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Press Release

The FBA and Socios.com Announce New Educational Partnership

The Football Business Academy and Socios.com have entered into a partnership offering FBA Candidates the opportunity to complete their internships in various departments of the blockchain-based fan voting and rewards app.

Candidates within the Swiss educational institution will have the chance to gain invaluable experience across different departments such as business development, marketing and partnerships to assist the team at Socios.com based in Malta.

“We are looking forward to welcoming FBA Candidates to the team, where they’ll see the future of what blockchain-led fan engagement looks like. Counting a prestigious educational institution such as The FBA as a partner is an honour. It’s fantastic to see The FBA offering their candidates only the very best, ensuring they are well equipped to take on and adapt to the fast-paced changes that are happening across the sports world and in particular the football industry.”

- Emma Diskin, Chief Operating Officer, Socios.com

“We are really excited to welcome Socios.com as the new Partner of The FBA! Our goal is to continue to innovate and make sure our Candidates are equipped with up-to-date knowledge, skills and also awareness of where the football industry is heading. Socios.com is definitely at the forefront of those developments and creating new ways in which clubs can generate revenue as they continue to go through the process of digitalization. As a result of that partnership, FBA Candidates will be able to get a better understanding of what sort of possibilities the blockchain technology creates for the football industry stakeholders and at the same time support Socios.com in expanding their network and developing international opportunities through internships, projects and consulting missions.”

- Marcin Chmielewski, Partnerships Manager, The FBA

Socios.com is a fan influence and rewards platform, which has partnerships with some of the biggest sporting properties in the world including football teams FC Barcelona, Juventus, Paris Saint-Germain, Galatasaray, AS Roma & Atletico de Madrid; Esports teams OG and NAVI, and the UFC.

Socios.com generates a supply of Fan Tokens, digital assets that give fans the right to vote on club matters. Token Hunt, their augmented reality feature, allows fans to collect a limited supply of

tokens for free. Fans are able to purchase additional Fan Tokens during the Fan Token Offering period for each club that joined the Socios.com platform.

Fans who own the tokens can vote on club-specific decisions such as choosing a jersey design, in-stadium entertainment, or picking the next charity initiatives and player skills challenges. Additionally, fans can get access to rewards, merchandise and other experiences such as VIP invitations to a meet and greet with the players, to exclusive dugout access on matchdays, and receiving signed official jerseys.

ABOUT SOCIOS.COM

Socios.com launched in late 2019. To date, 20 major sporting organisations, including FC Barcelona, Juventus and Paris Saint-Germain have partnered with Socios.com in order to launch Fan Tokens . Fan Tokens are digital assets that provide owners with engagement opportunities, such as voting rights, the ability to compete in leaderboards and forthcoming features including Chat and Games. Fan Tokens also enable holders to earn club-related rewards, as well as discounts and other benefits linked to their clubs and club sponsors — a USP boosted by the launch of the Socios.com 'I Am More Than A Fan' VISA Debit Card. Dozens more organisations from football and other sports are primed to launch Fan Tokens before the end of 2021, with many more IP holders set to join the Socios.com roster of partners which already includes MMA giants UFC and the Professional Fighters League (PFL). We expect Fan Tokens to become the next generation of transactional based engagement for sports fans.

Follow Socios.com on **Chiliz:** [LinkedIn](#), **Socios:** [LinkedIn](#), [Instagram](#),

ABOUT THE FBA

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Brighton & Hove Albion, Horizm, Olympique Lyonnais, Tonsser, and Benfica.

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