

PRESS RELEASE

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The offering in Fragbite Group prior to listing on Nasdaq First North Growth Market was heavily oversubscribed, 788 percent of the Offering

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Fragbite Group AB (publ) ("Fragbite Group" or "the Company") is a fast-growing group that provides and develops games and operates an e-sports platform. The Company pursues a global expansive growth strategy, primarily based on acquisitions, primarily in mobile gaming and e-sports. The Company's board of directors has decided to distribute ownership of the Company's shares through the issue of a maximum of 3,750,000 new shares corresponding to approximately SEK 15.0 million (the "Offering"). The Offering has received great interest among professional investors in Sweden as well as the general public in Sweden, Denmark and Finland. The Offering generated a total demand exceeding SEK 118 million, which corresponds to approximately 788 percent of the Offering. As a result of the high demand, the Company's board of directors has decided on an extension option (the "Extension Option") consisting of an additional 1,250,000 newly issued shares and that the possibility of over-allotment (the "Over-allotment Option"), consisting of an additional 750,000 newly issued shares, corresponding to SEK 3.0 million, will be used. As a result of the Offering (including the Extension Option and the Over-allotment Option), the Company will gain approximately 600 new shareholders. Trading on the Nasdaq First North Growth Market is expected to begin on Monday, July 12, 2021.

The Offering in short:

- The price in the Offering was, as previously communicated, SEK 4.00 per share (the "Offering Price"), which corresponds to a market value of the Company's shares of a total of approximately SEK 329 million after the completion of the Offering (including the Extension Option and the Over-allotment Option).
- The Offering (including the Extension Option and the Over-allotment Option) consisted of a total of 5,750,000 shares.

- As a result of the Offering being fully subscribed, the Company's board of directors has decided that the Extension Option will be exercised in full and that the Over-allotment Option will be allotted in full. Fragbite Group may thus receive a maximum of SEK 23 million in gross proceeds, i.e. before deductions for transaction costs that are estimated to amount to approximately SEK 2.7 million. Excluding the Over-allotment Option, SEK 20.0 million is brought to the Company before deductions for transaction costs.
- The number of shares in the Company will increase by 5,000,000 shares from 76,610,303 shares to 81,610,303 shares, corresponding to approximately 6.1 percent of the total number of outstanding shares and votes in the Company after the completion of the Offering (including the Extension Option). Given that the Over-allotment Option is fully exercised, the number of shares will increase by an additional 750,000 shares, corresponding to 0.9 percent of the total number of outstanding shares and votes in the Company after the completion of the Offering (including the Extension Option and the Over-allotment Option).
- The new shareholders include Swedish and Nordic investors.
- The estimated settlement date is July 9, 2021. Trading in Fragbite Group's share on the Nasdaq First North Growth Market is expected to begin on Monday, July 12, 2021. The company's share will be traded under the short name "FRAG" with ISIN code SE0015949334.
- 24 of the Company's shareholders, including board members and management, have, through an agreement with Skills Corporate Finance Nordic AB, committed to a so-called lock up for shares not sold within the Offering for a period of up to a maximum of 450 days from the first day of trading on the Nasdaq First North Growth Market. The commitments comprise a total of approximately 40.2 percent of the shares and votes in the Company after the Offering (including the Extension Option).

Stefan Tengvall, President and CEO of Fragbite Group

"It is amazing to see the great interest in investing in the growth of our company and we are very grateful for the trust from both institutional investors and the general public. At the same time, I get mixed feelings because many who wanted to participate did not get any shares this time."

Niclas Bergkvist, styrelseordförande på Fragbite Group

"It is fantastic to see the great interest to join us on the journey to build Fragbite Group. I want to welcome all new shareholders to FRAG!"

Stabilization measures

Fragbite Group will engage a stabilizing agent that may carry out transactions in connection with the Offering in order to maintain the market price of the shares at a level above what could otherwise prevail in the open market. Such stabilization measures may be conducted on the Nasdaq First North Growth Market, the OTC Market or otherwise, at any time during the period beginning on the first day of trading on Nasdaq First North Growth Market and ending no later than 30 calendar days thereafter. However, the stabilizing agent has no obligation to take any stabilization measures and there is no guarantee that stabilization measures will be taken. Under no circumstances will transactions be carried out at a higher price than that stated in the Offering.

The stabilizing agent may use the Overallotment option to over-allot shares to enable stabilization measures. The stabilization measures, if implemented, may be suspended at any time without notice but must be suspended within the above-mentioned 30-day period. The stabilizing agent must publish by the end of the seventh trading day, after stabilization transactions have taken place, in accordance with Article 5 (4) of the Market Abuse Regulation (EU) 596/2014 (MAR) and Commission Delegated Regulation (EU) 2016/1052, that stabilization measures have been taken. Within one week

after the end of the stabilization period, the stabilizing agent will publish whether or not stabilization measures were taken, the date on which the stabilization was initiated, the date on which the stabilization was last carried out and the price range within which stabilization was carried out for each date on which stabilization measures were implemented.

Advisor

Skills Corporate Finance Nordic AB is the financial advisor to the Company in connection with the Offering. The law firm Lindahl in Malmö AB is a legal advisor to Fragbite Group in connection with the Offering. Avanza Bank AB acts as an issuer regarding the Offering. Redeye AB has been appointed the Company's Certified Adviser on Nasdaq First North Growth Market. Nordnet Bank AB has been acting as a Selling Agent towards retail investors.

For questions, please contact:

Stefan Tengvall, President and CEO

st@fragbitegroup.com

Phone: +46 8 520 277 82

Marcus Teilman, Deputy CEO

mt@fragbitegroup.com

Telefon: +46 8 520 277 82

Certified Adviser:

Redeye AB

Phone: +46 8 121 576 90

E-mail: certifiedadviser@redeye.se

About us

Fragbite Group is a digital gaming entertainment group with subsidiaries active in the mobile games and e-sports industry. The group consists of companies with people who all share the same passion for gaming. The Group is headquartered in Stockholm, Sweden and has physical representation in Alexandria, Egypt and in Montpellier and Nancy, France. The group has two internal game development studios and employs approx. 50 employees. The subsidiaries Funrock Development AB and P Studios AB develop, publish, distribute and market mobile games for the global gaming market. Fragbite AB is one of the Nordic region's leading E-sports media companies that organizes and broadcasts e-sports tournaments live. Playdigious SAS is a publisher that adapts games for mobile devices and develops indie games. For more information, please visit www.fragbitegroup.com

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This press release does not identify or suggest, or purport to identify or suggest, the risks (direct or indirect) that may be associated with an investment in new shares. Any investment decision in connection with the Offering must be made on the basis of all publicly available information relating to the Company and the Company's shares. Such information has not been independently verified by Skills Corporate Finance Nordic AB. The information in this press release is published only as background information and does not purport to be complete. An investor should thus not solely rely on the information in this announcement or its accuracy or completeness. Skills Corporate Finance Nordic AB is acting solely for the Company in connection with the Offering and no one else and will not be responsible to anyone other than the Company for providing the protections afforded to its clients nor for giving advice in relation to the Offering or any other matter referred to herein.

This press release does not constitute a recommendation for any investors' decisions regarding the Offering. Each investor or potential investor should conduct a self-examination, analysis and evaluation of the business and information described in this press release and any publicly available information. The price and value of the securities can decrease as well as increase. Achieved results do not provide guidance for future results.

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2018) who are (i) persons having professional experience in matters relating to investments who fall within the definition of “investment professionals” in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “Order”); (ii) high net worth entities etc. falling within Article 49(2)(a) to (d) of the Order; or (iii) such other persons to whom such investment or investment activity may lawfully be made available under the Order (all such persons together being referred to as “relevant persons”). In the United Kingdom, any investment or investment activity to which this communication relates is available only to, and will be engaged in only with, relevant persons. Persons who are not relevant persons should not take any action on the basis of this press release and should not act or rely on it.

Forward-looking statements

This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as “believe”, “expect”, “anticipate”, “intend”, “may”, “plan”, “estimate”, “will”, “should”, “could”, “aim” or “might”, or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or prove to be correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements in this press release are free from errors nor does it accept any responsibility for the future accuracy of the opinions expressed in this press release or any obligation to update or revise the statements in this press release to reflect subsequent events. Readers of this press release should not place undue reliance on the forward-looking statements in this press release. The information, opinions and forward-looking statements that are expressly or implicitly contained herein speak only as of its date and are subject to change without notice. Neither the Company nor anyone else undertake to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, unless it is not required by law or Nasdaq First North Growth Market - Rulebook.

Information to distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“MiFID II”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “MiFID II Product Governance Requirements”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in Fragbite Group have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “Target Market Assessment”). Solely for the purposes of each manufacturer's product approval process in the United Kingdom, the target market assessment in respect of the shares in the Company has led to the conclusion that: (i) the target market for such shares is only eligible counterparties, as defined in the FCA Handbook Conduct of Business Sourcebook, and professional clients, as defined in

Regulation (EU) No 600/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 ("UK MiFIR"); and (ii) all channels for distribution of such shares to eligible counterparties and professional clients are appropriate (the "UK Target Market Assessment" and, together with the EU Target Market Assessment, the "Target Market Assessment"). Notwithstanding the Target Market Assessment, distributors should note that: the price of the shares in Fragbite Group may decline and investors could lose all or part of their investment; the shares in Fragbite Group offer no guaranteed income and no capital protection; and an investment in the shares in Fragbite Group is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Offering. Furthermore, it is noted that, notwithstanding the Target Market Assessment, Managers will only procure investors who meet the criteria of professional clients and eligible counterparties.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II or UK MiFIR; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the shares in Fragbite Group.

Each distributor is responsible for undertaking its own target market assessment in respect of the shares in Fragbite Group and determining appropriate distribution channels.

Attachments

The offering in Fragbite Group prior to listing on Nasdaq First North Growth Market was heavily oversubscribed, 788 percent of the Offering