

PRESS RELEASE

09 September 2024 14:20:00 CEST

Svenska Cupen presents returning sponsors and global platform partner

Fragbite Group AB's (publ) ('Fragbite Group') subsidiary Fragbite AB is today kicking off the 2024 edition of the Swedish Cup in Counter-Strike, a national esports tournament that was a great success in 2023. Global market leader FACEIT has been engaged as a platform partner while MAX Burgers, Tele2 and Spendrups all return as sponsors alongside first-time sponsor Unibet.

During fall 2024, 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 gaming and esports agency Config assists sponsors and partners with brand-building communication.

MAX Burgers return as title sponsor for the third consecutive year. Mobile operator Tele2 and Spendrups, with beverage brand Trocadero, are both returning for a second time, while global sports betting company Unibet joins as a new sponsor for 2024. More sponsors and/or partners are expected to be added.

Fragbite AB has engaged FACEIT as an official platform partner, which means FACEIT will be a Swedish Cup partner during the coming year and that the open qualifiers will be organised on FACEIT's platform. FACEIT is owned by ESL FACEIT Group, a market-leading global esports and entertainment company that, among other things, owns gaming festival Dreamhack.

"Last year's Swedish Cup was a success both commercially and in terms of audience engagement, and above all we succeeded in delivering an event that supports and further develops Swedish esports. It is a strong signal to have returning partners who choose to show continued confidence in the Swedish Cup. We know that the 2023 tournament generated concrete, positive effects for the participating brands, and I am confident that we will deliver equally great, if not better, results this year. I am also especially pleased to have initiated a collaboration with the global leading tournament platform, we look forward to developing our partnership with FACEIT further," says Daniel Pereaux, CEO, Fragbite AB and Config.

The first stage of this year's tournament is an open qualifying round starting today and ending on 19 September, followed by group level matches played between 7 and 20 October, and thereafter playoffs. Semi-finals and finals will take place in Stockholm in front of a live audience. Dates, venue and ticket information will be announced shortly.

ABOUT THE SWEDISH CUP

The Swedish Cup (sv. *Svenska Cupen*) is Sweden's biggest national esports tournament. With the prize money totaling SEK 500,000, it has a larger prize pool than any national tournament Swedish esports has previously had. The Swedish Cup was first introduced in 2022 and won by internationally renowned esports team Ninjas In Pyjamas. Eyeballers won the 2023 tournament which was a success in several respects:

- The main broadcasts had 1.6 million unique viewers and 2.3 million started streams
- The final was the single most watched live-stream in Swedish on Twitch throughout 2023
- 1 million streams started and 800,000 unique viewers of highlight videos on TikTok
- Viewers spent an average of 300 percent more time watching the broadcasts than in 2022
- Audience engagement increased across all metrics and channels
- After the tournament a significantly increased brand awareness for sponsors and partners could be measured among their selected target groups

For more information about the Swedish Cup: [website](#)

For more information about FACEIT: [website](#)

For questions, please contact:

Erika Mattsson, Chief Communications Officer

em@fragbitegroup.com

Phone: +46 8 520 277 82

Redeye AB is the Company's Certified Adviser.

About us

Fragbite Group (publ) is a Swedish corporate group with a portfolio of established subsidiaries that develop, adapt and publish games and esports content within GAMING, ESPORTS and WEB3. Our products are developed for both traditional platforms – PC, mobile and console – and modern platforms built on blockchain technology. The Group is headquartered in Stockholm and listed on Nasdaq First North Growth Market.

Attachments

[Svenska Cupen presents returning sponsors and global platform partner](#)