

PRESS RELEASE

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Swedish Cup has started – Tele2 joins on a 2-year sponsorship

Fragbite Group AB's (publ) ("Fragbite Group") subsidiary Fragbite AB has kicked off the 2023 edition of the Swedish Cup in Counter-Strike, now joined on a 2-year sponsorship by mobile operator Tele2. Last year's finalists, Ninjas in Pyjamas and Eyeballers, will be joining the playoffs ahead of the final held in SPACE Arena on December 3.

Sweden's largest national esports tournament, the Swedish Cup in Counter-Strike, is up and running. After an initial period of open qualifiers, the tournament has now progressed to the group elimination stage. The Swedish Cup is organised by subsidiary Fragbite AB, whose gaming and esports agency CONFIG assists sponsors and partners with brand-building communication. The tournament recently welcomed new mobile operator Tele2 on a sponsorship that extends over two years.

"At Tele2 we are proud of our new collaboration with the Swedish Cup, as we have a long history of being part of the esports and gaming world. Throughout 2023 we have taken further steps to strengthen our natural position as a mobile and broadband provider in gaming. During this year we have successfully arranged two of our own tournaments and with them introduced our customers to entertaining esports and gaming experiences, and the Swedish Cup will be a very exciting addition to this continued engagement," says Jonas Lundquist, Marketing Director, Tele2.

"I want to extend Tele2 a warm welcome to the Swedish Cup, it is very positive that such a well-established Swedish brand chooses to increase its presence in esports and gaming. Tele2 is joins as a sponsor to both this year's and next year's tournament, which gives us the privilege of working together over a longer period, to the benefit of both parties as well as the continued development of the tournament concept," says Daniel Pereaux, CEO, Fragbite AB & CONFIG.

In addition to Tele2, the 2023 tournament is sponsored by MAX Burgers (main sponsor), Philips One Blade and Trocadero/Spendrups, with Expressen/Bonnier, SPACE and Esportal as partners.

"Several major brands have now chosen to be part of the Swedish Cup, and I believe that is the result of Fragbite AB both having developed a well-designed tournament concept, and that they are able to offer competitive communication via CONFIG. That a prominent company and well-seasoned media advertiser like Tele2 chooses the Swedish Cup is a testament to the power of the gaming and esports audience as a target group for forward-leaning consumer brands," says Marcus Teilman, President and CEO, Fragbite Group.

The Swedish Cup was introduced in 2022 and became a success with the audience. The final, held in a sold-out SPACE Arena, was watched online by over 1.6 million unique viewers with just over 3 million started streams. Last year's finalists Ninjas in Pyjamas and Eyeballers will return for the playoffs on December 1, before the semi-finals and final are played in front of a live audience on December 2-3.

The Swedish Cup is Sweden's largest national esports tournament, with a 500,000 SEK prize pool it is larger than any previous national tournament in Swedish esports. This year's tournament is played on the recently launched Counter-Strike 2, the sequel to CS:GO.

ABOUT TELE2

Tele2's purpose is to enable a society of unlimited possibilities. Ever since Tele2 was founded in 1993, we have continued to challenge prevailing norms and dusty monopolies. Today our networks enable mobile and fixed connectivity, telephony, data network services, TV, streaming and global IoT solutions for millions of customers. We drive growth through customer satisfaction and smart combined offerings. Tele2 has been listed on Nasdaq Stockholm since 1996. In 2022, Tele2 generated revenue of SEK 28 billion and reported an underlying EBITDAaL of SEK 10 billion. For latest news and definitions of measures, please see www.tele2.com

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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 web3 platforms built on blockchain technology. The Group is headquartered in Stockholm and has over 80 employees in Sweden, France, the Netherlands, Gibraltar and Egypt. Fragbite Group is listed on Nasdaq First North Growth Market.

Attachments

[Swedish Cup has started – Tele2 joins on a 2-year sponsorship](#)