

BO·AX Introduces Its New Brand Identity and Focuses on Fiat-Denominated Only Digital Assets Business and a new NFT platform Neptunity based in the BVI

We proudly announce that BOAX, the award-winning metaverse company providing end-to-end solutions for corporate clients and NFT collectors, will change its name to BO·AX. We will launch the new BO·AX logo as part of the ongoing evolution of our BO·AX brand.



BO·AX has evolved rapidly over the past months, and in line with its metaverse-friendly direction, the company has renamed itself and redesigned its logo to reflect its corporate identity and its dynamic future: **compliance, integration with Blockchain-based Service Network (BSN), and focus on fiat-denominated only digital assets business.** BO·AX team has created a new, separate community-driven non-fungible token (NFT) marketplace Neptunity based in the British Virgin Islands (“**BVI**”) with multi-chain support which will focus on web3 and NFT projects.

With many fun creativity sessions, BO·AX team came up with a new logo that conveys our new mission and orientation for growth through the metaverse era while remaining faithful to its original aim to democratise the arts and antiques market by building a unique ecosystem with industry stakeholders across Asia and beyond.

The name BO·AX comes from a combination of BO, the native Chinese word for precious treasure (寶), and AX, which stands for Asian Exchange. BO is also the abbreviation for buyer's option, indicating that our clients will be the ones to decide what digital assets suit them the best. Asian Exchange emphasizes our vision and niche to promote Asian and Chinese art and culture in the metaverse era.

BO·AX has established the world's first bank-backed NFT Marketplace supported by Bank of Asia(BVI), a digital assets friendly bank licensed in the BVI, focusing on collaboration with Master Artists and influential celebrities with stories to transform their masterpieces into new digital formats in the form of NFTs.

BO·AX is also the first cohort of Use Case Partners of Blockchain-based Service Network (BSN) Spartan Network, a public infrastructure network providing non-cryptocurrency blockchain services globally.

Along with announcing its new brand identity, BO·AX has also revamped its official website (www.boax.io). The new site delivers rich new content in a modern, clean, and organized layout to provide users with easy access to our NFT market, highlighting our latest artists' tokenized artworks or NFTs.

The new website(www.boax.io) and the new logo reflect the bold, energetic, and forward-looking culture of BO·AX, and are designed to inspire and further elevate our team as we continue to provide innovative NFT trading solutions for our current and future customers.

We hope you like this new look for BO·AX!

If you have used the BO·AX logo in any of your marketing materials, please assist us in updating them. We appreciate your kind support. If you have any questions, please don't hesitate to contact us: info@boax.io.

About BO·AX

BO·AX is an award-winning metaverse company providing end-to-end solutions for corporate clients and NFT collectors. BO·AX has established the world's first bank-backed NFT Marketplace supported by an offshore digital friendly banking ecosystem, focusing on collaboration with Master Artists and influential celebrities with stories to transform their masterpieces into new digital formats in the form of NFTs. Based in Hong Kong, BO·AX aims to tap into the vibrant international art market where East meets West.