

-Press release-

The Kings League and Cartamundi partner to launch hybrid trading cards and fantasy football app for fans

Barcelona, Turnhout, 29/09/2023 - Cartamundi, the world's leading entertainment solutions company, and the Kings League, signed an agreement for the production and distribution of electronic and printed trading cards along with the new Hro Kings League Fantasy Football app for the Spanish Kings League competition. This partnership further reinforces both organizations' commitment to providing fans with innovative ways to interact with the league's football stars.

With the start of the second season of the Kings League in Spain, the multinational organization Cartamundi and their digital partner, Kolex, will produce an innovative collection of trading cards in a hybrid format, composed of both physical and digital cards.

The distribution of the physical collectible cards in the Spanish market will be carried out exclusively by Naipes Heraclio Fournier within its national and international distribution channels. Fournier is a worldwide leader in the card sector and a subsidiary of the Cartamundi group in Spain.

In addition to the Hro trading cards, the Kings League Fantasy Football app will be available for Android and iOS. The app will allow fans to buy, sell, and exchange their digital trading cards with other fans. Tailor made by Kolex to the unique Kings League structure, the app will be available for use globally 24 hours a day and 7 days a week.

"We are thrilled to announce our partnership with Cartamundi for the launch of a new product. This collaboration will bring Kings League fans collectible cards featuring the competition, its teams, and the players who have become true stars. Collecting these cards is a testament to the passion that the Kings League ignites in its fans," said **Gerard Piqué**, president of the Kings League.

"We're excited to offer this new way of collecting cards to fans of the world's most innovative football league, the Kings League," said **Diego Ruiz de Gauna**, Marketing Manager at Fournier. "We know fans of all ages will be delighted with the Kings League app's authentic, 360° experience."

Stefaan Merckx, Group CEO of Cartamundi, said: "As a company, Cartamundi is committed to providing consumers with unprecedented experiences and innovative ways to connect and play. The Kings League app bridges the gap between physical and digital trading cards, uniting fans around the world. We're delighted to partner with the Kings League on this as we share the same goal of being pioneers and serving communities around the world."

The app will be available for the start of the 2024 Kings League season, which is expected to begin on January 7, 2024. On that same date, the Hro digital cards will also be available for purchase on the Kings League app. The physical card collection will arrive in stores throughout Spain in February 2024.

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Images

See media kit on Cartamundi press section ([Press releases Archive - Cartamundi](#)):

1. Gerard Piqué (l.), president of the Kings League, and Stefaan Merckx (r.), Group CEO of Cartamundi.
2. The Kings League logo
3. Hro logo

About Cartamundi: Cartamundi is the world leader in gaming and entertainment solutions, including playing cards, card and board games, and trading cards. Its team of more than 2,500 people works together to give each person the possibility to "live differently, play differently." To achieve this, the Belgium-based family business operates a global network of design centers, sales offices, and manufacturing facilities, stretching from the U.S. to Europe and Japan. The company is home to a portfolio of global firms that includes a suite of traditional brands such as Fournier®, Bicycle®, Bee®, Copag®, and many others. Cartamundi printing houses have been in operation since 1765, so the company builds on an important tradition while at the same time stimulating innovation with digital and hybrid experiences to remain relevant in the present and future. Learn more about us at www.cartamundi.com

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About Fournier: Fournier, founded in 1870, is a historic Spanish company leader in the card sector, and has been part of the Cartamundi group since 2020. The Fournier brand is associated with quality, durability, safety and service, and has strong roots in the tradition and culture of Spain. Learn more about us at www.nhfournier.es

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About the Kings League: The Kings League is the innovative sports competition organised by Kosmos. Taking the beautiful game to a new dimension, the league introduce new rules to 7-a-side football that make for more entertaining match-ups. The participating teams are chaired by the world's biggest Spanish-speaking streamers and content creators. The Cupra Arena, located on the Port of Barcelona, is the home to every game, all of which can be followed online via the competition's official channels and those of the sides' presidents. Learn more about us at <https://www.kingsleague.pro>

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About Kalex: Kalex has developed the most advanced and feature-complete platform for creating, distributing, and trading collectibles at scale. Kalex works with some of the largest brands on the planet to power collectible experiences for their fans. Kalex's platform powers over 250 million collectibles and has processed over 1 million transactions. Learn more about us at <http://www.kalex.io>

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