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Smobler Partners with Moongate to Launch Exclusive SG60 Digital Collectibles at Web Summit

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In celebration of Singapore's 60th anniversary, Smobler, a leading metaverse architect and blockchain game studio headquartered in Singapore is announcing a special collaboration with Moongate to launch a unique SG60 NFT series. This limited-edition collection will offer exclusive perks, blending digital innovation with real-world value for the NFT holders.

Unlocking New Experiences for SG60

SG60 is an abbreviation for Singapore 60. The SG60 digital collectibles or non fungible tokens (NFT) will provide holders with access to a range of curated perks. Each collectible acts as a digital key, granting entry to exclusive events, special discounts, and a suite of community benefits through Smobler's network of 60+ partners. This collaboration leverages Moongate's Web3 expertise to create an engaging, token-gated experience that enhances the connection between digital assets and physical rewards.

The idea which was seeded by Loretta Chen, Founder and CEO of Smobler, came about as the two companies were doing a post-mortem on their recent collaboration of NOVA Singapore held over Token 2049,

"We were keen to partner again as our inaugural collaboration saw a full house attended by celebrities like Champ Medici, DJ Agoria, founders and C suites from PWC, AWS, The Sandbox and Animoca Brands etc. Given we are a homegrown Singapore company and Moongate's core competencies, I thought a special SG6o collection would be the best way to immortalize this moment as well help drive mass adoption and understanding of digital collectibles at a major event like Web Summit."

Expanding NFT Utility through Partnerships

Beyond individual perks, Smobler and Moongate are working together to onboard a diverse group of partners, bringing unique rewards and discounts to SG60 NFT holders. This network of partnerships aims to elevate the value of the NFTs by providing tangible benefits, from product discounts to access to private events.

Looking Ahead: Building a Vibrant Community

As part of this partnership, Smobler is exploring Moongate's tools for fostering community engagement. Through loyalty rewards and interactive features, NFT holders will be encouraged to participate in Smobler's growing ecosystem, creating a strong, interconnected community.

The SG60 NFT collection marks a new chapter in Smobler's mission to bridge digital and physical experiences, offering long-lasting value to holders. This collaboration with Moongate is a testament to Smobler's commitment to innovation and community in the Web3 space.

Says, Peter Hui, Co-Founder of Moongate,

"We're excited to partner with Smobler for the launch of the SG60 NFT collection. This collaboration is a wonderful opportunity to celebrate Singapore's 60th anniversary by bringing people together through unique experiences and community. We're looking forward to engaging with the community

and enhancing Smobler's growing ecosystem by introducing innovative new ways to add value for NFT holders. Together, we aim to enrich the community experience and create lasting benefits for everyone involved."

To celebrate this collaboration, Smobler & Moongate will be doing a special giveaway at Web Summit Lisbon, the world's premier tech conference held from November 11 to 14, bringing together over 70,000 people and companies redefining the tech industry.

Participants will be whitelisted to receive the limited edition SG60 NFT by :

- Following Smobler and Moongate's Twitter accounts
- Retweeting Smobler and Moongate's Twitter posts
- Posting a selfie with Loretta at Web Summit, tagging Smobler and Moongate.

Loretta will be a featured speaker on the *GaaS (Gaming-as-a-Service) lightning* panel on 13 November with Bozena Rezab, Co-Founder & CEO of Gamee, and Mickey Carroll, Science & Technology Reporter at Sky News from 310-330pm at Stage 8 Pavillion Three. She will also be speaking on *The Case for Virtual Worlds*, 14 November 340pm-4pm at Stage 11 Pavillion Four alongside Robby Yung, CEO of Animoca Brands; Yemel Jardi, Executive Director of Decentraland; and John Koetsier, Forbes columnist and host of Tech First Podcast.

For more on the SG60 giveaway, please visit https://portal.moongate.id/

About Moongate

Moongate is an attention asset protocol disrupting the $1Tn+ attention economy. The protocol consists of two key layers - a utility layer for any brands to issue smart token campaigns for real-world engagement; and a data layer where such on-chain engagement data are monetized at scale by key stakeholders.

Moongate protocol aims to disintermediate centralized platforms to maximize brand-consumer value. It also introduces an innovative "engage-to-earn" mechanism that promotes active consumer participation for brand rewards and a share of $MGT emission.

- 3,800+ active brands / creators, including Binance, OKX, Token2049, Siam Piwat, Wonderfruit, ComplexCon, Sony.
- 20M+ impressions generated across 4,500+ smart token campaigns, 1.5M+ total users, 400k+ MAUs.
- Backed by CMCC Global, Token Bay Capital, Newman Capital, Penrose Ventures, Cogitent Ventures, GBV Capital.

About Smobler

Smobler is a leading Metaverse architect and a portfolio company of Animoca Brands, The Sandbox, Brinc, supported by Enterprise Singapore, IMDA Singapore, and Plug and Play. Smobler has created a suite of world's first such as a phygital wedding, Tools of Rock concert venue, a disability-led accessibility park and BhutanVerse. Working with legacy brands such as Airbus, BMW, DBS, GoPro, Mahindra and Meta, Smobler creates innovative projects such as Metaverse for Good and has been featured by Forbes, Vogue, Channel News Asia and more. Smobler initiated the inaugural cross chain project with Clay Nation, Cardano and Polygon and curated a series of proprietary Gamefi IPs - 3VEREST, Yeti Realm, Cobbleland as well as signature event NOVA. The company has been acknowledged as a top tech startup at SelectUSA, Inventures Canada and VIVATech Paris and is a proud alumni of ScaleUp inBrazil and Plug and Play's Global Innovation Alliance. Smobler's CEO, Loretta Chen has been awarded numerous Top Female Founder Awards from UBS, AWS, Forbes amongst others. For more, log on to smobler.io.