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Media Release

MARVEL ENTERTAINMENT & OLIVEX TO BUILD INTERACTIVE DIGITAL FITNESS EXPERIENCES

OliveX Secures Licensing Agreement With Global Entertainment Giant Marvel

9 February 2022 – OliveX Holdings Limited (**OliveX** or the **Company**) (NSX:OLX), a leader in gamified fitness, including its subsidiary, Six to Start, the maker of the massive hit Zombies, Run!, is pleased to announce that the Company has entered into a Licensing Agreement with Marvel Entertainment (Marvel) in order to develop Marvel-branded interactive digital fitness content and experiences. The Licence Agreement is a multi-year agreement, the details of which are commercially sensitive. More information about the project will be shared in the future.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media for over eighty years. Marvel utilizes its character franchises in entertainment, licensing, publishing, games, and digital media.

For more information visit marvel.com. © 2022 MARVEL

About OliveX

OliveX is a digital health and fitness company delivering unique user experiences through fitness gamification, augmented reality, and play-to-earn experiences. OliveX provides platforms that enable real-world fitness to merge with the digital universe in order to engage consumers with brands, influencers, and coaches. OliveX is designed for those who exercise at home, at the gym, or outdoors in over 170 countries.

ENDS

For further information, photography or interview requests, please contact:

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