

Ubisoft welcomes Sorare in their Entrepreneurs Lab's program to bring blockchain game to football fans around the globe

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Paris, France – Leading blockchain gaming company Sorare today announced their selection inside the Ubisoft Entrepreneurs Lab's program to bring its groundbreaking game to football fans around the globe.

Sorare is a new digital platform for football fans to collect, trade and play with officially licensed blockchain cards.

"Ubisoft has been the first leading game editor to willingly explore the potential of Blockchain technology for gaming" said Nicolas Julia, CEO of Sorare. "Sorare is proud to work alongside Ubisoft gaming experts to create an unparalleled digital experience for football fans."

Football fans have been collecting and playing with physical cards for decades. When it comes to the digital world, it has been impossible to collect them. Traditional game items were neither digitally scarce, nor tradeable; they were not actually owned by gamers.

Unlike other digital cards, Sorare's blockchain cards are limited edition digital collectibles that gamers can freely trade and use.

Sorare's fantasy football game is currently in open beta and is already officially licensed by 30 football clubs. Dozens of other major clubs are to join in the coming weeks.

The game features a weekly fantasy football experience where managers can compose teams of 5 blockchain cards and earn rewards. Managers get ranked based on the performance of their players on the pitch, and bonus points related to the power of their blockchain cards.

"We are enthusiastic about Sorare innovation to introduce this new game, with what can become coveted digital collectibles for football fans around the world » said Nicolas Pouard, Blockchain Initiative Director

"Collaborating with Ubisoft allows Sorare to benefit from the expertise we have acquired over the last 30 years in technology, user experience and game design. By supporting Sorare, Ubisoft wants to empower entrepreneurs who will contribute to the creation of the entertainment of tomorrow."

For more information on Sorare, please visit sorare.com

Sorare
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About Sorare

Sorare is a global fantasy football game where managers can collect limited edition digital collectibles, build their team and earn weekly prizes. Founded in October 2018, Sorare is on a mission to bring blockchain to mainstream users through the most popular sport in the world. Sorare is funded by Tier 1 US and European VCs and business angels, including Seedcamp, Kima Ventures and ConsenSys. For more information on Sorare, please visit sorare.com.

About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2018-19 fiscal year Ubisoft generated Net Bookings of €2,029 million. To learn more, please visit www.ubisoft.com