

**PRESS RELEASE**

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# Fragbite launches The Swedish Cup in partnership with Expressen and SPACE – a national CS:GO tournament

**Fragbite AB (“Fragbite”), a wholly owned subsidiary of Fragbite Group AB (publ), has today announced that it will launch The Swedish Cup, a national CS:GO competition, this autumn. Ninjas In Pyjamas is one of the invited teams that will play in the Swedish Cup, which is being arranged in partnership with Expressen, SPACE and MAX Burgers as the title sponsor.**

“We are extremely proud to present the Swedish CS:GO Cup. The Swedish Cup is the answer to what the entire Swedish CS:GO public has been missing – a tournament with Sweden’s very best teams taking part and where all Swedish CS players, regardless of level, have a chance to challenge for the title. Doing this with a title sponsor like MAX Burgers and in partnership with Expressen and SPACE leads me to believe that we can make this Sweden’s largest ever domestic CS:GO event,” comments Daniel Pereaux, VP E-sports, Fragbite Group.

“We look forward to putting on an exciting and professional tournament together with Fragbite. We will have really strong content in The Swedish Cup, which we know will be of interest to many of our customers. The target group is traditionally difficult to reach, so we see opportunities for completely new discussions here,” says Paul Brandenfeldt, Sales Director at Bonnier News Sales.

Sweden’s currently highest ranked team *Ninjas In Pyjamas* is one of the four invited teams that will play in The Swedish Cup. The team normally plays in the world’s biggest international tournaments and is one of the very top teams globally. The team has finished in the top spot at the last two Major Tournaments, which are Counter-Strike’s biggest and most prestigious competitions.

“A great initiative to promote Swedish CS:GO. Fresh growth is extremely important to us, and early last year, we started our own academy initiative in the hope of increasing CS:GO interest nationally. And as we now line up our A team, ranked top 10 in the world, it is for the same reason,” says Erik Wendel, Director of Team Operations at Ninjas in Pyjamas.

The Swedish Cup will be played in autumn 2022 and will be divided into three phases – the open qualifiers, the closed group stage and the final. The open qualifiers, which are open to amateurs, will be played online in August, the closed qualifiers – also played online – will take place in September and the finals will be played on 7-9 October in front of an audience at Sweden’s largest e-sports arena, the Space Arena in Stockholm.

“We are proud that Fragbite has chosen to host The Swedish CS:GO Cup at Space, Sweden’s premier arena for e-sports. We look forward to welcoming all fans to Space at Sergels Torg to watch the finals live and also to play CS:GO themselves at the world’s largest gaming centre, with over 400 gaming computers. Space will be celebrating and highlighting the 10th anniversary of CS:GO throughout the autumn,” comments Caroline Cronstedt, Arena & Community Manager at Space.

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**About us**

Fragbite Group AB is a digital gaming entertainment group with subsidiaries active in the mobile gaming and e-sports industry listed on Nasdaq First North Growth Market in Stockholm. The Group consists of companies with in total about 80 employees who all share the same passion for gaming. The Group is headquartered in Stockholm, Sweden and has physical representation in Alexandria, Egypt and Montpellier and Nancy, France as well as in the Hague, the Netherlands. The Group has three internal game development studios; Lucky Kat, FunRock/Prey Studios that develop, publish, distribute, and market games for desktop, console and mobile devices for the global gaming market. The subsidiary Fragbite AB is one of the Nordic region's leading E-sports media companies that arranges, and broadcasts e-sports tournaments live. Playdigious SAS places and adapts games for mobile phones and develops indie games. For more information, see [www.fragbitegroup.com](http://www.fragbitegroup.com).

**Attachments**

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