

## PRESS RELEASE

### Luís Figo is Football-Stars' New Brand Ambassador

#### Stryking signs Portuguese football legend to represent its innovative fantasy football platform

**Berlin, Germany, 11.04.2018** – Stryking Entertainment GmbH is excited to announce that it has signed Ballon d'Or winner and former FIFA World Footballer of the Year, Mr Luís Figo, as brand ambassador for their platform *Football-Stars*. Luís Figo will support Stryking with his football business network and actively engage with *Football-Stars*' users in in-game challenges and other activities.

**Dirk Weyel, Founder and CEO of Stryking**, stated that Figo's endorsement marks a significant milestone in *Football-Stars* growth in popularity. "The partnership with Luís Figo is a great achievement and an equally great incentive for us to take the next steps with full energy. We have invested a lot in the development of *Football-Stars* in recent years and will now introduce our own STRYKZ crypto token to create a decentralized and user-centric fan platform," says Weyel. "The enormous potential in the fantasy sports segment can be clearly seen in the North American market, where 20% of the population regularly play fantasy sports. With Luís Figo we have gained a competent supporter and an active consultant with whom we want to propel the growth of *Football-Stars* worldwide".

**Luís Figo, Ballon d'Or winner and UEFA ambassador**, will support Stryking in their efforts to promote *Football-Stars* and find more partners to cooperate with in the football industry. With his extended network Figo's role as a brand ambassador is decisive for the further development and the international roll-out of *Football-Stars*. "When I heard about *Football-Stars* for the first time I immediately liked the idea. Football becomes more and more data driven with detailed statistics about all aspects of the game – this is what Stryking's platform utilizes to create a compelling fan experience. I am happy to support the experienced team at Stryking and spread the word about their platform that allows fans to engage with the teams and players they are backing. With the upcoming Token Sale Event, Stryking will scale tremendously and I am excited to be part of this journey", said Figo.

Figo's endorsement is the second major announcement which Stryking has made in 2018. In January, the company announced plans to introduce their own cryptocurrency – the Ethereum-based utility token STRYKZ. Users will be rewarded STRYKZ by contributing to the overall in-game experience and growth of *Football-Stars*, and they can use the tokens to experience special functionalities or unlock features such as exclusive access to the platform's VIP club.



Luís Figo will furthermore support Stryking's upcoming Token Sale Event with his experience and his connections in the football industry. While the private pre-sale with special conditions for early contributors has already started, the official STRYKZ Token Sale Event will take place within the next months. To learn more about the STRYKZ token sale and to read the whitepaper, please visit <http://www.strykz.io/>.

The partnership between Luís Figo and Stryking was initiated by **Heissam Hartmann, Stryking's business advisor and Founder of Passiontainment**. "I am happy that I could bring Stryking and Luís Figo together. It is always exciting connecting influencers and startups that share the same passion, so they can create new ventures both sides believe in", said Hartmann.



## About Stryking Entertainment GmbH

Stryking specialises in sports fan engagement and monetisation by combining the real and virtual world to create genuine interaction opportunities for fans, stars and brands. With the innovative fantasy sports platform *Football-Stars*, Stryking has created a thrilling and diversified gaming experience on web and mobile platforms for football fans worldwide.

So far fantasy sports platforms centrally provide different fantasy leagues and contests for users to choose from. The operators define the content, the winning criteria and the costs for users to participate. With the introduction of the STRYKZ utility token in spring 2018, Stryking will enable users to contribute and actively participate in the expansion and running of the platform, turning every fantasy sports fan into a contributor and creator.

Stryking's thrilling fantasy sports platform will provide millions of fans with the most immersive, interactive and lucrative experience to manage teams, compete against peers in daily challenges and get rewarded with exclusive fan experiences. Nothing beats the passion supporters feel for their sport and our fantasy sports solution turns this passion into online engagement.

Our vision is to bring sports fans as close to the real action as they can get!

## About Football-Stars

More thrilling than mere management games, more challenging than sports bets – *Football-Stars* is putting football fans in the virtual coach seat! Divided into two fully functional modes – Challenge Mode and Manager Mode – *Football-Stars* offers everything football fans' hearts desire. While the Challenge Mode lets users face new challenges with their self-assembled teams on a daily basis, users of the Manager Mode get to manage their individual teams to fight for the title over the course of an entire season. Both modes are based on football players' real-life performance data.

With an outstanding meta-game, the platform is able to entertain users in the long run. No matter if they lose or win a challenge, users will earn experience points and climb up the levelling system. Along the way, they unlock prized achievements, which provide additional features such as new user titles, additional profile pictures or in-game currency.

## About Luis Figo

A former Portuguese football international, Figo is regarded as one of the greatest players of his generation. A decorated career of over two decades saw him win numerous league titles and trophies with Europe's top teams such as Real Madrid, Barcelona, Inter Milan and Sporting CP. He also served as captain of Portugal's national football team – for which he scored 32 goals as well as representing it at three European Championships and two World Cups. In his current role as UEFA football advisor he has formed a vast network and holds an influential position right at the centre of European football development.

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