

PRESS RELEASE

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Stable, growing Gaming operations with long-term Bitcoin Treasury strategy

Fragbite Group AB (publ) ("Fragbite Group" or "the Company") is launching a new strategic platform focusing on Gaming, Esports and Bitcoin Treasury. Fragbite Group shall be an attractive alternative for investors in the Nordics through a unique combination of stable, growing Gaming and Esports business operations and an ambitious, long-term Bitcoin Treasury strategy. Positive cash flow, operating profit and gradual increase of Bitcoin holdings, as well as yield from leveraging Bitcoin, will be prioritized. Focus on targeted investments that provide recurring returns and enable expansion of the business replaces the previous strategy, which was based on acquiring wholly-owned subsidiaries.

Below is Fragbite Group's new strategic platform, which will be further developed and extended in the coming months.

BUSINESS IDEA

Fragbite Group creates shareholder value by combining well-established business operations in Gaming and Esports with an ambitious, long-term Bitcoin Treasury strategy.

OBJECTIVES

- Increased shareholder value
- Positive cash flow from business operations
- Profitable organic growth in Gaming and Esports
- Continuous increase in Bitcoin holdings and yield from leveraging Bitcoin
- Prominent and unique position in Bitcoin Treasury in the Nordics

STRATEGY

The Company intends to accomplish its objectives through three overarching strategic initiatives:

1. Stable, growing business operations with a long-term Bitcoin Treasury strategy

Fragbite Group will gradually increase its Bitcoin holdings with the highest possible return on invested capital, and pursue creative, innovative solutions for generating yield by leveraging Bitcoin. The engagement in Bitcoin is long-term, which means that treasury activities will vary in intensity over market cycles and increase in periods where it is advantageous and enhances shareholder value. Bitcoin Treasury complements and strengthens the Company's stable foundation of core business operations, IP rights, and over 20 years of experience in Gaming and Esports, which generates recurring revenue. In our business operations, we will grow with profitability off the basis of

our core competencies in developing games, game engines and esports content, with a near-term focus on expanding the Gaming business area's service offering in game development towards iGaming as a target market. Surpluses from business operations will first be put towards supporting the parent company and then towards investment in Bitcoin.

2. Positive cash flow over size

We are stepping away from the previous priority of growing the Group's size even at a high cost. Going forward, the Company will prioritize positive cash flow and operating profit. Fragbite Group will primarily grow organically, and secondarily through new ventures, if and when targeted capital injections into existing business operations yield near-term results. We evaluate all types of growth opportunities based on how they affect cash flow and operating profit, in the short and long term. The ambition of growing the Group remains, but new investments must not entail indebtedness or dilution to the extent that has been done previously.

3. Shift in ownership focus

Whereas the previous strategy was based on acquiring wholly-owned subsidiaries, we now shift focus to seeking part-ownerships and targeted investments that enable strategic collaborations. Full acquisitions of companies within Gaming remain relevant in the long term, but in the near term, we look towards part-ownership in profitable businesses that are expected to generate recurring returns and/or support core business operations through, for example, IP rights or new client projects.

IMPLEMENTATION

- Work on further developing and extending the platform is ongoing. Communication will be carried out continuously.
- The Company's website and social media channels will be updated to reflect the new platform.
- After the Company reports on the first quarter 2026, financial targets will be adopted and communicated.

For questions, please contact:

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Redeye Sweden AB is the Company's Certified Adviser.

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.

Attachments

Stable, growing Gaming operations with long-term Bitcoin Treasury strategy