



# REAL BETIS SIGNS AN AGREEMENT WITH TECHNOLOGY COMPANY CBI TO JOIN ITS VIRTUAL PLATFORM

The company Crypto Blockchain Industries (CBI) will recreate a Betis universe in which fans and supporters of the Club from all over the world will be able to find a digital space where they can get to know each other, keep updated and enjoy unique experiences.

**Seville, 19th of April of 2023.** Real Betis and French technology company CBI (Crypto Blockchain Industries) have reached an agreement to create a virtual universe dedicated to the Club within its 'Football at AlphaVerse' (FAV) platform.

In the new virtual universe, fans will be able to move through different 3D spaces, from the Benito Villamarín Stadium, with its more than 60,000 seats, to the Luis del Sol Sports City, the new Dos Hermanas Sports City and the city of Seville itself, allowing fans from all over the world to enjoy a new experience of proximity to the Club. Visitors will also have the opportunity to purchase digital assets as well as real products and services.

With this Betis universe, CBI aims to provide fans and supporters of the club with a space where they can meet, get to know each other, enjoy unique experiences and keep updated with the club's latest news. The French company has set the launch of this first verdiblanco world in the metaverse for the 2023/24 season and will count on the technical collaboration of 60 specialised studios in the video game and Web3 sector.

Ramón Alarcón, CEO of Real Betis, congratulated the signing of a new agreement with an emerging international company in the technology and entertainment sector. "The number of companies that want to link their brand to Real Betis continues to grow and this gives us great satisfaction. We are also talking about an international, modern and innovative company that aims to recreate a great Betis digital universe in which everyone will have a place. It will undoubtedly be a good opportunity for all our fans to enjoy new experiences from a different point of view and from anywhere in the world".

CBI also welcomed the signing of an agreement that, in the words of CEO Fred Chesnais, represents a "very important milestone" for the company. "Joining forces with Real Betis is an honour and a major milestone for Crypto Blockchain Industries, as well as a symbol of our

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commitment to excellence. We are delighted to join our brand with such a great club and look forward to harnessing the power of technology to drive innovation in the sports industry and, more importantly, enhance the fan experience while maintaining the essence of this great club and its fans," he commented.

The club and CBI will soon announce more details of the experiences that will be hosted in the platform and the steps that fans will have to follow to join the Real Betis digital universe.

**About CBI.** Crypto Blockchain Industries (CBI) is a French company that develops, operates and invests in video games, business applications and projects related to blockchain technology, non fungible tokens (NFT) and cryptocurrencies. Founded by Frédéric Chesnais, an entrepreneur in the gaming industry and a pioneer in blockchain technology, CBI aims to develop and add value to blockchain activities in different sectors (video games, logistics, etc.) with a view to capitalising on this technology, either directly or through its partner companies. CBI has already made several investments in this sector and is currently in the process of launching 'Alphaverse', a virtual world or metaverse based on blockchain technology. CBI's shares are listed on the E2 (Public Offering) tranche of the Euronext Growth Paris stock exchange.

More information at [www.cbicorp.io](http://www.cbicorp.io) and [www.alphaverse.com](http://www.alphaverse.com).

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