

ANNEX B

About Mighty Jaxx

Founded in 2012, Mighty Jaxx is an award-winning integrated future culture platform that designs and produces, digital and phygital collectibles in partnership with the greatest talents in the world, as well as global brands such as Formula 1 and more, shipping millions of phygital collectibles to over 90 countries worldwide yearly.

Designed and sculpted by YARMS Studio, the Mighty AllStars F1 (2022 Collector's) features 8-inch premium vinyl collectibles of all 20 drivers from the 10 teams in the 2022 F1 season, ranging from defending champion Max Verstappen, to front-runners Charles Leclerc, Sergio Perez and global fan favourite Lewis Hamilton through to new rookie Zhou Guanyu, the sport's first Chinese driver.

Each figurine is made in minimalist, clean lines that capture the likeness of each driver. They are decked in their official race suit holding a detachable team emblem, and are a worthy addition to every F1 fan's collection.

Each collectible, priced at US\$159 each, doubles as a digital key to unlock figure-exclusive immersive content on the Mighty Jaxx App. Digital authentication offers badge rewards to unlock skins and enable customisable digital displays, allowing owners to digitally display and build a story around their collectibles.