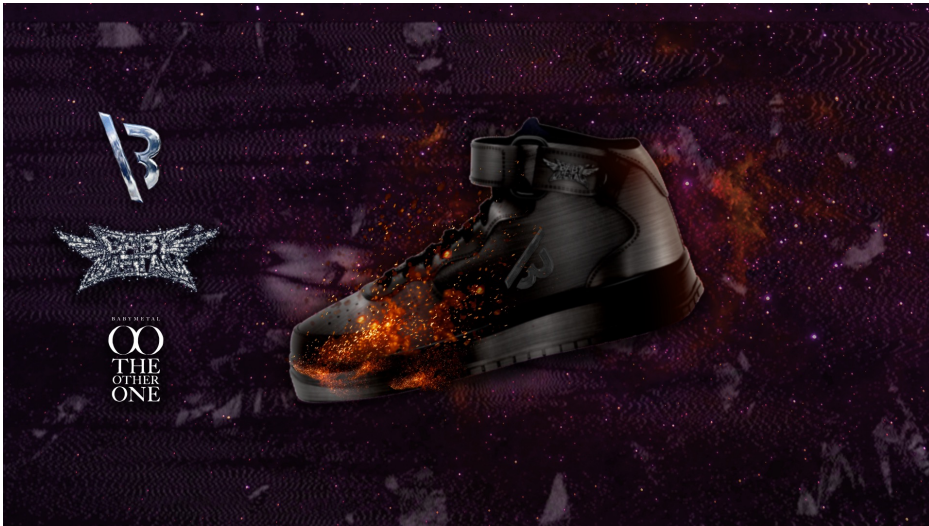


April 4, 2022

Information release date: April 4, 2022 (Monday), 12:00 noon JST**1Block, BABYMETAL collaborate to sell NFT Virtual Sneakers with 10 unique designs in new expansion titled "THE OTHER ONE", set in their virtual world "METALVERSE".**

1BLOCK, Japan's first digital fashion label based in Los Angeles, USA and Tokyo, Japan, is pleased to announce a collaboration with BABYMETAL, who have announced "THE OTHER ONE", a new expansion set in the virtual world "METALVERSE", and will be producing 10 pairs of virtual sneakers (NFTs).



Outline

Though unable to have live performances since October of last year, BABYMETAL announced on Friday (4/1) that using their newly developed virtual world "METALVERSE" as a stage, would show a BABYMETAL we don't yet know with their revival project titled "THE OTHER ONE". The project features the development of 10 collaboration sneakers linked between the real and virtual worlds.

Each sneaker is a one-of-a-kind "NFT", which can both be worn in the virtual world, but will also be given to the holder as a physical sneaker. These will be special "NFTs" that have the utility of connecting the real and virtual worlds.

"BABYMETAL x AIR SMOKE ZERO"

<https://youtu.be/KoAiKosvrv0>

HOW SALE

MarketPlace : OpenSea

発行数 : 10点

① "CAVALRY"1/1② "ILLUSION"1/1③ "COFFIN"1/1④ "INVERTED MIRROR REFLECTION"1/1
⑤ "MONOCHROME"1/1⑥ "SMOKE"1/1⑦ "LIGHT AND DARKNESS"1/1⑧ "TRANSITION"1/1
⑨ "MIRROR"1/1⑩ "THRONE"1/1

Sales method: Auction starting at 0.1 ETH

Sale start time: April 7, 2022 (Thursday) 22:00 (JST) *Subject to change due to schedule

More details will be announced on the 1Block Discord server!

<https://discord.com/invite/1block>

How to participate in the NFT marketplace "OpenSea"

"BABYMETAL x 1Block" will be auctioned on the largest NFT marketplace, "OpenSea", using the crypto currency "Ethereum". We will explain how to participate in the auction and how to make a successful bid, starting with how to register on OpenSea.

1. Wallet

Anyone who owns Ethereum can freely register and participate in auctions at OpenSea.

Registration and use of OpenSea is free, although a certain fee is charged when items are sold.

However, as a prerequisite, a wallet to store Ethereum is required to use OpenSea. Here, we will use "MetaMask," which is the most popular wallet for OpenSea.

2. Sending to MetaMask

Send Ethereum from your preferred currency exchange to "MetaMask", a feature added to your browser. Please make sure that the password and secret phrase of "MetaMask" are never shared with anyone.

3. Access OpenSea

Access the site at <https://opensea.io/>. Click on "My Account Settings" in the upper right mark on the top page, and you will be transferred to the sign-in screen to connect with Metamask. Click on "Sign In" to connect your account to Metamask.

4. Participating in the auction

Participate in the actual auction and bid on the NFT of BABYMETAL x 1Block.

More details will be announced on the 1Block Discord server!

<https://discord.com/invite/1block>

On the new screen, you can check the "Current Price" and "Price History" along with the NFT information. Click on "Bid" to determine the amount of your bid. The successful bidder will be decided after the predetermined "Auction Period" has passed.

■ What is NFT?

NFT stands for "Non Fungible Token. It is a non-substitutional digital token that records proof of ownership on the blockchain for unique and irreplaceable digital assets such as art, music, digital fashion items, etc., and gives them unique value. It is attracting attention as a technology that will create new trading markets and businesses.

■ BABYMETAL [THE OTHER ONE – Teaser]

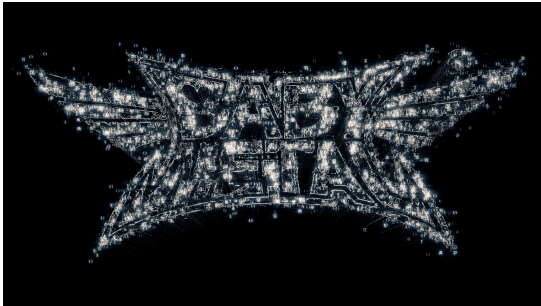
https://youtu.be/4bQ1SLWjM_c

■ “THE OTHER ONE”

<https://too.babymetal.com/>



■ BABYMETAL



On April 2016, they were the first Japanese artist to hold a solo concert at Wembley Arena in the U.K. In June 2019, they performed at Glastonbury Festival, the world's largest rock festival, where they made a big splash. In September of the same year, they began their METAL GALAXY WORLD TOUR, touring around the world, and on October 11, 2019, their third album "METAL GALAXY" was released simultaneously around the world, and on the same day, they held their first arena solo show in the United States at The Forum in Los Angeles. On the Billboard Top 200's Overall Album Chart, the album ranked #13, far surpassing his previous album, and became the first Asian artist ever to rank #1 on the Rock Album Chart. From January to April 2021, BABYMETAL will perform four months in a row at the first-ever BABYMETAL The "10 BABYMETAL BUDOKAN" one-man live concert which will be held at the Nippon Budokan for 10 performances.

■ BABYMETAL Official Web Site

<http://www.babymetal.com>

■ BABYMETAL Official Instagram

https://www.instagram.com/babymetal_official/

■ BABYMETAL Official Twitter

https://twitter.com/BABYMETAL_JAPAN

■ BABYMETAL Official TikTok

https://www.tiktok.com/@babymetal_japan

■「1BLOCK」について



1Block is Japan's first 3DCG-based digital fashion label, using the latest technologies such as 3DCG and Blockchain, and integrating and producing digital content development that can be used in multiple universes based on all kinds of utilities. The first virtual sneaker in Japan (NFT), AIR SMOKE 1, sold out in 9 minutes at 5 ETH, the virtual sneakers (NFT) in collaboration with atmos and NYLON also sold out, and the original series, AIR SMOKE ZERO, sold out immediately.

Twitter : https://twitter.com/1block_official

Instagram : <https://www.instagram.com/1block.official>

Discord : <https://discord.com/invite/1block>

OpenSea: <https://opensea.io/assets/0x13135b229c95d7f0b61462e95332d3417384>