founder and CEO, Everest Ventures Group (EVG), said: *"With passionate fans, incredible history, and a truly global appeal, football is one of the most exciting territories for blockchain technologies and digital assets. OneFootball Labs will bring this to life in a whole new way, re-defining the fan experience and football culture. Our experience building blockchain platforms, coupled with our partners' expertise in Web3 and football makes this a truly pivotal moment for sport."*

Alphonso Davies, player at FC Bayern Munich, said: *"I'm a big supporter of anything that brings me closer to fans in a meaningful way, and I've got some exciting plans with OneFootball to share in the coming weeks and months. With OneFootball Labs and NFTs, I wanted to be*

part of something different that allows us to connect to supporters, while making it possible for them to own part of their football experience in a way that's never been done before. I know there are millions of football fans checking into OneFootball every day so it felt like the perfect partner to create new digital experiences the community will love. My first drop is coming soon and I can't wait to see how fans are going to react."

About OneFootball

OneFootball's goal is to fuel the world's football obsession. Reaching 100 million football fans worldwide every month, OneFootball is the most popular football media platform for the new generation of football fans. It is the only app with a fully personalised home stream for non-stop news of your favourite club and the only company to offer single live football matches in-app on a free and pay-per-view basis. In the spirit that football is more than just 90 minutes, OneFootball operates a 24-hour newsroom to provide fans across the world with the comprehensive football content they crave - from statistics and live scores of hundreds of leagues and competitions worldwide to breaking news, highlight clips, live streaming, transfer rumours and features. Native integration from OneFootball's network of over 300 independent content creators, clubs, federations, and broadcasters adds an additional 120k+ pieces of content per month. 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. Founded in 2008, the company has its headquarters in Berlin and regional offices in London, New York, Mexico City, Singapore, Cairo, Istanbul and Rio de Janeiro.

In December 2020, OneFootball acquired Dugout to reshape the football digital media landscape and form the world's largest owned and operated digital football media business. The acquisition saw Arsenal, Barcelona, Bayern Munich, Chelsea, Juventus, Liverpool, Manchester City, Paris Saint-Germain, Real and Olympique de Marseille join OneFootball as shareholders. In March 2021, OneFootball welcomed three additional shareholders with the German FA, Borussia Dortmund and Tottenham Hotspur.

OneFootball was one of the first apps on the iOS App Store in 2008, and now with this joint venture, the company aims to be at the forefront of a new era of the internet. It will help clubs, leagues, federations and players build more direct relationships with fans, creating new digital experiences and utility, with digital asset sales expected to become an important revenue stream for many teams and leagues in the next five years¹

For more information, please visit:

- company.onefootball.com
- twitter.com/onefootball
- linkedin.com/company/onefootball/

About Liberty City Ventures

¹ [PwC Sports Outlook 2022](#)

Liberty City Ventures is a venture capital firm focused on investing in and incubating companies building blockchain technology solutions and companies implementing blockchain technology. Current areas of focus are FinTech, Gaming and Metaverse, and Supply Chain/Logistics. LCV has been involved with cryptocurrencies and blockchain technology since 2010. Since then we have built a deep network within the blockchain sector and are recognized for our expertise. The firm has co-founded two unicorns: Paxos, the first regulated blockchain company in the world, and Lukka the leading supplier of data and technology to traditional financial institutions that are at the forefront of the crypto ecosystem.

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 that is working to advance digital property rights. 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 Disney, WWE, 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](#), [Lympo](#), [Grease Monkey Games](#), and [Eden Games](#). Animoca Brands has a growing portfolio of more than 170 investments in NFT-related companies and decentralized projects that are contributing to building the open metaverse, including Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Yield Guild Games, Harmony, Alien Worlds, Star Atlas, and others. For more information visit www.animocabrands.com or follow on [Twitter](#) or [Facebook](#).