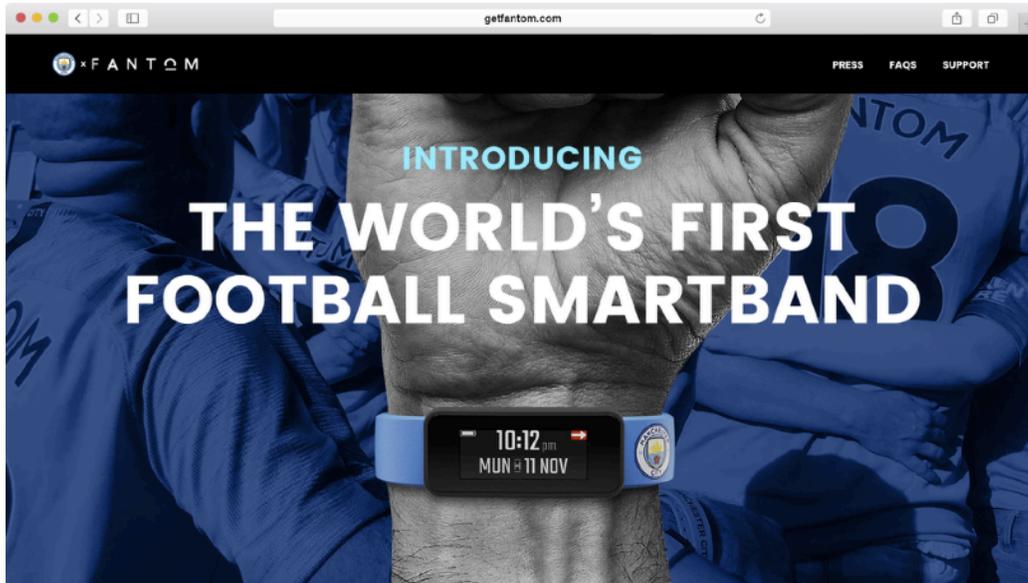


FANTOM UNVEILS WORLD'S FIRST WEARABLE FANTECH



LONDON – 22th August 2018. A new category of wearable tech is here with the launch of 'Fantom' – a smartband designed explicitly for fans. Using technology in new and exciting ways, Fantom leads the FanTech movement by combining innovative tech with fan culture to change the way consumers engage with their favourite sports teams, artists and performers.

Swedish start-up, Turnpike Group, now announces the Fantom wearable platform after recently rolling out a successful launch with a record breaking Premier League Club. The transformative smartband device sold out just a few days after launching the product to hardcore fans in the UK.

Fantom – together with the teams – offers a host of bespoke features for sports fans including instant match stats, breaking news, inside club information, geo-located updates, fan polls, man of the match, quizzes among other features to help bring fans and the teams, closer together. The in-built technology aims to create a genuine community of passionate, and likeminded people while providing a seamless experience. Fantom is right there on your wrist, sending strong tribe signals, however, in a more discrete way than a club jersey.

The team behind Fantom includes serial entrepreneurs and former executives from Tesla, Microsoft and BBH, who have spent the last year developing the technology after feedback from a beta trial with fans in England, which began in 2017, to identify what they wanted to see in a passionate, driven, smart device.

The roadmap for Fantom is bright with built-in NFC capabilities for contactless features, allowing fans to 'wear their season ticket' like a badge of honour and streamline their match-day experience with frictionless payments. Sensory algorithms will be able to identify when another fan is nearby, helping to spark new connections and fuelling the passion for millions of supporters.

While football fans are the first to benefit from this exciting technology, Fantom's 'FanTech' has the potential to revolutionise the way other sports teams and music artists interact with their passionate followers. With an aggressive development plan that will capitalise on AI technology to personalise content for individual wearers, Fantom is creating a multi-sensory experience that will allow performers and teams to harness deeper relationships with fans.



Carl Norberg, Peter Carlsson, Björn Ögren

"Fantom is an instant tribe telegraph on your wrist, making you feel connected to everything happening around the club. For clubs it's incredibly exciting because it enables them to understand and reach their most loyal fans in a completely personalised way, without cannibalising existing sales, relationships or channels " **says Carl Norberg, Co-founder.**

"Every part of Fantom is designed from the ground up. Everything is custom made, from the chipsets and industrial design to the operative system and the innovative user experience with the sole focus of creating a unique fan experience. We see an enormous potential for the platform" **says Björn Ögren, Co-founder of Fantom.**

We are excited that Fantom is now available to football fans. This is just the beginning. Our goal is to be the global leaders in FanTech with products already launching in the UK and Europe, and soon the rest of the world to follow," **says Peter Carlsson, Co-Founder of Fantom.**

Fantom is now available to purchase for £79.99 at getfantom.com, and the companion app is available on iOS and Android.

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Notes to editors

About Turnpike Group

The Fantom smartband is a three-year effort carried out by Turnpike Group, an exciting Swedish startup founded with the purpose of intensifying the experience of being a fan, together with strategic partner BBH, a full-service creative agency network for the digital age. By creating the smartest and most emotional channel for fan communication, Turnpike Group has its eyes set on the prize of becoming the leading company in FanTech.

Turnpike Group is based in Stockholm, and the founders are Carl Norberg, serial entrepreneur within mobile tech, Björn Ögren, industrial designer and Peter Carlsson, previous VP Supply Chain at Tesla Motors.

More information: www.getfantom.com

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