



## Media Release

### OLIVEX JOINS FORCES WITH KEUNGZ TO LAUNCH THE NEW “OLIVEX GENESIS” NFT COLLECTION

*A world-class Web3 network that draws on the expertise of leading blockchain-based businesses and founders in the gaming, wellness and fitness, and move-and-earn industries*

**15 February 2023** - OliveX Holdings Limited (OliveX or the Company) (NSX: OLX), through its wholly-owned subsidiary OliveX (BVI) Limited, is pleased to announce it has entered into an agreement with Hong Kong-based Web3 thought leader and NFT space builder Keungz (operating under “Awesapp Limited”) to collaborate on an NFT collection, OliveX Genesis (Genesis), that will connect the entirety of OliveX’s business lines and investment projects under one umbrella.

The forthcoming collection will bring synergy to the OliveX network and represent a major step in building an interoperable ecosystem encompassing its product, investor and investment streams. Following Animoca Brands’ strategic investment in 2019, OliveX has cultivated its own distinct collaborative relationships with over 300 brands and portfolio companies, including the Sandbox. Within the Group, the Company is also a key stakeholder in promising investee projects in the wellness and fitness space that Genesis will provide access to, including DEFY Disrupt, Breathonics, Walken, and Genopets.

“The OliveX Genesis collection is the Company’s most premium NFT offering so far,” said **OliveX Founder and CEO, Mr. Keith Rumjahn**. “Holders will be plugged directly into OliveX’s growing network, with access to individuals within the OliveX product suite, its investment portfolio and rich association of advisors.

“At OliveX, we pride ourselves on developing outstanding products that focus on our foundational mandate to leverage the power of storytelling by bringing immersive, narrative-forward fitness gaming to communities around the world, and the creative concept of OliveX Genesis is no exception. We will be able to engage with a wider segment of health and wellness, gaming and Web3 users globally, and cement OliveX as a major builder and innovator in the space,” added Mr. Rumjahn.

OliveX’s most recent NFT collection, the Operation Ape NFT, minted in May 2022, generated almost US\$500,000 in revenue in 48 hours. In total, 5,943 NFTs were sold to 3,200 passholders.

OliveX will launch the Genesis auction in collaboration with Keungz on 14 February 2023. Keungz’s past projects include successful NFT auctions for Kubz NFTs, where sales were estimated at US\$11.30 million; Taiji Labs, where sales were estimated US\$1.66 million; and the Memeland MVP, where sales are estimated at US\$ 21.96 million<sup>1</sup>. Keungz will serve in an advisory role for the OliveX Genesis community.

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<sup>1</sup> The above are estimates based on publicly available information and are not necessarily an indication of future performance.

## About OliveX

OliveX is a digital health and fitness company delivering unique user experiences through fitness gamification, augmented reality, and move-and-earn experiences. The OliveX fitness metaverse provides platforms that merge the real-world and the digital universe to connect consumers exercising at home, the gym, or outdoors with brands, influencers, and coaches in over 170 countries.

As part of its long-term strategy to expand the fitness metaverse, OliveX is committed to its core development principles of building blockchain fitness games, investing in and incubating emerging blockchain titles, and partnering with global brands on the Sandbox. The Metaverse will ultimately be underpinned by OliveX's bespoke cross-platform DOSE token, an ERC-20-compatible fungible token.

## About Keungz

Based in Hong Kong and operating under the company name Awesapp Limited, Keungz is a leading Web3 and NFT space builder, whose projects to date include auctions for Kubz NFTs, Taiji Labs and Memeland MVP.

## ENDS

**For further information, photography or interview requests, please contact:**

Keith Rumjahn  
Managing Director & Chief Executive Officer  
keith@olivex.ai

### Restrictions on our Games, Fitness Metaverse, and \$DOSE

Restrictions due to compliance regulations for different jurisdictions apply. Residents from certain jurisdictions may not earn \$DOSE or participate in NFT sales and/or campaigns in our fitness metaverse. Additional restrictions may apply depending on the type of game or experience you are attempting to access.