



Government of Dubai owned Dubai Sports Council Signs an Exclusive Technology Partnership Agreement with Tecnotree

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Dubai Sports Council (DSC), the official sports governance body of Government of Dubai, has signed an exclusive technology partnership agreement with Tecnotree.

DSC develops and organizes holistic sports events and supports \$1B sports industry in Dubai with more than 400 sports events each year. DSC has selected Tecnotree to provide its B2B2C platform, Tecnotree Moments™, that uses a 5G enabled marketplace that will automate IT infrastructure and processes to deliver multi-experience offerings to athletes and E-sports fans as well as ecosystem players, including event organisers, sporting venues, equipment providers, and coaches, etc. This platform will streamline event ticketing, E-sports tournament leagues, high-quality AR/VR based video streaming, coaching and training subscriptions and help in socialising Sports, Health and Wellness in Dubai.

Tecnotree Moments™ is a B2B2C platform that turns partner ecosystems into instant revenue generators and thereby earns fixed as well as transaction-based revenue. Under this model, the partners will be connected to the customer base of Telco and Non-Telco channels to offer life-style bundles, ticketing and subscriptions.

This is a unique and strategic business relationship for Tecnotree in the Middle East. This also enables a new scalable revenue stream for Tecnotree. Tecnotree Moments™, plans to enter into many such partnerships with telecom operators, governments and other industries across different geographies and service providers in the areas of global Edtech, Healthcare, Gaming, Sports, Travel, and Entertainment, etc.

FURTHER INFORMATION

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About Tecnotree

Tecnotree is the only full stack digital business management solution provider for digital service providers, with over 40 years of deep domain knowledge, proven delivery and transformation capability across the globe. Our open source technology based agile products and solutions comprise the full range (order-to-cash) of business process and subscription management for telecom and other digital service providers. Tecnotree products and platforms service over 800 million subscribers worldwide. Tecnotree is listed on Nasdaq Helsinki (TEM1V). For more information, please visit www.tecnotree.com.