



FEDERAZIONE ITALIANA RUGBY

PRESS RELEASE | Saturday February 4th, 2023

Federazione Italiana Rugby launches its Honour Club open to individuals and businesses, becoming the first rugby federation to issue new generation Tokens.

Rome, Milan | February 4th, 2023 – Federazione Italiana Rugby (FIR) has launched its own Honour Club by issuing its first celebratory tokens, adding a new piece to its journey of expanding its fanbase to new and diversified audiences. The governing body of the Italian Rugby thus becomes the first rugby union federation in the world to offer individuals and businesses the opportunity to actively participate in its values and projects by joining its Honour Club. The Roll of Honour of FIR Honour Club celebrates (www.firhc.com/en) all the people and all the companies that support with their name and their contribution the values of the Italian Rugby and the institutional projects of Federazione Italiana Rugby.

The Official Tokens released by FIR to every member of its Honour Club are issued without any speculative intention. They are new generation Aaa Tokens, made unique and nominative by a personal authentication QR code, registered on an encrypted ledger that certifies the enrolment of each individual subscriber in the Honour Club of the Italian Rugby Federation.

Marzio Innocenti, President of FIR, declared: *“Italian Rugby is, first of all, a big family. Our desire, through the creation of the Honour Club, is to offer all our fans, in all age groups, not only to feel part, but to be fully committed to the growth and success of our movement. In addition, the FIR Honour Club is also a new step towards the digital transformation that we have set as a goal to complete within this council term.*

All profits resulting from this initiative will be assigned to the Federation’s institutional activities, with particular focus on the promotion of educational values and sports activities of young people, in line with our commitment to truly make our sport a national phenomenon and to have at our side all the rugby players of Italy, women and men, who, from today, have the opportunity to register their name in the great community of Azzurri Rugby.”

Francesco Guido Bonetti, President of Innova et Bella, the professional services company responsible as Arranger for the issue of FIR Honour Club Tokens, said: *“Our new Aaa Tokens platforms, the blockchain technologies and the encrypted ledgers, allow today each sports institution to multiply its relational skills in the metaverse of sport. We are happy that FIR becomes the first rugby union federation in the world to offer the public Tokens intended to celebrate the participation in its Honour Club. And we are proud they chose our platforms.”*

To join the Honour Club and receive your Token you can connect to the issuing portal (www.firhc.com/en). Subscribers will be able to store their personal Official Tokens on smartphones, tablets or computers and share them online on their websites and favorite social networks. FIR will assign all profits coming from the subscription services to its Honour Club to support its institutional activities, with particular focus on the training of young athletes.

REFERENCES

FIR | Federazione Italiana Rugby (www.federugby.it) is a sports association founded in 1928. It is part of the group of the most important rugby union federations in the world (World Rugby Tier 1). The Italian Rugby Federation aims to promote, regulate and develop the game of rugby in Italy, to implement training programs of players and technicians as well as to promote and maintain relations with international rugby associations. It also has the purpose of developing competitive activity aimed at international activity within the guidelines given by World Rugby, in harmony with the deliberations of the loc and the Coni.

Innova et Bella (www.i-b.com) is a strategic and professional consulting company. 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.

CONTACTS AND MEDIA RELATIONS

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