



LAST UPDATED: 19 JANUARY 2023

# WHAT IS MONKEY KINGDOM?



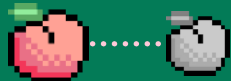
**Monkey Kingdom** is a Hong Kong NFT project launched in November 2021.

Monkey Kingdom has grown to become one of Asia's most successful NFT projects. In addition to various partnerships with world-renowned artists and celebrities, the project has also captured the hearts of many first-time NFT buyers by being their very first NFT collection.

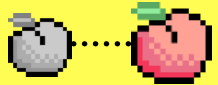
As the project continues to develop, it aims to bridge the gap between Web3 and the physical world through real-life events and meaningful collaborations.



**Monkey Kingdom** is inspired by the Chinese mythical character **Sun Wukong** from *Journey to the West*.



# MONKEY HISTORY



TIMELINE



2021



**W3 OG**

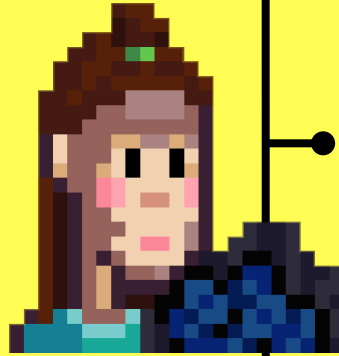
## AT THE BEGINNING

Monkey Kingdom was launched on 27 Nov 2021. 2,222 Wukong-inspired NFTs were rolled out to the community, and the entire collection was sold out within two minutes of its online launch.

## METAVVERSE PARTY FEAT. STEVE AOKI

To celebrate Christmas of 2021, we hosted our first Metaverse party with a special 2-hour set featuring the legendary DJ Steve Aoki on 23 Dec.

# MONKEY HISTORY



## DIAMOND BAEPEES

Diamond Baepes, the second collection of Monkey Kingdom consisting of 2,221 NFTs featuring female-looking Wukongs, were airdropped to all existing holders on Dec 31, 2021.

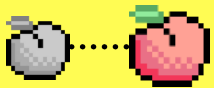
One of the aims of Monkey Kingdom is to have more gender representation in the NFT space, which is predominantly male-dominated. The release of this collection helped to realize this goal.



## 2022

### FIRST FASHION COLLABORATION

In April 2022, Monkey Kingdom collaborated with world-renowned fashion brand AMBUSH to launch an exclusive fashion collection dubbed "AMBUSH The Kingdom", which features both Monkey Kingdom and AMBUSH's logos on all its apparel.





# MONKEY HISTORY

# PHILLIPS Sotheby's



## SOTHEBY'S & PHILLIPS AUCTIONS

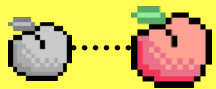
We were featured on esteemed auction houses **Sotheby's** and **Phillips** at the **Contemporary Art Online Auction** between 7 to 15 March 2022, and the **INTERSECT Auction** between 24 to 31 March 2022 respectively. These events were covered by global news agencies establishing Monkey Kingdom as an international brand.

## OFFLINE EXHIBITIONS

We worked with brands such as 9GAG and PONG Group to showcase our NFTs in real-life. One such exhibition was the **Memeland** exhibition held at Times Square (Hong Kong) in Q3'2022, which featured our collection among other partners of 9GAG.

## WHAT'S NEXT?

**MONKEY KINGDOM WILL BE LOOKING OUT FOR LIKE-MINDED ENTITIES FOR MUTUALLY BENEFICIAL COLLABORATIONS. AT THE SAME TIME, WE WILL CONTINUE TO EXPAND OUR PRESENCE IN BOTH WEB2 AND WEB3.**



TIMELINE

# JOIN OUR COMMUNITY!



**monkeykingdom**



**monkeykingdom\_**



**monkeykingdom**



# WHY MONKEY KINGDOM?



While many companies have already started their **Web3 journey** by teaming up with various digital companies, none have truly gained a strong foothold in the Asian market.

A meaningful partnership between a renowned brand and **Monkey Kingdom**, an established NFT collection depicted by a fabled Asian character, will surely increase the chances of a successful foray into Web3.

**LET'S COLLABORATE.**  
**OO OO AA AA!**

Monkey Kingdom is one of the only few Asian NFT projects that have garnered mainstream recognition. Our artwork pays tribute to the beloved **Sun Wukong**, a protagonist from the famed Chinese novel "**Journey to the West**". Within the art itself, we have embedded many distinct **East Asian cultural symbols**, including the Guapi cap, traditional opera masks and lion dance costume - each representing a different aspect of our diverse culture.



# THE GENESIS COLLECTION

The Genesis collection consists of the project's first two collections - Monkey Kingdom (Wukong) & Diamond Baepes. They are both 32x32 pixel art NFTs that exist on the Solana blockchain.

Each Wukong or Diamond Baepe is unique with its own set of traits or attributes that vary in rarity.



ABOUT US



2,222

WUKONGS

2,221

DIAMOND BAEPEs



# METaverse XMAS PARTY WITH STEVE AOKI



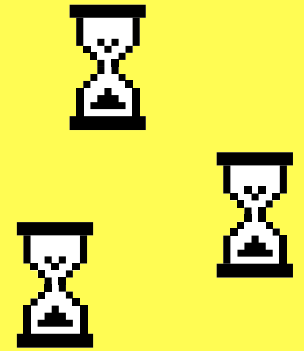
COLLABS

Amidst the ongoing pandemic, Monkey Kingdom allowed our holders to celebrate Christmas of 2021 from the safety and comfort of wherever they are in the world by hosting one of the most exciting events ever in Web3.

**Steve Aoki** was invited to headline for our first ever Metaverse Concert. This virtual party was open to the public and took place on a digital stage built by Cryptovoxels.



# AMBUSH X THE KINGDOM



The first apparel, released in May 2022, was a T-shirt made available to both Monkey Kingdom and **AMBUSH** NFT holders. This limited-edition T-shirt was redeemed with our native PEACH token. The feedbacks were overall positive, and all 1,000 pieces were fully redeemed within days.



**Our First  
Fashion Collab!!**



COLLABS



AMBUSH® | Monkey Kingdom

# SECOND DROP: AMBUSH THE KINGDOM HOODIES

Following the success of our first drop, we launched our **Ambush the Kingdom** hoodie on 25th July 2022. It features a simplistic yet eye catching design. This was once again made available for redemption with our PEACH token.



COLLABS

# AUCTIONED BY SOTHEBY'S



Our Monkey Kingdom and Diamond Baepe collections were featured by **Sotheby's** at their Contemporary Art Online Auction between 7 to 15 March 2022. The auction achieved remarkable results with lots being sold at 189,000 HKD (24,100 USD) and 151,200 HKD (19,300 USD).



INSIDER MARKETS INSIDER

## Monkey Kingdom is the First Asian NFT Project to be Auctioned by Sotheby's

Press Release by Newsline  
© MAR 2, 2022, 10:11 PM

HONG KONG, March 7, 2022 /PRNewswire/ — One of Asia's most successful NFT collectors, Monkey Kingdom, will be the first Asian NFT project to be auctioned by Sotheby's. The auction will see two of the rarest Monkey Kingdom pieces sold during the first edition of Sotheby's **Contemporary Art Online Auction**, taking place from March 8-15, 2022. The auction will also include works by leading sought-after contemporary artists including Damien Hirst, Edgar Plans, Michael Kagan and M1 Doodle.

Strong interest is expected from both traditional art investors and NFT collectors as Monkey Kingdom's NFT collection has bridged traditional Chinese art to with contemporary art. The two rare Monkey Kingdom pieces being auctioned are:

- The rare Gen 1 Male 'Wukong' that sports a 'Guapi Mao', a type of Chinese hat that has great significance in Chinese culture, a common feature of Qing dynasty attire.
- Extremely rare Gen 2 Female Diamond Baepe based on the legendary figure of 'Mulan', a one-of-one Diamond Baepe with attributes that are not shared with other types.

Monkey Kingdom's quick ascension to the Asian NFT forefront adds to its desirability and high collectible value. Future utility value as the ecosystem evolves to Gen 3, especially for holders of rare Monkey Kingdoms and Diamond Baepe.

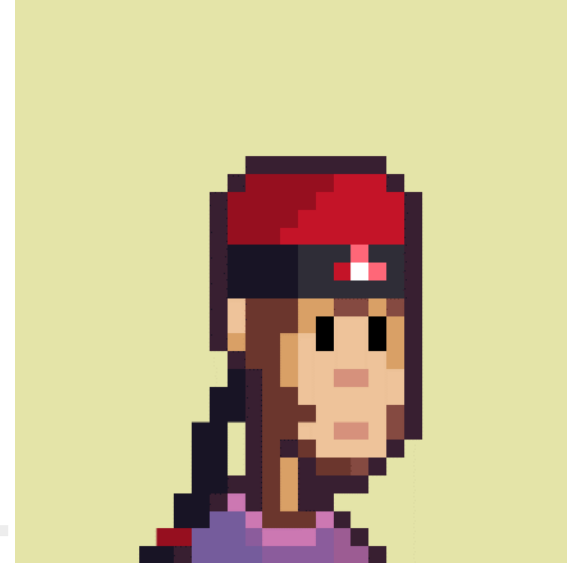
The auction will also mark the celebration of International Women's Day on March 8th as it features pieces from more than twenty leading female artists worldwide, including Yayoi Kusama, Rhee Seungja, Chihara Shiota, Danielle Strachan, Stickyfinger, Super Future Kid and Vivico Zhang.

Start Trading

NAME	PRICE	▲	▼	DATE
WUKO	207,200	10%	10%	03/08/2022
BAEP	151,200	10%	10%	03/08/2022
MALE	151,200	10%	10%	03/08/2022
WUKO	107,200	10%	10%	03/08/2022
BAEP	107,200	10%	10%	03/08/2022

Hotels in HK by P&O World  
HOTELS & Excursions from  
UP TO 50% off!  
03.15

Sotheby's



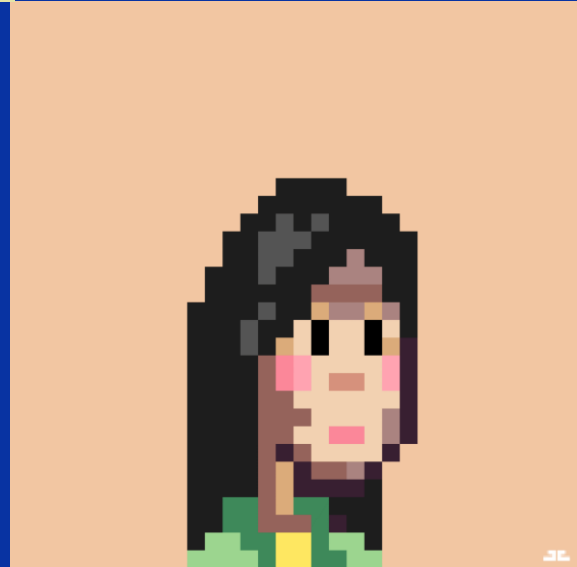
MONKEY KINGDOM #1325  
GUAPI MAO WUKONG

**Lot Sold: 189,000 HKD**



BAEPE #1055  
MDIAMONDULAN

**Lot Sold: 151,200 HKD**



# Sotheby's



AUCTIONS

# AUCTIONED BY PHILLIPS

# PHILLIPS

4,000  
WHITELIST  
MINT

4,442  
AVAILABLE  
VIA  
BREEDING

1,558  
OPEN VIA  
CLAIMING

**Monkey Legends** consists of 10,000 male and female avatars featuring traits and powers based on **Sun Wukong**. They are designed to be fully customizable, Metaverse-ready, and support whole new experiences. This includes exclusive access into our Metaverse world - **Kingdomverse**.

Three of our Legendary NFTs were auctioned by **Phillips** at their **INTERSECT Auction** between 24 to 31 March 2022.

This event was covered by global news agencies such as Yahoo Finance, establishing Monkey Kingdom as an international brand.

PHILLIPS

AUCTIONS GALLERY ONE CALENDAR DEPARTMENTS PRIVATE SALES BUY & SELL VOICES ABOUT US

Monkey Kingdom +  
Follow



7  
Monkey Kingdom  
Monkey Legends #2  
Estimate HK\$50,000 - 70,000  
SOLD FOR HK\$151,200

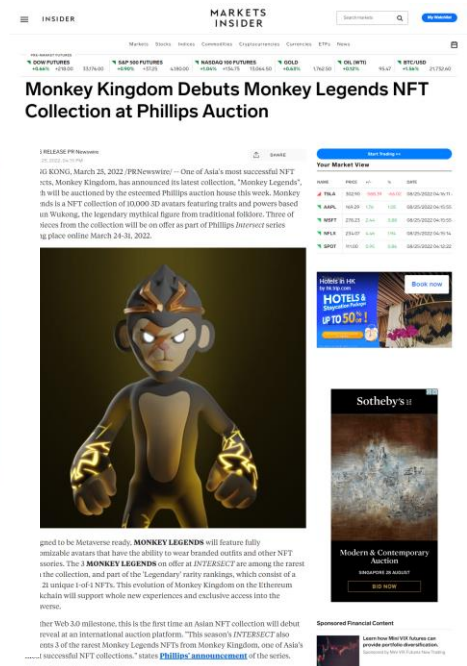


8  
Monkey Kingdom  
Monkey Legends #0  
Estimate HK\$50,000 - 70,000  
SOLD FOR HK\$163,800



9  
Monkey Kingdom  
Monkey Legends #1  
Estimate HK\$50,000 - 70,000  
SOLD FOR HK\$163,800

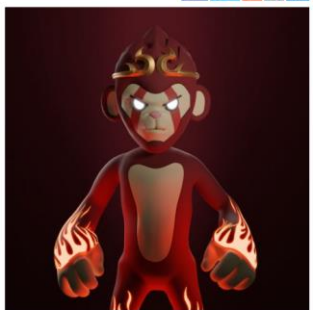
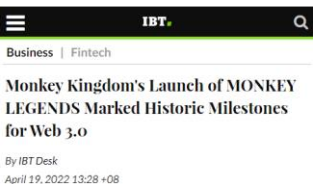
Sold For: 163,800 HKD



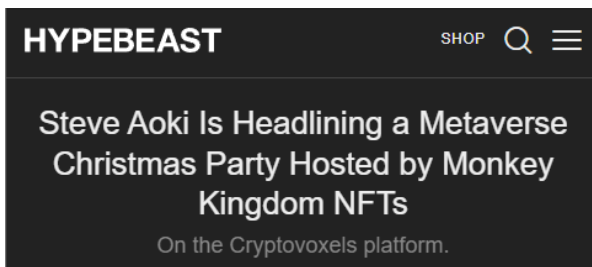
ART & LIFESTYLE

專訪香港 NFT 項目 Monkey Kingdom 主理人：「我們的使命是擴大亞洲的聲音和體驗，並在 Web 3.0 生態系統中充當文化橋樑。」

Monkey Kingdom 作為去年底推出，在亞洲人氣急速飆升的頭像式 NFT，就已經登上蘇富比拍賣逾15萬港幣成交、Mirror lan 陳卓賢也有入手、舉辦元宇宙派對等，是大家不得不留意的香港 NFT。今次專訪 Monkey Kingdom 主理人，探究其創作背景、對於亞洲 NFT 市場的想法及對未來想法。



One of Asia's most successful NFT projects, Monkey Kingdom, recently announced the launch of its latest collection, "Monkey Legends". The launch was marked with an auction of some of the collection by the esteemed Phillips auction house



#ask by TARA SCOTT July 12, 2022

Monkey Kingdom is the First Asian NFT Project to be Auctioned by Sotheby's

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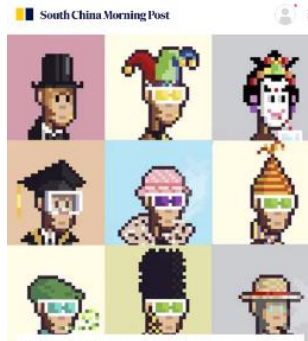
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TRENDING

1. Exclusive-Some Chinese financiers cold shoulder Beijing's property rescue call-sources
2. Gold Rises as Dollar Drops Ahead of US Data, Powell's Speech
3. China's Baidu reveals its first quantum computer called Qianshi
4. Nidec's COO to Resign After Being Sidelined by Founder Nagamori
5. Euro zone yields keep near highs ahead of sentiment survey, ECB minutes



Meet the young luxury watch collectors driving Hong Kong's NFT frenzy

- Gen Z and millennial luxury watch collectors in Hong Kong follow the lead of social media influencers betting big on NFTs
- A Monkey Kingdom NFT sold for more than US\$148,000 in December, higher than the prices of some collectible wristwatches



# MEDIA COVERAGE

## IN THE PRESS

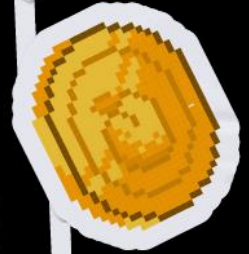
Monkey Kingdom has been covered by major press agencies such as Yahoo Finance, AP News, Fortune, and SCMP for a variety of breakthrough topics such being the first Asian NFT project to achieve mainstream status.



**THANK YOU.**



**MONKEY  
KINGDOM**



**FOR THE KINGDOM**

