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6 MAY 2022 | COMPANY NEWS

# Crypto.com Launches Latest Brand Film Starring NBA All-Star Joel Embiid

Joel Embiid's story brings another dimension to Fortune Favors the Brave

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**Singapore, May 6, 2022** – Today, Crypto.com, the world's fastest growing cryptocurrency platform, launched its latest brand film inspired by the story of staying true to your own unique path.

This newest brand film extends Crypto.com's *Fortune Favors the Brave* narrative, featuring Joel Embiid, Philadelphia 76er and NBA All-Star, and is narrated by Coach Bill Self, two-time NCAA Champion head coach of the University of Kansas Jayhawks men's basketball team and former colleague coach of Embiid.

The new brand film was shot on the streets of Philly, a city Embiid has come to call

A native of Cameroon, Embiid did not play basketball until the age of 15. Embiid made the difficult decision at the age of 16 to commit to his development as a basketball player, becoming a five-star recruit and eventually finding a home at the University of Kansas Jayhawks basketball team. After dealing with significant adversity during his collegiate and early NBA career, Embiid is now recognized as one of the most dominant players in today's professional game – a five-time NBA All-Star, the league's leading scorer this season, and a key member of the Philadelphia 76ers now in the midst of the NBA Playoffs, and recognized as a top candidate for the NBA's Most Valuable Player award. The campaign, narrated by Coach Self, describes the challenges Embiid faced and his determination to forge their own path despite adversity and doubt from others.

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"Joel is the embodiment of *Fortune Favors the Brave* and what we stand for at Crypto.com – staying determined and dreaming big," said Kris Marszalek, Co-Founder and CEO of Crypto.com. "His story is an inspiration for all, and like Joel, we recognize the positive impact of staying true to the course of your own life, no matter what adversity you may face. We are thrilled to partner with Joel to continue to bring awareness to what we are building and what we stand for."

"I am incredibly excited to collaborate with Crypto.com and align with their team, which values determination in the same way that I do," said Joel Embiid. "Together, we understand the power of inspiration and forging your own path, and I am looking forward to delivering that message on a global scale."

"Bravery is the confidence to lead when it's not easy to do," said Coach Bill Self. "That is something Joel has always shown, and how he has been able to be such an inspirational leader for his teammates and those around him. Together with Crypto.com, that story can help bring even more power through inspiration."

Crypto.com formally introduced *Fortune Favors the Brave* in October 2021 with the company's first global campaign featuring Matt Damon. The brand film exemplified history's boldest adventurers embracing their moment. The narrative continued through a second film launched at the Super Bowl in February 2022 featuring LeBron James, depicting the moment of truth in overcoming your own self-doubt. Most recently, Crypto.com partnered with the Red Cross Red Crescent Movement to dedicate its last campaign, which premiered during the 94<sup>th</sup> Academy Awards in the United States, to raising relief funds for victims by the humanitarian crisis in Ukraine. In total, the relief fund raised more than USD 10 million.

Crypto.com has seen tremendous momentum in the wake of its global marketing efforts, including through securing the naming rights of the historic Crypto.com Arena in Los Angeles, becoming the official title partner of the Formula 1 Crypto.com Miami Grand Prix, and becoming the FIFA World Cup Qatar 2022, among a number of other global sports and entertainment partnerships. Additionally, through partnerships with the LeBron James Family Foundation, Water.org, and Inter Miami Football Club, among others, Crypto.com is joining forces with like-minded business organizations, individuals and institutions equally committed to helping people achieve independence and self-determination.

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## About Crypto.com

Founded in 2016, Crypto.com serves more than 50 million customers with over 5,000 people in offices across the Americas, Europe and Asia, and is the world's fastest growing cryptocurrency platform. Our vision is simple: Cryptocurrency in Every Wallet™. Built on a foundation of security, privacy and compliance, [Crypto.com](https://crypto.com) is committed to accelerating the adoption of cryptocurrency and empowering the next generation of builders, creators, and entrepreneurs to develop a fairer and more equitable digital ecosystem. Learn more at <https://crypto.com>.

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