

PRESS RELEASE

02 June 2026 08:00:00 CEST

The Swedish Cup returns in 2026 with new title sponsor – Welcome POWER

Fragbite Group AB's (publ) subsidiary Fragbite AB returns this fall with the fifth edition of the Swedish Cup in Counter-Strike, Sweden's largest national esports tournament. Leading Nordic home electronics company POWER joins for the first time as title sponsor.

In fall 2026, Sweden's largest national esports tournament, The Swedish Cup (sv. *Svenska Cupen*) returns. The tournament is played in Counter-Strike and operated by subsidiary Fragbite AB, whose media company Config assists sponsors and partners with brand-building communication towards the gaming and esports audience. This year's Svenska Cupen is the fifth consecutive edition of the tournament, presented by the first time by POWER as title sponsor. POWER is one of the leading home electronics companies in the Nordics that off the back of an expansive growth strategy has made a significant impact since entering the Swedish market in 2023.

"This year marks the fifth anniversary for not only our flagship, but also Sweden's most important esports tournament, and I am incredibly proud of what Svenska Cupen has become. Svenska Cupen would however be nothing without its partners, which is why I am particularly proud to present our new title sponsor – a partner with real strength! POWER not only provides esports with essential products on a daily basis, but they also match our ambition. We look forward to channelling POWER's inspiring drive towards shared success within the framework of the 2026 Swedish Cup. A warm welcome to POWER!" says Daniel Pereaux, VD, Fragbite AB och Config

"Gaming engages millions of Swedes and is an integral part of everyday life for a large share of our customer base. Sponsoring Svenska Cupen in Counter-Strike Cup is therefore a natural fit for us. We sell the products people use to play, we have gamers among our staff, and we want to be where our customers are," says Eddie Hernandez, Marknadschef, Power Sverige.

About POWER:

POWER is a leading Nordic player in the home electronics sector, with 269 stores and 6,000 employees in Norway, Finland, Denmark and Sweden. The company was founded in 1962 and changed its name from Expect to POWER in 2017 when it invested in a new store concept focusing on accessibility and customer experience. In 2023, POWER entered the Swedish market with the acquisition of MediaMarkt Sweden and has since pursued a clearly stated expansion strategy. For more information on the new title sponsor: [LINK](#)

About Svenska Cupen:

For four consecutive years, Svenska Cupen has demonstrated a very high level of engagement from both audience and players, attracting millions of viewers. In 2026, Svenska Cupen will be played in the fall, starting in September with open qualifiers. The final will be held in Stockholm in December. Dates and game format will be announced in the Svenska Cupen channels when the tournament campaign launches in August. More sponsors and partners will be announced during the spring.

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About us

Fragbite Group AB (publ) is a Swedish corporate group based in Stockholm that creates long-term shareholder value through combining well-established business operations in Gaming and Esports with an ambitious, long-term Bitcoin Treasury strategy. Fragbite Group's oldest subsidiary was founded in 2002, while the group was formed in 2021 when the share was also listed on Nasdaq First North Growth Market under the ticker \$FRAG.

Image Attachments

[Svenska Cupen 2026 X POWER](#)

Attachments

[The Swedish Cup returns in 2026 with new title sponsor – Welcome POWER](#)