

# Fandom Sports Outlines Upcoming Fan Engagement Platform Launch and Non-Fungible Token Strategy

Vancouver, British Columbia--(Newsfile Corp. - March 7, 2022) - Fandom Sports Media Corp. (CSE: FDM) (OTCQB: FDMSF) (FSE: TQ43) ("Fandom Sports" or the "Company"), is pleased to outline its strategy for its upcoming prediction platform launch, gamification strategy and reward platform incorporating and deploying Non-Fungible Tokens ("NFTs") to reward fans for engagement.

The Company has completed development of the prediction engine, its' NFT marketplace - [www.fandomart.com](http://www.fandomart.com), and content integration capabilities. Development teams are now implementing a gamification and rewards engine that will incentivize stream viewers to play and predict across their favourite forms of content. Once gamification and reward engines are completed in early Q2, Fandom Sports will be able to present specific monetization and customer acquisition strategies to the global creator community and key industry stakeholders with the goal being to establish pilot and beta projects across a spectrum of platforms.

"Given ever escalating customer acquisition costs for all wagering platforms and the lack of fully defined data streams for esports and other forms of content, our technical team has been developing a platform that will facilitate predictions in stream or broadcasts across a spectrum of live and pre-recorded events . Fandom Sports will be casting a wide net for audience aggregation by embedding our technology with partner organizations," states David Vinokurov, Fandom Sports CEO and president.

According to NFT stats compiled by blockchain analytics firm Chainalysis Inc., the NFT marketplace grew to almost \$41 billion in 2021, closing in on conventional art sales. In 2020, conventional art and antique sales amounted to \$50 billion. OpenSea (valued as of January 5, 2022 US\$13.7 bn) sits at the top of the world's biggest NFT markets at the moment and has an NFT price tracker. Estimates suggest that around a quarter of a million people actively trade NFTs every month on the platform. Fandom Sports will be working with influencers, teams and organizations to capitalize on these growing trends and exploit the intersection of streaming, esports, sports and broadcast content with unique NFTs that also will allow specific utilities across a range of content platforms.

"With the recent explosion of the different forms of content creation and fierce competition for viewers it will be imperative for content creators to deliver fun and engaging content to audiences. Our platform will assist with bridging that divide and providing new opportunities for revenue generation through unique predictive technologies with an imbedded variety of multi-function NFTs. We will be leveraging our previously announced partnerships with wagering, esports, and crypto partners to cast a wide and impactful net vis-à-vis a global audience of content creators and consumers," continues Mr. Vinokurov

**"PLAY. PREDICT. GET REWARDED."**

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*The CSE has not reviewed and does not accept responsibility for the adequacy and accuracy of this newrelease.*

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*Certain statements made herein may contain forward-looking information within the meaning of the applicable Canadian securities laws ("forward looking statements"). Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "budgets", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or the negatives or thereof. Forward-looking statements herein include, but are not limited to statements with respect to: the affiliate marketing relationship with Elite Duels Corp. and the entering into a definitive agreement for the affiliate marketing partnership and the expected benefits to Fandom from the definitive agreement; market acceptance of the Company's peer-to-peer wagering platform; the Company's expectation of becoming a world-class engaging eco-system for all ages fans and fans of wagering on live Esports events; and the expected growth and health of the Esports betting market in general.*

*Forward-looking statements by their nature are based on assumptions and involve known and unknown risks, uncertainties and other factors which may cause the actual results to be materially different from those expressed or implied by the forward-looking statements. We have made certain assumptions, which our management believes to be reasonable, about the forward-looking statements, including the ability to enter into a definitive affiliate marketing agreement with Elite Duels Corp., the expected revenue and other benefits to be generated by the relationship, as well as the ongoing performance advantages of the Company's platform in comparison with existing or future competitive offerings, and the future growth of the market in which we compete. However, we can provide no assurance that the forward-looking statements will prove to be accurate. Furthermore, should one or more of the risks, uncertainties or other factors materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in forward-looking statements. Accordingly, you should not place undue reliance on the forward-looking statements or information contained herein. Important additional information identifying risks and uncertainties and other factors is contained in the section entitled "Risk and Uncertainties" in the Company's most recent Management Discussion and Analysis filed on SEDAR.*

*Except as required by law, we do not intend to update forward-looking statements whether as a result of new information, future events or otherwise.*



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