



# PRESS RELEASE

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SOCIOS.COM

OFFICIAL CRYPTOCURRENCY PARTNER



## SAINT GERMAIN KICKS OFF INNOVATIVE BLOCKCHAIN PARTNERSHIP WITH SOCIOS.COM

*Paris Saint-Germain becomes first football club in the world to announce  
long term cryptocurrency strategy*



**PARIS, September 11, 2018** - Paris Saint-Germain today announced a multi-year strategic partnership with blockchain platform Socios.com.

As “Official Branded Cryptocurrency Partner” of Paris Saint-Germain, Socios.com will work alongside the Club to develop Paris Saint-Germain’s blockchain strategy, to leverage the technology to enhance and evolve its fan engagement.

Paris Saint-Germain will be the first team to join the Socios.com platform. As part of the partnership, Socios.com will work alongside the club to develop the world’s first Fan Token Offering (FTO) for the Paris Saint-Germain fanbase. The Paris Saint-Germain fan token will be listed on the Socios.com platform and will allow fans to engage with the Club through mobile voting and polling platforms. Token owners will also be granted access to exclusive fan rewards, content and experiences.

The partnership forms part of the club’s broader strategy to integrate blockchain technology, to enhance its relationship with fans and business operations. Through Socios.com, transactions will be fully digital, secure, transparent and entirely connected to the real fan experience.

Socios will also benefit from a wide range of marketing rights including in-stadium, TV and digital exposure, bespoke content and fan experience opportunities.

Marc Armstrong, Chief Partnerships Officer of Paris Saint Germain said, *“Always at the forefront of digital innovation, Paris Saint-Germain is determined to leverage the opportunities that cryptocurrency can provide. This revolutionary technology will have an important impact on the Club’s overall business strategy and the way we engage with our fanbase. We are very pleased to welcome Socios.com to the Paris Saint-Germain family.”*

Alexandre Dreyfus, Founder & CEO of Socios.com, said: *“We are delighted and very proud to have signed Paris Saint-Germain as our first club to work on the evolution of its fan engagement strategy through the Socios.com blockchain platform. As well as being a leader on the football pitch, Paris Saint-Germain is also a digital pioneer and this demonstrates its leadership in innovation. We admire the Club’s vision in being the first club in world football to adopt this new technology and set a new standard in fan engagement.”*

Socios.com will create a new connection between Paris Saint-Germain and its global fanbase, helping the club to integrate blockchain technology as part of its fan engagement strategy.

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For more information please visit [www.socios.com](http://www.socios.com)

#### Notes to editors

**Socios.com** is the world's first tokenized voting platform where football fans can have a direct voice in some of the many decisions their favorite clubs undertake, and access to an elite fan status via unique rewards & experiences associated with Fan Token ownership. Socios.com enables football clubs to achieve digital transformation through blockchain technology. Clubs who join the platform can monetize their fan bases through a unique and innovative Fan Tokenisation Offering (FTO), where fans purchase branded club tokens. Ownership of a club's token also offers access to an elite fan status through a unique fan loyalty programme offering exclusive experiences, rewards and voting rights in certain club decisions.

**Socios.com** is powered by the **chiliZ** fintech platform and the chiliZ token (\$CHZ), which was developed to help sports teams increase fan engagement and achieve essential investment from fan-monetization. Dubbed 'Socios 2.0', the platform simply represents the digitisation of this model of management. Earlier this year, the team behind Socios.com raised more than \$66 million in funding from some of the world's largest cryptocurrency exchanges, including Binance, as well as leading Asian crypto funds.