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Kaupang launches NFT collaboration with Bjarne Melgaard

Arcane Crypto AB's (publ) wholly-owned subsidiary Kaupang Krypto AS has entered into a collaboration with NFT AS and curator Sam Farao, to facilitate acquisitions of Bjarne Melgaard's first crypto art collection *The Lightbulb Man*.

The process of acquiring physical art is well-known, but the process of acquiring digital art remains unfamiliar to many.

"Through Kaupang Krypto it will be safer and easier for people to become owners of this digital art work," says Sam Farao, General Manager of NFT AS who will use Kaupang's concierge service to facilitate the acquisitions. Kaupang's concierge service was launched in December 2021 to provide customers with a first-class trading experience for buying and selling cryptocurrencies and NFTs.

"Kaupang's recent launch of a new concierge service to facilitate trading in NFTs has already been well-received by customers. We are pleased to now also present this new collaboration with Bjarne Melgaard, making his art accessible to more buyers," says Torbjørn Bull Jensen, CEO of Arcane Crypto.

Prior to this launch all of Bjarne Melgaard's works were «Untitled», but an important artistic element in "The Lightbulb Man" is that buyers can name Melgaard's artwork.

"We are happy that such a high-profile artist as Bjarne Melgaard wants to collaborate with Kaupang Krypto. This paves the way for other NFT artists while also substantiating our role as the chosen partner for cryptocurrency transactions related to our premium brokering business," says Nikolai Gobel, CEO of Kaupang Krypto.

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About Arcane Crypto

Arcane Crypto develops and invests in projects, focusing on bitcoin and digital assets. Arcane operates a portfolio of businesses, spanning the value chain of digital finance. As a group we deliver services for payments, investments and trading. In addition, we have a media and research division.

Arcane has the ambition to become a leading player in the digital assets space by growing the existing businesses, invest in cutting edge projects, and through acquisitions and consolidation.

The company is listed on Nasdaq First North Growth Market and Mangold Fondkommission is Certified Adviser, tel. +46 8 5030 1550, e-mail: ca@mangold.se, web: www.mangold.se.