Swedish Cup returns with renewed engagement from partners

Fragbite Group AB's (publ) ("Fragbite Group's") subsidiary Fragbite AB returns to host esports tournament Swedish Cup in CS:GO after the 2022 premier tournament, a great success with viewers. MAX Burgers returns as title sponsor, and Expressen/Bonnier and SPACE will return as partners for this year's edition, which will run during the autumn with the final on December 3, 2023.

During the fall of 2023, subsidiary Fragbite AB will once again arrange Sweden's largest national esports tournament, the Swedish Cup in Counter-Strike. The tournament was first introduced in 2022 and won by the internationally renowned esports team Ninjas In Pyjamas. The final, held in a sold-out SPACE Arena, was watched by more than 1.6 million unique viewers with just over 3 million started streams. This year's tournament begins with open qualifiers in September followed by group qualifiers and then playoffs with the final in front of a live audience at SPACE Arena on December 3. MAX Burgers returns as the title sponsor.

– *"We at MAX are proud to once again hold the title sponsorship for Sweden's leading esports tournament, the Swedish Cup 2023. Having a long-term perspective and always challenge is in MAX Burger's DNA, and we look forward to providing new talents and teams with the opportunity to challenge the champions and pursue their CS dreams. Last year was a success, for our brand as well with measurable effect, hence this year we plan to do this even better, Swedish Cup 2.0, and we look forward to having a great collaboration* ", says Cecilia Taipale, Head of Media, MAX Burgers.

Expressen/Bonnier and SPACE are also returning as partners to the 2023 tournament.

– *"The interest in esports is significant, this we know. Our involvement in last year's edition of the Swedish Cup truly had an effect and really showed that we are doing the right things. We are proud to once again be a part of this. We really look forward to continuing to build the Swedish esports scene between the three of us; Expressen, Fragbite and Config*", says Paul Brandenfeldt, Head of Sales, Bonnier News Sales.

- *"The Swedish Cup is a fantastic initiative that all players have the opportunity to qualify for. At SPACE, we want gaming to be accessible to everyone — co-hosting a tournament based on a similar philosophy is completely in line with the work we do. We look forward to a public feast and a sold-out SPACE Arena again this year*", says Liana de Wit, Marketing Director, SPACE.

The Swedish Cup is Sweden's biggest national esports tournament. With the price money totaling SEK 500,000, it has a larger prize pool than any national tournament in Swedish esports has previously had.

– "*It is an important recognition of the Swedish Cup as an event to have three returning partners, not to mention well-known brands, who choose to yet again put their trust in us. The 2022 tournament was a great success with viewers, and our goal is for this year's tournament to attract an even greater number of viewers as well as be a commercial success*", says Marcus Teilman, President and CEO, Fragbite Group.

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 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

Swedish Cup returns with renewed engagement from partners