

**NTT Digital and HAKUHODO KEY3 Launch a Loyalty Program/  
Solution for Sports Teams and Event Organizers**

— URAYASU D-Rocks Adopts "FAN's STAMP" in a Pilot Implementation —

Tokyo, Japan – March 13, 2025 – NTT Digital, Inc. ("NTT Digital") announced today that as part of an ongoing collaboration with HAKUHODO KEY3, Inc. ("HAKUHODO KEY3"), the companies will jointly launch "FAN's STAMP," a loyalty program/solution for sports teams and event organizers that utilizes digital items (NFTs). As the first implementation of "FAN's STAMP," the rugby team URAYASU D-Rocks has adopted it on a pilot basis. Following the official match on February 8 between URAYASU D-Rocks and MIE Honda HEAT, exclusive digital items will be distributed at the March 14 official match against KUBOTA Spears Funabashi Tokyo-Bay.

Additionally, NTT Digital has signed a sales partnership agreement with HAKUHODO KEY3 to strengthen its collaboration. Moving forward both companies will continue to drive the social implementation of cutting-edge digital technologies through initiatives such as "FAN's STAMP."



## About "FAN's STAMP"

"FAN's STAMP" is a loyalty program/solution for sports teams and event organizers, allowing fans to receive digital items featuring iconic match scenes and results by completing designated missions via a dedicated site accessed through an official LINE account or other ways.


How to get!

Step.1  
QRコードを読み取って  
公式LINEを友だち登録

Step.2  
トーク画面下部のメニューから  
FAN's STAMPに登録

Step.3  
アクションをクリアして  
デジタルアイテム (NFT) をGET!

まずは、浦安D-Rocksの  
公式LINEの友だち登録から!



FAN's STAMPには、NTT Digitalのscramberry WALLET SUITEの技術が使われております。

## Key Features:

- Digital items are not just images but NFTs recorded on the blockchain, enabling fans to collect them as proof of their passion for sports teams or artists.
- Digital wallets required for receiving NFTs can be easily created via LINE integration or other methods, allowing seamless participation without web3 knowledge.
- Fans who collect digital items can receive rewards at future matches and events, leveraging blockchain's unique benefits to enhance fan engagement and retention.

## Implementation Results

"FAN's STAMP" was first introduced at the "NTT JAPAN RUGBY LEAGUE ONE 2024-25 Division 1 Round 7" match between URAYASU D-Rocks and Mie Honda HEAT on February 8. Limited-edition digital items were distributed exclusively for

this match. Awareness efforts including digital screens and posters at Chichibunomiya Rugby Stadium, contributed to a higher-than-expected number of issued items. Additional digital item distributions will take place at the upcoming match between URAYASU D-Rocks and KUBOTA Spears Funabashi Tokyo-Bay on March at the same venue.

### **Collaboration with HAKUHODO KEY3**

NTT Digital and HAKUHODO KEY3, a web3 business production company, have been working together through the co-creation project "web3 Jam." Strengthening this relationship, the companies signed a sales partnership agreement on March 12, 2025. This partnership will further drive the adoption of NTT Digital's embedded wallet solution, "scramberry WALLET SUITE," and accelerate the creation of new use cases, advancing the social implementation of digital technologies.

### **Future Initiatives**

Moving forward, NTT Digital and HAKUHODO KEY3 will expand "FAN's STAMP" beyond sports and into various event sectors. Additionally, NTT Digital is actively seeking partners to further promote services like "scramberry WALLET SUITE" and expand its use cases. The company aims to grow its network of sales, solution, and integration partners. Businesses interested in collaboration are encouraged to reach out via the official website:

<https://nttdigital.io/#contact>

\*The information in this press release is current as of the release date. Specifications and service details may change without notice.

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## PRESS RELEASE



### Company overview

NTT Digital, Inc.

Address: 10th Floor, Sanno Park Tower, 2-11-1 Nagata-cho, Chiyoda-ku, Tokyo

Official website: <https://nttdigital.io>

As a web3 enabler, NTT Digital, Inc. will promote the creation of an environment in which individuals and companies can easily and safely use blockchain technology toward the social implementation of cutting-edge digital technologies.

HAKUHODO KEY3, Inc.

Address: 23th Floor, Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo

Official website: <https://www.KEY3.co.jp>

Founded in December 2022 by HAKUHODO Inc. and Sota Watanabe, CEO of Startale Labs Pte. Ltd., HAKUHODO KEY3 is a web3 business production company. By leveraging consumer-driven thinking and creativity, the company aims to create world-first web3 services and contribute to a society where more people can participate in web3.

### For inquiries related to this release

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