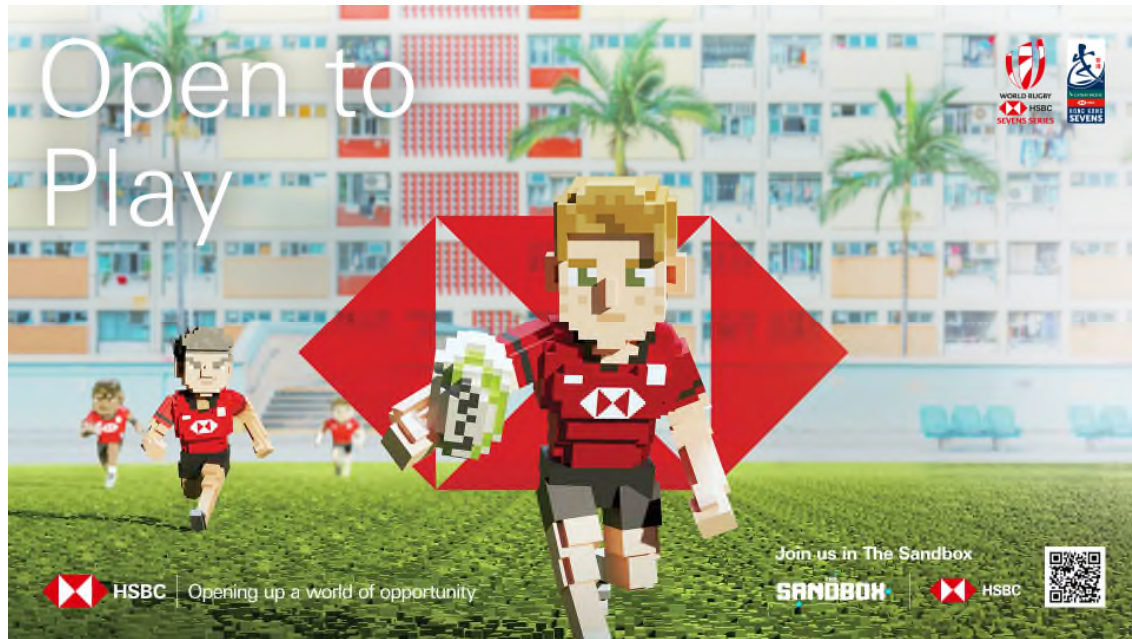


28 September 2022

**HSBC Presents Immersive Rugby Quests in The Sandbox to Celebrate Return of Cathay Pacific/HSBC Hong Kong Sevens Experience and Learn Rugby in the Metaverse with a Chance to Win Tickets to the Hong Kong Sevens Rugby Tournament**

HSBC unveiled today a series of virtual rugby quests in The Sandbox, to present an immersive and unique experience of the sport in the metaverse. The campaign coincides with the much-anticipated return of the Cathay Pacific/HSBC Hong Kong Sevens from 4 to 6 November following the tournament's three year-long hiatus.



In March 2022, HSBC became the first global bank to acquire a plot of LAND in The Sandbox, equivalent to acquiring virtual real estate in the metaverse. To celebrate the highly anticipated return of the Hong Kong Sevens, HSBC will be staging a virtual stadium in The Sandbox from 24 October to 14 November to activate its first community initiative there.

The public will be able to immerse themselves in rugby through six exciting quests that will take place in different locations around the stadium, comprising action-packed challenges, engaging mini games and educational quizzes related to the sport.

This news release is issued by

**The Hongkong and Shanghai Banking Corporation Limited**

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**Luanne Lim, Chief Executive Officer, HSBC Hong Kong**, said: “At HSBC, we see great potential to create innovative experiences through emerging technologies for our customers and the communities we serve. We also believe in the unifying power of sports and have been a proud sponsor of the Hong Kong Sevens for decades. Our groundbreaking first foray into The Sandbox remarkably ties together these themes, utilising the gaming, entertainment and educational aspects of emerging technologies to elevate our support towards rugby. Through the metaverse, we are delighted to bring rugby to our communities within the pitch and beyond.”

To preview the experience, HSBC has transported the Hong Kong rugby team and Hong Kong Rugby Union mascot Wai Bei into The Sandbox, for an exhilarating gameplay with their virtual counterparts. From today to 5 October, fans who watch the preview video on HSBC Hong Kong’s YouTube channel and engage with HSBC Hong Kong’s Instagram and Facebook campaign will get a chance to win tickets to the Hong Kong Sevens in November. Click [here](#) to watch the full video.

*ends/more*

**Notes to editors:**

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 63 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,985bn at 30 June 2022, HSBC is one of the largest banking and financial services organisations in the world.

**Cathay Pacific/HSBC Hong Kong Sevens**

Established in 1976 and organised annually by the Hong Kong Rugby Union, the Cathay Pacific/HSBC Hong Kong Sevens is the world’s premier international sevens event. Since 1999, the Hong Kong Sevens has been a part of World Rugby’s HSBC Sevens Series. The Hong Kong Rugby Union is the only international rugby union to have hosted two Rugby World Cup Sevens, in 1997 and 2005. For more information about the Hong Kong Sevens and upcoming November 2022 tournament, please visit [hksevens.com](http://hksevens.com).

**The Sandbox**

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having partnered with major IPs and brands including Warner Music Group, Ubisoft, The Rabbids, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, CryptoKitties, and more. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit [www.sandbox.game](http://www.sandbox.game) and follow the regular updates on [Twitter](#), [Medium](#), and [Discord](#).

*ends/all*