

PRESS RELEASE

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Swedish CS League returns with Unibet as title sponsor

Fragbite Group AB's (publ) subsidiary Fragbite AB is bringing back the Swedish CS League, after its successful inaugural run in 2025. This year, Fragbite AB has signed a partnership agreement with global sports betting company Unibet for the title sponsorship of the league.

In 2025, Fragbite AB introduced a new IP to Swedish esports – the Swedish CS League, held in Counter-Strike. Following a successful first year, both commercially and in terms of competition quality, the league is now returning in 2026, with the spring season kicking off with open qualifiers in May. Fragbite AB has signed a title sponsorship agreement with sports betting company Unibet – one of Europe's leading operators and strongest brands in sports betting, with a broad international presence in regulated markets and an established global position. This is the third consecutive year that Fragbite AB and Unibet have collaborated, as Unibet has been a partner of the Swedish Cup.

"The Swedish CS League is an exciting initiative that brings together Swedish teams in a format which fosters long-term development as well as creates engagement. For us, this is a natural step in our efforts to be a part of the Swedish esports scene," says Raúl Valencia López, Marketing and PR Manager, Unibet.

"After two years of excellent collaboration, we are proud that Unibet is taking on the role of title sponsor for the Swedish CS League's 2026 spring season. Being involved in supporting Swedish Counter-Strike provides excellent points of contact with the important gaming and esports audience, while at the same time working together to strengthen Swedish esports," says Daniel Pereaux, CEO, Fragbite AB and Config.

The Swedish CS League runs from May to June. Open qualifiers are held in early May, followed by closed qualifiers and group play. The play-offs and final will be held in a LAN format at the end of June. As title sponsor, Unibet will have a prominent presence across the league's channels throughout the season and will be a key partner in the Swedish CS League's ongoing commitment to Swedish teams, long-term sustainable competition and a stronger national esports scene.

About the Swedish CS League

The Swedish CS League is an IP developed by Fragbite Group's wholly-owned subsidiary, Fragbite AB. It is structured around more matches for teams looking to develop and climb the rankings, combined with fewer but more critical matches for the established teams already at the top. League play in the regular season leads to a condensed play-off stage featuring the professional teams. The format enables Swedish esports to offer more competitive opportunities for larger numbers of teams over a longer period, thereby building a strong esports and Counter-Strike scene, whilst providing the esports audience with well-produced competitions to follow both digitally and on site at the finals. More information: [LINK](#)

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About us

Fragbite Group AB (publ) is a Swedish corporate group based in Stockholm that creates long-term shareholder value through combining well-established business operations in Gaming and Esports with an ambitious, long-term Bitcoin Treasury strategy. Fragbite Group's oldest subsidiary was founded in 2002, while the group was formed in 2021 when the share was also listed on Nasdaq First North Growth Market under the ticker \$FRAG.

Image Attachments

[Fragbite & Unibet Presenterar Svenska CS Ligan](#)

Attachments

[Swedish CS League returns with Unibet as title sponsor](#)