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Fortiland, Smart Capital and KNOBS join forces in launching a leading operator in blockchain and digital asset strategies.

London, 19th October 2022 - Fortiland, Smart Capital and KNOBS, representing experienced international investment managers and investors, well-known blockchain academic experts and entrepreneurs, as well as digital asset portfolio managers have officially launched today **Fortiland Digital Assets Ltd.** ("Fortiland Digital Assets"), which will operate in the promising and rapidly maturing market.

The newly established company has been set up with the main goal to give exposure to an attractive asset, a global opportunity that can no longer be ignored, by providing sustainable performance in a simplified, risk averse and trustworthy framework.

Fortiland Digital Assets, backed by a unique global international expert team from London, Milan, Hong Kong, New York, Singapore and Dubai with a strong passion for innovation and digital asset businesses, will operate within a robust framework with most-established financial industry providers for audit, risk management, reporting, as well as exchanges and digital custodians.

"We aim to quickly become the global reference point for the digital asset industry by leveraging on the experience and track record of our international team, our passion for innovation, rigour and strong commitment" said **Raffaele Petrone, Managing Director of Fortiland** *"We commit to operating with the highest standards and discipline typical of all well-established firms in this market and based on our previous experiences. A consistent and disciplined approach is fundamental to achieving our goals. Finally, regarding the market opportunity, while it is still early, we already see huge interest of (institutional) investors and corporates as well as the amplification of use cases such as the Web3, the*



Metaverse and the NFTs, which represent a huge part of the future opportunities.”

Andrea Costantini, Chairman of Smart Capital added: *“Interest in the market has never been higher. It is clear that more and more institutional investors recognise the potential and revolutionary nature of these technologies, and the timeline that we are in right now which can be comparable to the early days of the internet in the 90’s”,* while **Andrea Faraggiana, Managing Director of Smart Capital** underscored: *“We realised that HNWI and institutional investors started to incorporate digital assets in their portfolios and would like to seize this opportunity by offering our solution”.*

Professor Francesco Bruschi and **Professor Vincenzo Rana**, two **Professors of Blockchain and Distributed Ledger Technologies** of the **Politecnico di Milano**, a leading Italian scientific-technological university, who are also the **co-founders of KNOBS**, analysed as part of their roles the continued development of the blockchain technology together with the constant evolution of smart finance tools and their application.

“We continue to observe major industries and corporations integrating blockchain solutions into their businesses with a boost of software developers and users’ attraction to specific projects” **Professor Francesco Bruschi** emphasised, while **Professor Vincenzo Rana** stated: *“Newer use cases such as NFTs, Web3, gaming, Metaverse and DeFi have spurred such a significant interest”.*

Fortiland Digital Assets will focus on the most fundamentally promising technologies and on infrastructure projects built on top of these digital assets. Through an in-depth due diligence, the team will determine the fair value of each project selecting only those with the highest potential and avoiding those driven by short-term hype cycles. Finally, a strong focus will be set on risk management through a methodical and dynamic approach based on deep analysis, particularly on diversification and volatility. The team is excited to embark on this journey to become a global pioneer of the new developing asset class.

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About Fortiland Digital Assets

Fortiland Digital Assets Ltd. is a firm founded by experienced investment managers and investors, well-known blockchain academic experts and entrepreneurs, as well as digital asset portfolio managers. It combines a unique global expert team with a strong passion for innovation and digital asset businesses.

Fortiland Digital Assets operates within a robust framework with well-established financial industry providers for audit, risk management, reporting, as well as exchanges and digital custodians.

Website: www.digital.fortiland.com



About Fortiland

Fortiland operates in the European Private Equity market. It focuses on sectors where there is a clear competitive advantage and where alpha can still be delivered, steering clear of oversaturated markets with strong competition or numerous players.

The company's mission is to assess and select the best ideas, bring together top-notch teams, prove the concept and finally set it in motion.

Website: www.fortiland.com

About Smart Capital

Smart Capital S.p.A. is an evergreen investment holding specialized in minority private equity and private investments in public equity transactions.

Website: www.smart-capital.it

About Knobs

KNOBS S.r.l. is an Italian software house and tech advisory firm specialised in blockchain. Founded in Milan in 2014 by three academics, among which Professor Francesco Bruschi and Professor Vincenzo Rana, two Professors of Blockchain Distributed Ledger Technologies of the Politecnico di Milano, a leading Italian scientific-technological university.

Backed by Smart Capital since 2021, it quickly became a reference point in Italy for the design and implementation of complex and customized technological systems based on blockchain, mainly acting as full stack partner for the development of top-notch IT projects. KNOBS promotes innovation and technological modernisation of large companies, SMEs and start-ups as well as the adoption of blockchain technology as a crucial growth driver for many sectors and a revolutionary paradigm, which has been growing globally and particularly in Italy since 2016. The company's strength and expertise is in constant scouting and research of the most innovative technologies and the latest market trends, leveraging on the technical and strategic know-how of its team.

Website: www.knobs.it

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