

## **eToro strengthens commitment to the metaverse with launch of MetaverseLife portfolio**

**11 January 2022:** [eToro](#), the social investing network, has announced today the launch of [MetaverseLife](#), a new metaverse-themed Smart Portfolio, offering investors long-term exposure to key projects, both stocks and cryptoassets, in the metaverse industry.

The metaverse refers to a virtual world where users can move around as avatars, interact socially and economically, with other people. Facebook's rebrand to Meta Platforms and new focus on building this immersive ecosystem is just one example of the huge interest in metaverse technology globally. Tech titans are taking bets on the future of digital assets. Microsoft is creating a metaverse through its communication platform Teams called Mesh; Unity Software with its three dimensional content platform, NVIDIA's Omniverse platform, and video game publishers like Roblox, EPIC Games and more recently Ubisoft with the launch of their energy efficient NFT platform, are beginning to show interest in this technology and getting a head start in this potential migration to the metaverse.

*"As the ultimate frontier between the real and virtual worlds, the metaverse represents the most likely evolution of the internet in the coming years. The potential might seem endless, but adoption will not necessarily be easy or happen overnight", says **Dani Brinker, Head of Investment Portfolios at eToro**. "The metaverse will require larger processing capacity, bandwidth and improvements to hardware - headsets, glasses, smartphones and cloud services. While still in its early stages, the industry could become a \$800 billion USD market, according to Bloomberg analysts."*

The MetaverseLife portfolio is made up of stocks and cryptoassets that represent the real essence of the metaverse. It is more heavily weighted towards the enabling platforms that will create these metaverses such as stocks Meta Platforms and Roblox, and cryptoassets or blockchain-based metaverse platforms Decentraland, Sandbox and Enjin. The portfolio also contains familiar tech names that will contribute to the wider adoption of the metaverse such as Amazon, Apple, Microsoft and Nvidia. The full portfolio allocation can be seen [here](#).

**Dani Brinker adds**, *"When evaluating the investment opportunity of emerging industries diversification is key as not everyone involved will be a winner. For people who don't have the time to research the ongoing developments of the industry, the market may seem overwhelming. By packaging up a selection of assets in a portfolio, we're doing the heavy lifting and enabling our customers to gain exposure to the metaverse and spread the risk across a variety of assets."*

eToro's Smart Portfolios offer investors ready-made, fully allocated exposure to various market themes. Bundling together several assets under a defined methodology, and employing a

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passive investment approach, eToro's Smart Portfolios are long-term investment solutions that offer diversified exposure with no management fees.

Initial investment starts from \$500 and investors can access tools and charts to track the portfolio's performance, while eToro's social feed will keep them up-to-date on developments in the metaverse sector. MetaverseLife is one of over sixty portfolios available on eToro.

eToro recently announced the addition of the cryptoasset and blockchain-based metaverse platform the Sandbox to its investment platform, enabling its customers to invest in a metaverse. Building on this partnership, eToro plans further collaborations including the purchase of land in the metaverse.

***Tomer Niv, Director of Global Crypto Solutions at eToro said, "eToro is a crypto pioneer with an established track record of embracing new technologies for the benefit of retail investors. We are incredibly excited by the opportunities offered by the metaverse and will be revealing further details including some key partnerships very soon. Watch this space!"***

- ENDS -

### **Notes to editors**

For now, the portfolio is not available to US customers. The portfolio is based on the underlying assets.

### **Media contact**

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### **About eToro**

eToro is a social investment network that empowers people to grow their knowledge and wealth as part of a global community of successful investors. eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and invest in a simple and transparent way. Today, eToro is a global network of more than 25 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to its simplicity users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want.

### **Disclaimer:**

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