



## ASCOLI CALCIO 1898 FC

PRESS RELEASE | Wednesday April 13<sup>th</sup>, 2022

Ascoli Calcio 1898 is the first football club in the world to open its own Honour Club to individuals and businesses by issuing exclusive, unique and personal Tokens.

**Ascoli Piceno, Milan | April 13<sup>th</sup>, 2022** - Ascoli Calcio 1898 introduces the Honour Club and the release of its first Official Tokens. The Honour Club is intended to celebrate people and organizations that support with their contribution and their name the passion for football and the institutional activities of one of the oldest clubs in the world: Ascoli Calcio 1898.

The Official Tokens issued are new generation non-fungible tokens, made unique and nominative by a personal authentication QR code, registered on an encrypted Ledger that certifies the enrolment in the Honour Club.

**Massimo Pulcinelli**, Patron of the Club, presented the initiative: "Ascoli Calcio 1898 is one of the oldest football clubs in the world. Today we are among the first companies in the world to open their Honour Club to the public of football fans by issuing Official Tokens. We are delighted to offer the public the opportunity to participate in our institutional activities in favor of Football and our club, as well. To sign up for the Honour Club and get your personal token, simply connect to the issuing site that will be announced in occasion of the official launch. Still, you can participate in the pre-sale, in the coming days".

**Carlo Neri**, President of the club, highlighted the opportunity that the Honour Club represents for supporters of Ascoli Football Club: "We must all be proud of this important initiative, which continues the path of growth and corporate enhancement. It is my hope and conviction that the community of our fans can support the values and institutional activities of Ascoli Calcio 1898. Respecting, with the great passion and competence that distinguish our people, the absolute ethical and moral values of Sport in general and Football in particular. We continue, therefore, our path of growth, having as a polar star the absolute value. Respect for the person!".

*"The birth of Ascoli Calcio 1898 Honour Club - said **Andrea Leo**, CEO of Ascoli Calcio 1898 FC - marks an important growth in the relationship between our team and football fans. This innovative formula provides fans with an additional tool to participate in the activities of the football club and promotes the involvement of a young, mobile and digital audience. All contributions collected are intended to promote our institutional activities aimed at spreading the values of our wonderful sport and our wonderful club: Ascoli Calcio 1898 FC."*

*"Every football fan and every digital Token enthusiast is invited to join our Honour Club. There are many reasons to join - explained **Claudio Tanzi**, General Manager of Ascoli Calcio 1898 FC - but the first and most important are the passion for Football and the pride of acquiring the first Official Token of one of the oldest teams in the world: Ascoli Calcio 1898. Registering your name on the Honour Club of Ascoli Calcio 1898 is a unique opportunity that we must offer to all sport's fans and all digital natives: women, men, players and non-players, associations and businesses, in Italy and all over the world."*

*"The registration to our Honour Club allows every enthusiast to receive our first Official Token. - added **Domenico Verdone**, Marketing Director of the Club - A non-fungible Token certified by a centralized Ledger that allows free use on any digital device, phone or computer. A solution as simple as innovative that has the advantage of not requiring a dedicated wallet and not to promote speculative intentions on cryptocurrencies foreign to the sports world. The solution adopted also benefits from the fact that it does not require the unsustainable energetical consumption, typical of traditional blockchain. An imperative for Ascoli Calcio, constantly committed to reducing emissions and fighting climate change."*

**Antonio Cipriani**, Project Coordinator, illustrated the development path: *"The Project was developed in an exceptionally rapid time. We operated very quickly, according to Agile project management processes. A strategic aspect was the coordinated planning of the different processes of relations with the different categories of stakeholders: the Issuer Ascoli Calcio 1898, the Arranger Innova et Bella, the Creative Agency Yuma, the marketing and communication functions, team, fans and the public: national and international."*

**Francesco Guido Bonetti**, President of Innova et Bella, the professional services company responsible as Arranger for the issue of Ascoli Calcio 1898 Tokens, added: *"New blockchain technologies, encrypted Ledgers and related Tokens allow each person and each company to multiply their skills of relationship in the metaverse of sport. Ascoli Calcio 1898 is the first sports club in the world to offer today the most authentic, simple and immediate interpretation. Simply register your name on the Honour Club and you will always be able to witness your passion for Football in the security of the encrypted Ledger."*

To register for the Honour Club and receive your Ascoli Calcio 1898 Token you will connect to the specific website, that will be announced in the coming days. Subscribers can store their Personal Tokens on smartphones, tablets or computers and share them online on their favorite websites and social networks.

The club Ascoli Calcio 1898 FC will redistribute all profits resulting from the registration services to its Honour Club to support its institutional activities in favor of Honour Club's members and to the promotion of Football, with particular focus on the training of young athletes.

## REFERENCES

**Ascoli Calcio 1898 FC** ([www.ascolicalcio1898.it](http://www.ascolicalcio1898.it)) Ascoli Calcio is an Italian football club based in the city of Ascoli Piceno. Founded in 1898, Ascoli Calcio is one of the oldest clubs in the world. The social colors are black and white. It has played 16 seasons in Serie A and 25 in Serie B. Ascoli boasts the record of points scored in the professional B championship with 20 teams with 2 victory points: the 61 points of the 1977-78 season coming from 26 victories, 9 draws and 3 defeats.

**Innova et Bella** ([www.i-b.com](http://www.i-b.com)) is a strategic and professional services consulting company, based in Milan. Founded on June, 21<sup>st</sup> 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.

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