



## **3.0 verse, Dubai and Pride Group enter into a strategic partnership for collaboration in digital asset product offerings & market development through education**

Dubai has emerged as a new hub for Virtual Asset Trading, Blockchain and Web 3.0 due to its progressive policies laid down by the Dubai Government. 3.0 verse, Dubai, and Pride Group have decided to collaborate in the area of Digital Assets, the use of 3.0 verse App, Blockchain education, Cross Marketing and the use of 3.0 verse BoT Trading and IC15 Derivatives Index.

Pride Group would consider launching futures trading on IC15 Index and other indices launched by 3.0 verse. Index trading can be immensely useful for global institutional investors undertaking portfolio management services in digital assets. This is especially useful for Dubai, considering its importance as a Global Financial Centre.

3.0 verse has a trading simulator and new entrants in the digital asset industry can use virtual money to practice on a trading simulator before the prospective clients decide to enter real trading on Crypto Exchange. 3.0 verse and Pride Group would participate in online and offline events together in the MENA region and in other countries to educate users on digital assets and also train professionals and students through courses offered by 3.0 University (an SBU of 3.0 verse) on Blockchain/AI/ Metaverse/ Trading.

**Mr. Mayur Poddar, Director, 3.0 verse, Dubai** stated that the association with Pride Group (under the leadership of Her Excellency “**Shaikha Moaza Obaid Suhail Al Maktoum**”) is an extremely strategic initiative for the healthy development of digital asset markets, in UAE and MENA region and it would also enable capacity building of users and professional through trading on most efficient crypto exchange and profitable strategies offered by 3.0 verse BoT Trading along with educational program being launched in the region through 3.0 university (an SBU of 3.0 verse) in the area of Blockchain / AI / Metaverse / Trading.

**Mr. Harry Constantinou, Fintech Director, Pride Group, Dubai** expressed that strategic partnership with 3.0 verse, Dubai is immensely useful for providing the best available prices in the crypto market along with the trading BoT and IC15 derivatives Index using single KYC on 3.0 verse App to reach users in MENA region and other countries globally. This will help both organisations to expand business mutually and also develop Virtual Digital Asset awareness in the region.