

Press Release

DIGITAL COGNATE SELECTED TO SUPPORT CLUBREALZ FAN ENGAGEMENT PLATFORM

London, 24th November 2022: Digital Cognate is delighted to announce that they have been selected by ClubRealz as a technology partner in the development of their Fan Membership and Engagement Platform.

Having looked at several different traditional blockchains to provide a solution, ClubRealz found that their scalability and sustainability needs were simply not able to be met. They needed a solution that would support a high transactional data rate and deliver embedded trust, while also minimising the impact of any associated energy consumption. They were looking for a high-performance solution.

Digital Cognate provided just that. With its innovative centralised cloud-based approach, ensuring lower cost, greater speed, greener credentials and improved flexibility, control and security.

The Digital Cognate solution sits at the back end of the engagement model integrating with AWS systems, while the fan's front-end interface and athletes CMS portal is via user friendly mobile device APIs.

"We rely on Digital Cognate to ensure that our Fan Membership ledger and Engagement Platform is secure and can't be tampered with. Our global reach and market size puts huge stresses on our back-end systems in terms of transaction rates. Other solutions that we tried just couldn't keep up with our scale." David Platt, Founder ClubRealz (ex-England and Arsenal Captain)

ClubRealz was launched in the US earlier this month and is initially targeting the hugely popular US College Football and Basketball Leagues.

Paul McCarthy, Digital Cognate CEO said, "We are absolutely thrilled to be working alongside David – a footballing legend – and the rest of the team at ClubRealz on this exciting new venture!"

With an innovative deep tech SaaS approach to provenance, trust, process and procedure, the Digital Cognate platform is ideally suited to complex multi-party ecosystems, securely

holding, and managing all your data and process detail, - both in real-time for critical business decision-making, and as a permanent record - for even the most thorough of audit, governance, and compliance requirements.

Digital Cognate is especially attractive to users who want all the benefits of blockchain (and more) but without its limitations and so are looking for an alternative solution.”

Ends.

For more information visit www.digitalcognate.co.uk or contact claire.burrows@digitalcognate.co.uk

About Digital Cognate

Digital Cognate is an innovative deep-tech software provider, driven by a strong desire to secure data integrity and digital trust for the long term. We offer an advanced technical solution that ensures absolute trust in the critical business data that sits at the heart of complex multi-party agreements.

Our solution is a cloud-based alternative to traditional blockchain that ensures maximum security, privacy, and control for complex, classified, regulatory or sensitive processes and transactions - enabling businesses to operate both more securely and sustainably, and with far greater trust and certainty than ever before.

www.digitalcognate.co.uk

About ClubRealz

ClubRealz is an innovative new and exciting social platform that enables direct fan engagement with athletes and sporting heroes. Fans can purchase a digital membership to their sporting stars and receive access to original content, interviews, and other gated materials via a secure and immutable digital platform.

The fan engagement follows the athlete throughout their career, regardless of which team they are playing for. Fans can engage with the portal by simply downloading a mobile device app. There are no advertising or third-party interests, and the interaction is direct and owned by the athlete.

www.clubrealz.com