



ITALIAN BASEBALL SOFTBALL FEDERATION

PRESS RELEASE | Monday June 20th, 2022

Fibs is the first Sport Federation in Italy and in the world to open its own Honour Club to people and companies, by issuing new generation non-fungible Tokens.

Rome, Milan | June 20th, 2022 – The Italian Baseball Softball Federation (Fibs) opens its own Honour Club by issuing its first Official Tokens. Fibs Honour Club registers people, companies and organizations that support, with their name and their contribution, the values and the institutional activities of the Italian Baseball Softball Federation.

The issued Official Tokens are new generation non-fungible tokens, made unique and nominative by a personal authentication QR code, registered on an encrypted Ledger that certifies the enrolment in the Fibs Honour Club.

Andrea Marcon, President of Fibs, announced today the initiative: *"The Italian Baseball Softball Federation, founded in 1948, is the first Federation to inaugurate its own Honour Club. Our Honour Club is dedicated to all people and businesses who share the sport values and that have now, the opportunity to celebrate and exhibit their passion by sharing the Official Token issued by the Italian Baseball Softball Federation. We are proud to be able to offer to the public the opportunity to participate in our institutional activities, in support of our values and our activity. It's simple, you just have to register to the website www.fibshc.com/en to enter directly the Blue Roster, and the Italian baseball and softball history."*

Giampiero Curti, General Secretary of Fibs, declared: *"With Fibs Honour Club and the distribution of our first Official Tokens we want to involve all our audience: women and men, players and non-players, families and businesses, athletes and fans. We also want to attract the new audience of young digital, mobile and social natives. All profits coming from the registration of the Members of the Honour Club are employed by the Italian Baseball Softball Federation in the development of its institutional activities aimed at promoting the spread of the practice of Baseball and Softball and the organization of sport and competitive activities."*

*"Fibs Honour Club - added **Marco Landi**, Fibs Marketing Director - releases to all subscribers our first Official Token. A non-fungible, digital, original and nominative Token, registered and authenticated on a centralized and encrypted Ledger, certifying the registration to our Blue Roster. An innovative, pure and sustainable solution that has the dual advantage of not requiring the use of speculative cryptocurrencies and not impacting the environment with the energy consumption typical of traditional blockchains."*

Francesco Guido Bonetti, President of Innova et Bella, the strategic and professional consulting company responsible as Arranger for the issue of Fibs Honour Club's Tokens, added: *"New blockchain technologies, encrypted Ledgers and related Tokens allow each person and each company to multiply their relational skills in the metaverse of sport. Fibs is the first Italian Sports Federation to offer today the most authentic, simple and immediate interpretation. Simply register your name on the Honour Club and you will always be able to witness, in the security of the encrypted Ledger, your passion and your contribution to the sport values, and baseball and softball."*

To join the Honour Club and receive your Token you can connect to the specific website (www.fibshc.com/en). Subscribers can store their personal Tokens on smartphones, tablets or computers and share them online on their websites and favorite social networks.

Fibs will assign all the profits, coming from the subscription services to its Honour Club to support its institutional activities in favor of the Federation's members and to the promotion of baseball and softball, with particular focus on the training of young athletes.

REFERENCES

Italian Baseball Softball Federation (www.fibs.it/en) founded in Milan, in 1948, aims to promote the maximum spread of the sport of Baseball and Softball with particular attention to young athletes, in compliance with the principles shared in the Olympic Charter. Fibs presides over the organization of sport activities in Italy and develops the international competitive activity by coordinating all the national representatives. Fibs develops sports activities for people with disabilities in accordance with the principles of the International Paralympic Committee. Fibs fights against exclusion, inequality, racism, xenophobia and all forms of violence and abuse.

Innova et Bella (www.i-b.com) is a strategic and professional consulting company, based in Milan. Founded on June 21st, 1985, I&B counts among its customers companies, institutions, public and private organizations of all nationalities. In the fintech area I&B offers its customers a complete platform of services for the issuing, distribution and management of digital tokens, tt and ntt, ft and nft, on encrypted Ledger and blockchain technologies.

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