

PRESS RELEASE

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StockholmMediaAward nomination for "Campaign of the Year"

Fragbite Group AB's (publ) ("Fragbite Group") gaming and esports agency Config has been nominated for "Campaign of the Year" by StockholmMediaAward for the MAX Burger's title sponsorship of the Swedish Cup in CS:GO. The campaign was created by subsidiary Fragbite AB as part of the agency side of their business which was recently expanded and introduced under the Config brand.

The first Swedish Cup in CS:GO was held in 2022 and was won by internationally acclaimed esports team Ninjas In Pyjamas. MAX Burgers held the title sponsorship of the tournament, which was operated by Fragbite AB, and in conjunction a creative campaign was developed by Config in collaboration with, among others, Hear Mediabyrå.

The MAX Burgers campaign has been nominated by StockholmMediaAwards in the category "Campaign of the Year", sharing the spotlight with well-known nominees such as IKEA, Swedbank and Polestar. The winner will be announced on September 21 during StockholmMediaWeek.

"MAX Burger's title sponsorship of the Swedish Cup in CS:GO marks our first major venture into gaming. I am enormously proud of the nomination for "Campaign of the Year" which shows that using the right tone of voice, we have established a position and gained meaningful exposure towards a target group that is extremely important to us. Many thanks to Config on being an important partner in guiding us into this new world. Together, we are taking an even more ambitious approach for 2023 and look forward to many more nominations in the future," says Cecilia Taipale, Head of Media, MAX Burgers.

"I am tremendously pleased and proud that we have been nominated for "Campaign of the Year", especially in company of such distinguished brands. This nomination is testimony to gaming and esports being effective channels for marketing. For ambitious brands like MAX Burgers, who together with us dared to choose these channels, there are fantastic opportunities to reach otherwise hard-to-reach target groups. My team and I are humbly grateful for this nomination, and we very much look forward to StockholmMediaWeek," says Daniel Pereaux, CEO of subsidiary Fragbite AB.

About Config

Esports and gaming agency Config helps companies engage with young target groups through marketing outside of traditional media channels. As gaming, esports and web3 converge, Fragbite Group, with the establishment of Config, increase our presence in the borderland between the three with a competitive offer in a growing market. Config can deliver solutions that include activation in all these areas based on the collective knowledge available within the group.

For more than 10 years, Fragbite AB has offered consulting, production and distribution for well-known brands such as Samsung, Coca-Cola and Ubisoft. The award-winning agency business has reached a maturity level where it benefits from operating under its own banner in order to realize its full development potential. Config's operations are therefore run independently from Fragbite AB's own channels such as website, forum and proprietary IPs. The latter are still operated within the framework of Fragbite's well-established brand.

For questions, please contact:

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About us

Fragbite Group AB (publ) is a group that operates in mobile gaming and e-sports. The Company is listed on Nasdaq First North Growth Market in Stockholm and has its registered office in Stockholm. The subsidiaries FunRock/Prey Studios, Lucky Kat, Playdigious and WAGMI are active in the global mobile gaming market, developing, publishing, distributing, adapting and marketing games for desktop, consoles and mobile devices. The subsidiary Fragbite AB is the Nordic region's leading organiser and media company in e-sports. The Group has offices in Sweden, France, the Netherlands, Gibraltar and Egypt, with a total of 80 employees all sharing the same passion for gaming.

Attachments

[StockholmMediaAward nomination for "Campaign of the Year"](#)