



Pluto announces strategic NFT partnership

PIRES INVESTMENTS PLC

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("Pires" or the "Company")

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Pires Investments plc (AIM: PIRI), the investment company focused on next generation technology, is pleased to provide an update on its investment in Pluto Digital Assets plc ("Pluto"), a technology company that is operating in the exciting digital assets sector.

Pluto has recently announced a strategic partnership with NFT company, Terra Virtua Limited ("Terra Virtua"), and sports tycoon Jon Smith OBE, to develop sports-focused NFTs ("Non-Fungible Tokens"). The partnership has already announced an NFT agreement between Terra Virtua and the Indian Super League which was facilitated by the partnership.

As part of the partnership, Pluto will have economic participation with respect to NFT revenues achieved through the Terra Virtua platform with respect to a range of global sports organisations as commercially facilitated by the partnership. In collaboration with Pluto and Jon Smith, Terra Virtua has also already engaged with a wide number of other leading sports brands.

The understanding and awareness of NFTs and their potential has been rapidly gaining traction and the partnership has been established to capitalise on the belief of the growing demand in the NFT sector.

Terra Virtua is an immersive collectable platform across Mobile, AR, PC and VR, with unique social, gaming and creative experiences, enabled by blockchain. Initially successful in the entertainment space, as well as the art sector, Terra Virtua is now gaining a reputation in the sports sector as demonstrated by the recent agreement with the Indian Super League.

Jon Smith has worked with some of the biggest sports stars in the world and has managed the off-pitch activities of the England Football Team for 10 years. He was the first commercial representative of the England Cricket Team and managed the commercial affairs of Welsh National Rugby. Jon also has experience in promoting US athletics as the first promoter of all the North American sports in the UK including the NBA, Major League Baseball, National Football League and the National Hockey League.

Nicholas Lee, Director of Pires, commented:

"We are very pleased with the announcement of Pluto's strategic partnership with Terra Virtua and sports tycoon Jon Smith to develop sports-focused NFTs. With an increasing understanding of NFTs and their potential, this partnership is well timed to capitalise on the sports NFT market which is set for considerable further growth."

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Notes to Editors

About Pires Investments plc

Pires Investments plc (AIM: PIRI) is an investment company providing investors with access to a portfolio of next generation technology businesses with significant growth potential.

The Company is building an investment portfolio of high-tech businesses across areas such as Artificial Intelligence, Internet of Things, Cyber Security, Machine Learning, Immersive Technologies and Big Data, which the Board believes demonstrate evidence of traction and the potential for exponential growth, due to increasing global demand for development in these sectors.

For further information, visit: <https://piresinvestments.com/>.

About Pluto Digital Assets plc

Pluto is a crypto technology and operations company that connects Web 3.0 decentralised technologies to the global economy.

Further information on Pluto can be found at <https://plutodigitalassets.com>.

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