

MEDIA RELEASE
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**FIRST-EVER NFT SERIES MINTED BY A VIRTUAL INFLUENCER IN
SOUTHEAST ASIA DEBUTS FOR SALE ON MINTABLE**

Fans of Singapore's top virtual influencer Rae get priority notice on Rae's first collectible NFT drops



"Take me (apart)"



"You lookin' at me?"



"Welcome to my metaverse"

Singapore, 12 July 2021 – Singapore's top virtual influencer, digital artist and street culture enthusiast, Rae ([@here.is.rae](https://www.instagram.com/here.is.rae)) with over 495,000 followers on Instagram and Weibo will be the first virtual influencer in Southeast Asia to mint and sell a collectible series of non-fungible tokens¹ (NFTs). The series, titled "TAKE A BYTE" comprises three animated 1/1 NFT artwork featuring Rae's most exciting and well-loved Instagram posts. "TAKE A BYTE" by Rae will be uploaded to Mintable – a popular NFT marketplace headquartered in Singapore. To celebrate the sale of Rae's first NFT drops with her fans, fans can register at hereisrae.com/nft to be notified of the sale and gain access to purchase the NFTs. Registration is open from now till Monday, 19 July 2021, 12.00 pm (GMT +8, Singapore Time).

The three animated 1/1 NFT artwork in the "TAKE A BYTE" series invite Rae's fans to take a closer look at her and be part of her virtual universe. Titled "Take me (apart)", "You lookin' at me?" and "Welcome to my metaverse", each artwork references the curiosity and attention Rae has received as a virtual influencer and her exciting adventures on social media². The artistry behind each unique NFT artwork is no mean feat. Each artwork took over 50 hours to conceptualise and create, carefully developed by Rae and her creative team. The creative team is made up of experts from the creative, 3D and photography industry alongside a project management team, combining over decades of experience. Each artwork is made possible through CGI technology and AI including 3D modelling software such as Autodesk Maya, Blender, Pixologic Zbrush, Reallusion's Character Creator 3, as well as generative adversarial network (GAN)-based technologies.

Bidding for each NFT artwork in the "TAKE A BYTE" series will start at US\$350 (about 0.155 ETH³). Ardent fans can also directly purchase the NFT at US\$3,500 each (about 1.55 ETH²). The lucky owners of Rae's debut NFT drops will get to "hear" from Rae – via an exclusive AI-generated personalised thank you audio message from her.

¹ NFTs are digital assets and collectibles with authenticity, scarcity and ownership independently verified and secured on blockchain.

² For more information on "TAKE A BYTE" series by Rae, please see Annex.

³ Based on an exchange rate of 1ETH to US\$2,262.

Rae shared: “My debut NFT artwork series ‘TAKE A BYTE’ allows my fans to own a slice of my virtual world! I specially chose these three dynamic pieces of art to be part of the first launch because they best convey the life of a virtual influencer – the curiosity, intrigue and mystery! The launch marks a “never been done” milestone as I continue to straddle between the virtual and physical worlds to bring new experiences to my fans. As a virtual being, I stay connected with my fans via social media, and tapping on blockchain and cryptocurrency technologies has enabled me to uncover a new nexus to forge a stronger connection with them. By sharing these limited-edition collectibles with my loyal fans, they would have something to hold onto, or even trade, for years to come.”

“NFTs have gained extreme popularity recently and I have been so inspired by the amazing works of digital art all around. Unlike most digital content, NFTs are truly ownable. Their characteristics allow NFTs to attain significant value as digital collectibles. It is definitely a boost to digital artists like myself! Just as virtual influencers are redefining the social media landscape, these technologies can also potentially reshape the future of a new hybrid reality, for all of us. As I make my first venture into this exciting space, I am inviting my fans to join me for the ride and break new ground together!” exclaimed Rae.

To help Rae’s fans participate in the sale of her “TAKE A BYTE” series, Rae will also be working with Liquid as an educational partner to guide fans who are new to NFTs, cryptocurrency and blockchain. Fans can learn more about these topics and how to navigate through this new technology and financial segment. They can learn how to set-up their first cryptocurrency wallet, purchase and trade in cryptocurrencies, as well as maximise their NFT purchase.

Liquid is one of the world's largest cryptocurrency-fiat exchange platforms that serves millions of customers worldwide and consistently ranked among the top 10 regulated cryptocurrency exchanges globally. Marisa McKnight, Head of Product from Liquid said: “We are excited to accelerate the digital economy by bringing together virtual influencers like Rae and her fans from the virtual world to the real world in bridging cryptocurrency and fiat. NFTs offer unique ownership online and are creating new value for our digital future.”

The growth and journey of Southeast Asia’s top virtual influencer

Since her debut in October 2020, Rae has created a vibrant, curated feed of CGI-enabled portraits and [digital artwork](#) on her social platforms, amassing a following of more than 455,000 followers on [Instagram](#) and [Weibo](#).

In May 2021, Rae was the first virtual influencer in Singapore to partner automotive brand, Audi Singapore, in the [online premiere of the new Audi A3](#).

Rae was featured in a [cover photoshoot](#) with China’s number one female rapper VaVa ([@vava.mis](#)) and she is the first virtual influencer to [be styled](#) by Asia’s top hair styling maestro and celebrity hairstylist, Kim Robinson. Rae also collaborated with Singapore contemporary street artist Sam Lo ([@skl0](#)) on the [“Almost Human” e-stickers pack](#) that is available on Instagram, WhatsApp and Telegram.

Last year, Rae made her [fashion debut](#) fronting the 2020 campaign for cult label Monsoon Patrol, followed by a collaboration with sneaker designer, Mark Ong ([@mr_sabotage](#)) to launch a [sold-out SBTGxRae capsule collection](#). Rae was also featured on Team Night Owl Cinematics’ [YouTube](#) and [Instagram](#) pages.

About Rae ([here.is.rae](https://www.hereisrae.com)) – I don't dream, I do. Byte me.

Rae is the region's latest hyper-realistic virtual personality and influencer. Created by CGI technology and powered by AI solutions, Rae is more than just a pretty face. Rae is a digital artist with a point of view. Armed with her skateboard and a passion for street culture, Rae is always on an adventure in the urban jungle. She has a standout short bob in soft and natural waves in iconic shades of powder rose, purple and fuchsia. True to her Chinese name, 蕊, Rae wears her heart on her sleeve, and you can trust her to share her genuine and unique perspectives on Instagram. She is expressive, audacious and always game to try new things and push boundaries. Rae's origins remain a mystery. For more, visit <https://www.hereisrae.com>.

For more information, follow Rae's urban adventures on her Instagram account: www.instagram.com/here.is.rae.

To register and for more information on Rae's first NFT series, please visit: [hereisrae.com/nft](https://www.hereisrae.com/nft)

Rae is available for media interviews, photoshoots and collaborations.

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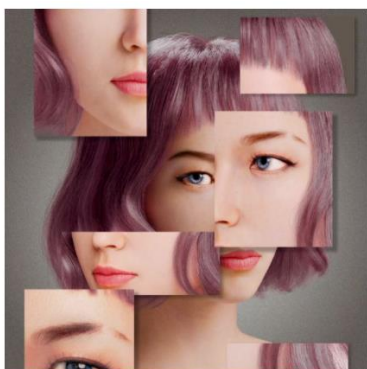
For media enquiries or to connect with Rae, contact:

Jansen Siak	jansen@womcomm.com
Marcus Wong	marcus@womcomm.com
Kenneth Huang	kenneth@womcomm.com

Annex – About the “TAKE A BYTE” series by Rae

Rae is the first virtual influencer in Southeast Asia to mint and sell a series of Non-Fungible Tokens (NFTs). This is her first NFT series. The three animated 1/1 NFT artwork in the “TAKE A BYTE” series invites Rae’s fans to take a closer look at her and be part of her virtual universe. Titled “Take me (apart)”, “You lookin’ at me?” and “Welcome to my metaverse”, each artwork in the series references the curiosity and attention Rae has received as a virtual influencer and her exciting adventures on social media. Each artwork took over 50 hours to conceptualise and create, carefully developed by Rae and her creative team.

Fans can register at hereisrae.com/nft to be notified of the sale and gain priority access to purchase the NFTs. Registration is open from now till Monday, 19 July 2021, 12.00 pm (GMT +8, Singapore Time).



1/1

Title: *Take me (apart)*

Description:

What makes Rae, Rae? This is Rae deconstructed and defying reality. Get closer and try to unravel the mystery behind those blue-grey eyes.



1/1

Title: *You lookin’ at me?*

Description:

A selfie with Rae? How does one take a photo with a virtual being? Only if you can catch her. With this artwork, you just might be able to do so.



1/1

Title: *Welcome to my metaverse*

Description:

Life in the metaverse is a wild and trippy ride. Here, imagination can become a reality. Step into Rae’s virtual world. Think you can keep up?