

PRESS RELEASE

21 October 2025 09:00:00 CEST

Safello sponsors the Swedish Cup 2025

Fragbite Group AB's (publ) ("Fragbite Group") subsidiary Fragbite AB presents Safello Group AB (publ) ("Safello") as a new sponsor to the Swedish Cup (sv. Svenska Cupen) in Counter-Strike 2025. The leading crypto exchange in the Nordics is engaging with a gaming and esports audience for the first time through Sweden's largest national esports tournament. Safello's participation in the Swedish Cup is part of the recently announced collaboration agreement with Fragbite Group.

Safello's sponsorship of the 2025 Swedish Cup marks the leading crypto exchange's first venture into esports, with the aim of increasing brand awareness and driving engagement for Safello's app and services among a tech-savvy and digitally-oriented target audience. Safello will be present in all Swedish Cup channels during the tournament and in conjunction with the live-streamed final weekend in Stockholm mid-November. The Swedish Cup has attracted over a million viewers every year since its inception in 2022, with consistently high audience engagement.

"We are very excited to welcome Safello to the Swedish Cup family! As one of the Swedish finance industry's leading pioneers in crypto, Safello is a perfect partner for Sweden's largest esports event. It will be truly inspiring to explore together how the crypto world can be activated in exciting ways in the esports environment," says Daniel Pereaux, CEO, Fragbite AB.

"Joining as a sponsor to the Swedish Cup is really exciting for us. The esports audience is tech-savvy and digitally oriented, and those are values that drive the crypto market forward. We look forward to being visible in the Swedish Cup channels and introducing our brand and services to a new target group," says Emelie Moritz, CEO, Safello.

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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

Safello sponsors the Swedish Cup 2025