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CHAINON, THE FIRST GLOBAL MARKETPLACE FOR SPONSORSHIP, MEDIA RIGHTS AND LICENSING

A **digital marketplace**, the first in the world, to sell and buy **sponsorships, media rights and licenses** in sport, culture and entertainment. It's called **ChainOn** and it's a real revolution based on **blockchain and artificial intelligence**.

ChainOn is a virtual place where supply and demand are encountered. The **strengths of ChainOn**, born from **StageUp** and **Par-Tec** (company profiles at the end of this press release), are above all three: professionalizing services, efficiency and safety. With the new platform, **finding a partner will become easier, faster and cheaper**, furthermore, the whole process will be characterized by absolute transparency.

In **ChainOn** there are various levels of dialogue between vendors and buyers. In the “**digital showcases**”, for example, even small sponsee will be able to build their sponsor marketing plan, promote their image and advertise their initiatives. The times of the **agreements will be also shortened**: once the actors are put in communication, an ecosystem is created around the negotiation which, through technology and proprietary algorithms which arise from the exclusive **twenty-year data base of research realised by StageUp and Ipsos** (the 3rd corporate in the world in market research, quoted at Paris Stock Exchange) regarding sport, culture and entertainment events. Not only. Allows the quick signing of the **agreement** which can be **also in real-time**. If there will be any disputes, the marketplace also has an **online dispute resolution system**, excellence and innovation also in relation to justice in Italy.

ChainOn impacts a **market** that today moves **800 billion dollars**. The sports segment alone reached \$ 488 billion in 2018. Sports, culture and entertainment are among the markets that will derive the greatest benefits from the affirmation of artificial intelligence and blockchain, together with energy, health, insurance, real estate and cars.

The data presented by the **CEO of ChainOn Giovanni Palazzi** show that the marketplace is part of a context of great acceleration of the **digitization processes** underway, and strengthened by the global health emergency. Just think that the value of the digitization processes related to sport in the world alone, which today are worth 11.9 billion dollars, will reach **35.7 billion in 2025**, with an increase of + 222%. The applications of blockchain technologies, even in the period 2019-2023 in sport, will increase by + 650%, reaching 1.5 billion.

“ChainOn a paradigm shift that will allow to combine growth, professionalism, satisfaction of the public and investors, environmental and economic sustainability”, said **Giovanni Palazzi**. “For this – he added – it offers an unparalleled model with structured database of opportunities and investors, as well as a proprietary model of return forecast (ROI) based on the twenty-year database of **researches** carried out in partnership with Ipsos, third player in the world in market research. A simple, complete and very efficient service: costs will be 80% less than today “.

The presentation was also attended by **Nando Pagnoncelli, President of Ipsos Italy**. “I am delighted that StageUp, with which we have partnered for 20 years, has enhanced the important database of common surveys in sport, culture and entertainment within an innovative entrepreneurial initiative such as ChainOn.” he said. “A project – concluded Pagnoncelli – which has two strengths. On the one hand the ability to plan and enhance sponsorship opportunities at all levels, on the other the simplification and transparency of the negotiation and contracting processes”.

The project will be developed within **Up Srl**, a company born from the **spin-off of StageUp** belonging in a specific cluster of Italian companies named "**Innovative SMEs**" with special tax incentives for investors. **Par-Tec Spa** has been become a minority shareholder of Up Srl, through a reserved capital increase.

StageUp Srl (<http://www.stageup.com>), established in 2000 and participated by **Fibo Spa** (www.fibo.it) . the company set up by Legacoop Bologna and its main member cooperatives for the implementation of promotion and development policies - is one of the reference companies with Italian capital in advisory and research services in sport, culture and entertainment markets. It offers services on the entire customer value chain (sponsors, televisions, sport makers, producers of cultural and entertainment events, dealerships, media centers and public bodies): conception, strategy, design, planning and control, negotiation, buying and marketing .

Par-Tec Spa (<http://www.par-tec.it>) is a system integrator that has been developing innovative and customized solutions for 20 years and offers high-profile professional services to Large Enterprise, Small and Medium-sized Enterprises (SMEs) and Public Administration. Areas of activity include IT infrastructure, cloud enablement, vertical applications for the financial market, business intelligence, compliance and training. At the end of 2018, the creation of **Faberbee Srl** (<https://faberbee.com>) from within the parent company, allowed the expansion of business activities to other sectors characterized by a high rate of technological innovation, and in particular, to applications involving the integration of Blockchain and Data Science components. The Par-Tec Group includes 5 companies and more than 200 employees equally divided in the competence centers of Milan and Rome.