



Press Release
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K33 Announces Partnership with the European Squash Federation to Assist in their Bitcoin Strategy

K33 AB (publ) is happy to announce its partnership with the European Squash Federation (ESF), marking a pioneering move as the ESF becomes the first major European sports federation to adopt Bitcoin in its operations.

Under this strategic initiative, the ESF will hold Bitcoin as a key asset on its balance sheet, enabling both incoming and outgoing transactions in Bitcoin where applicable. The ESF's newly launched media platform, European Squash TV, will also integrate bitcoin donation capabilities, allowing fans, companies, and brands to support players, clubs, and national squash federations directly. These steps are designed to enhance grassroots development, foster talent, and strengthen the squash ecosystem.

K33 provides bitcoin custody and exchange services, while Satoshi Consult has provided technical assistance to support the ESF's transition to this new standard. Both offer secure and reliable solutions tailored to the ESF's needs.

"It's incredibly exciting to see athletes and sports federations embrace Bitcoin," said Torbjørn Bull Jønsen, CEO of K33. "The European Squash Federation is a true first mover in this space, and we're proud to be part of their innovative Bitcoin initiative. We anticipate that this bold step will inspire others in the sports industry to follow suit over time."

Otto Kalvø, Vice-President of the European Squash Federation and leader of the project, added: "Collaborating with K33 has been a seamless process. Their custody and exchange services have provided the foundation for this initiative, and we highly recommend their expertise to others considering a move to a Bitcoin standard. This initiative reflects our commitment to innovation and growth, and we look forward to the opportunities it will bring."

This partnership underscores K33's position as a trusted provider of Bitcoin services, empowering organizations to explore new opportunities in the digital asset space.

For further information, please contact:

Torbjørn Bull Jønsen, CEO, K33 AB (publ)

E-mail: ir@k33.com

Web: k33.com/ir

About K33

K33 AB (publ), listed on Nasdaq First North Growth Market, is the new gold standard for investments in digital assets. K33 offers market-leading execution, actionable insights, and superior support to private and institutional partners across EMEA. Mangold Fondkommission serves as the Certified Adviser for K33 AB (publ).



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Attachments

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