

Press Release

Telefónica's NFT Marketplace includes collections from Harvverse, the platform using technology to revolutionise the coffee industry

- Telefónica incorporates the 'Green' and 'Carbon' collections, which allow investors to support specific renewable energy, sustainable agriculture and water conservation projects by promoting sustainable agricultural practices in the coffee industry.
- Another novelty is the collection of the film 'Calladita', 50 NFTs with exclusive making of content. Calladita, which opens in Spanish cinemas on 17 May, is the first European film to be financed with NFTs.
- With these new collections, the company strengthens the offer available on its NFTs Marketplace, which since 2021 has offered exclusive assets to those interested in acquiring this type of digital asset based on unique blockchains.

Madrid, 13 of May 2024. – Telefónica today announces the addition of the first two collections from the Harvverse project to its [NFT marketplace](#). These collections, called 'Green' and 'Carbon', are part of an innovative initiative that uses blockchain technology and NFTs to address social challenges in the coffee industry.

Harvverse is a project that aims to use technology to revolutionise the coffee industry in Latin America within the metaverse. The platform connects coffee producers directly with consumers, ensuring transparency, fair prices and access to new markets.

Using advanced data collection systems and machine learning algorithms, Harverse intelligently adjusts coffee production based on factors such as the amount, intensity, duration and frequency of rainfall. Harverse uses a platform of NFTs to represent coffee plots, allowing consumers to directly support farmers. In addition, blockchain technology records all transactions, ensuring transparency and traceability of the coffee.

Telefónica is launching the 'Green' and 'Carbon' collections, which will consist of 10 different NFTs. Each grants rights to virtual agricultural assets and sustainable projects, addressing challenges such as limited access to resources and the need for more sustainable techniques.

The 'Green' collection represents the essence of environmental sustainability and offers a unique sensory experience. From the exquisite aroma of the Geisha variety to the intense flavour of the finest blends. The NFTs include: GeishaGreen, Harmonious

Telefónica, S.A.

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email: prensatelefonica@telefonica.com

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Blend, Eco-Friendly Euphoria, Rainforest Aroma, Renewable Energy, Flavour Rescue, Organic Experience, Symphony of Aromas, Nature Connection and Sustainable Flavour.

The 'Carbon' collection is designed to connect with the scent of the earth, the sun and the possibilities of saving the planet. It aims to help set the standard in carbon reduction with NFTs such as Terra Guardian, Solstice Serenade, Eco Vanguard, Earth's Steward, Verde Horizon, Climate Crusader, Eco Warrior, Renewed Hope, Earth's Legacy and Green Advocate.

Each NFT purchased is not only an investment, but also a commitment to a sustainable future and the preservation of the environment. Telefónica's collections allow investors to support specific projects in renewable energy, sustainable agriculture and water conservation, promoting sustainable agricultural practices in the coffee industry.

Yaiza Rubio, Chief Metaverse Officer at Telefónica, said: "With these two new sustainable Harvverse collections we continue to expand and evolve the offer available in Telefónica's NFT Marketplace, where we are committed to exclusive and innovative collections that make it a meeting place for those interested in the Web3 environment and, in addition, we bring our proposals in an understandable way to people who are not so familiar with these technologies".

Telefónica also includes NFT's 'Calladita' collection

Telefónica is also including a collection of 50 NFTs to commemorate the film 'Calladita', presented by Steven Soderbergh, directed by Miguel Faus and starring Paula Grimaldo and Ariadna Gil. It is the first European film to be financed thanks to a collection of NFTs launched in 2022, marking a milestone in the decentralisation of cinema through the blockchain. The collection offers access to exclusive making-of content, giving holders the opportunity to watch previously unreleased behind-the-scenes videos and discover the details of the film's production.

With the addition of these new exclusive collections to its NFT Marketplace, Telefónica is strengthening the offering for users interested in acquiring these unique blockchain-based digital assets. Since its launch in 2021, Telefónica's NFT Marketplace has been constantly evolving, adding exclusive collections from different artists and themes, as well as improving functionalities for users.

Some of the latest additions include the 'Gamium x Telefónica' collection, a total of 225 digital assets of unique pieces available in the Gamium Metaverse called Genésis; the collections created by Paysenger, a leader in AI-powered content creation; eight unique digital assets from 'The Crypto Hunters TV Show', the first adventure and augmented reality show focused on the Web3 ecosystem; and the 'Creative Collections by Metacampus' collection of 69 unique and exclusive NFTs created by artist Lucas Levitán.

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