

PRESS RELEASE

EICMA LAUNCHES ITS FIRST NFT COLLECTION

Unveiled today on official social media profiles the first of eleven digital rarities in EICMA'S ROAD COLLETION, marking the International Two-Wheeler Exhibition's entry into Web 3.0

MILAN, OCT. 29. - Just over a week before the opening of its 79th Edition, EICMA is launching on the event's social media pages the first of eleven digital rarities that make up the entire inaugural collection of EICMA'S ROAD non-fungible tokens (Nft). The International Two-Wheeler Exhibition thus makes its official entry into Web 3.0 and does so by offering a journey through its 100-year history. The first Nft represents in fact the animated evolution of the logo of the Milanese kermesse, while the other ten, which will be released gradually in the coming days, will reproduce a selection among the most significant posters of EICMA, from 1914 to the present day. A path that goes deep into the roots of EICMA and projects it into the future of the web with an innovative tale of the two-wheeled history of the Exposition and of Italy. However, the discovery of the entire Nft collection will not end on the web, but will continue during the days of EICMA, from November 10 to 13, with an engaging physical treasure hunt reserved for visitors on the entire exhibition perimeter of the event between the pavilions of Fiera Milano in Rho.

The president of EICMA S.p.A. Pietro Meda, commenting on the publication of the first Nft of EICMA stressed, "It is in our temperament the idea of never resting on the leadership conquered and always looking ahead, trying to involve and engage even the youngest and not only. Hence the idea of approaching the ownership web. We start gradually, contributing to the popularization of blockchain technology, in order to enter this macro-ecosystem in a smart way and also give in perspective new development opportunities to EICMA itself and, above all, to our exhibitors and the reference industry".

Meanwhile, preparations continue for what, with more than 1,300 brands from 43 nations, promises to be an eagerly awaited edition for the hundreds of thousands of enthusiasts that EICMA manages to attract around the latest in the two-wheel industry and the performancr offered in the outdoor areas of the Fiera Milano exhibition center in Rho.

The appointment is from November 8 to 13. The day of November 8 will be dedicated exclusively to the press, while that of the 9th to operators and the press. From November 10 to 13, EICMA will instead welcome the general public, involved this year, for the first time, also in the discovery of the NFTs of EICMA'S ROAD COLLETION.

Admission tickets are already available on the event's official website www.eicma.it, the only sales channel.