

PRESS RELEASE

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KICKS return to the Swedish Cup after StockholmMediaAward with Config

Fragbite Group AB's (publ) subsidiary Config has together with KICKS won the "Campaign of the Year – Silver" award at the Stockholm Media Awards for a campaign carried out in conjunction with the 2025 Swedish Cup (sv. "Svenska Cupen"). KICKS will also return as a sponsor for this year's edition of the Swedish Cup.

At the StockholmMediaAward, Config and beauty chain KICKS, together with the agency Scream, won "Campaign of the Year – Silver" for the "Skin Experts – Enter the Game" campaign. The campaign was developed by Config in conjunction with KICKS' sponsorship of the 2025 Swedish Cup in Counter-Strike, Sweden's largest national esports tournament and the most prominent IP run by subsidiary Fragbite.

KICKS is also returning as a sponsor for this year's Swedish Cup, which kicked off on October 10 with open qualifying rounds.

"We are very pleased with the warm welcome KICKS received from Sweden's Counter-Strike community during last year's Svenska Cupen. Continuing this partnership for a second year is both exciting and logical. We look forward to deepening our relationship with the community and creating new, relevant initiatives that will engage fans during this year's tournament," says Charlotte Larsson, Head of Brand Marketing & Media, KICKS.

"It was a pleasure to have KICKS on board during the 2025 Swedish Cup, and thus we're very excited to welcome them back again this year. With KICKS' wide selection, they have something for every CS fan, and it is great to see KICKS reach new audiences through Sweden's largest CS tournament," says Daniel Pereaux, CEO, Fragbite AB and Config.

About the campaign "Skin Experts – Enter the game": [LINK](#)

About Svenska Cupen:

The Swedish Cup is Sweden's largest national esports tournament, which for four consecutive years has demonstrated a very high level of engagement from both audience and players, attracting millions of viewers. The Swedish Cup will be played for the fifth time in the fall of 2026, beginning in October with open qualifiers. The playoffs and final will be held in front of a live audience in Stockholm from December 16 to 19. Website: [LINK](#)

About KICKS:

KICKS is the Nordic region's leading beauty retailer and is part of Matas Group A/S. KICKS offers a holistic beauty concept featuring makeup, fragrance, skincare, and hair care. With professional beauty experts and a unique omnichannel model, KICKS offers personalised service, guidance, and inspiration, as well as 25,000 products from over 300 brands. KICKS has 230 stores in Sweden, Norway, and Finland, as well as e-commerce operations in each market.

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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.

Attachments

[KICKS return to the Swedish Cup after StockholmMediaAward with Config](#)