



**ZETLY**

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## **PRESS RELEASE**

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### **Illuminar Gaming joins the Zetly platform!**

**Illuminar Gaming, the oldest and one of the largest e-sports organizations in Poland joins the Zetly platform. Under the signed Partnership Agreement, Illuminar will be able to issue its own utility tokens in the future and will create together with Zetly a digital ecosystem of e-sports fans in our country.**



As part of the future partnership, Illuminar Gaming will also have the opportunity to produce its own collectible cards, including personal player cards, special editions commemorating IG's most successful teams or animated NFTs featuring the most memorable actions from the games. Funds raised in this way can be used to scale up operations and player transfers.

*"Illuminar Gaming is one of the best and most successful e-sports organisations in Poland. We are delighted to have secured such an established brand to partner with us in popularising blockchain technology and NFT tokens. We are convinced that thanks to the partnership with Zetly, Illuminar will strengthen its image as an e-sports leader, easily adapting to new trends and setting new standards in Polish e-sports" - comments Michał Glijer, CEO of Zetly.*



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*"We want to be part of the digital revolution not only in e-sports, which is why we decided to cooperate with Zetly. Already today NFT technology plays a great role in art or culture in the broadest sense. It is certain that soon it will start to penetrate other areas of our lives, including sports and e-sports. By issuing our own tokens we will be able to further increase our reach and reward our fans for their engagement. We believe that the Zetly platform can also be an important place connecting the worlds of video games and traditional sports" - adds Wojciech Krzemień, Board Member of Illuminar Sp. z o.o.*

**Illuminar Gaming** is a Polish e-sports team founded in 2015. Players affiliated with it compete in Counter-Strike, League of Legends, FIFA, World Of Warcraft and TFT games. The organisation also brings together a large group of streamers who broadcast popular games on Twitch. IHG was for many years the undefeated team in League Of Legends in our country, and in the 2019/2020 season this success was repeated by their Counter Strike Global Offensive team, which was the best team in the domestic backyard and also celebrated international successes. "Big Eye" has appeared many times at major international tournaments such as DreamHack, IEM, and EU Masters.

**Zetly OÜ** is a Polish-Estonian limited liability company that uses blockchain technology to create a personalised, multi-level sports app platform. Zetly creates a unique ecosystem and marketplace for offering club tokens, NFTs, sports memorabilia and a decentralised digital wallet in one place. With this platform, clubs can issue their tokens, all users can create their own NFTs, athletes can organise crowdfunding campaigns, and federations and clubs can issue unique sets of digital collections.

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