

PRESS RELEASE

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Fragbite Group partners with Swedish crypto pioneer Safello

Fragbite Group AB (publ) ("Fragbite Group" or "the Company") has today signed a collaboration agreement with leading crypto exchange Safello Group AB (publ) ("Safello"), one of the Swedish market's most reputable crypto pioneers. The Company will conduct all its trading in BTC up to the target of 100 BTC on Safello's platform, with Safello as Preferred Partner for the Bitcoin Treasury business area. Safello is also joining as a partner to the Swedish Cup (sv. Svenska Cupen) – the flagship IP of subsidiary Fragbite AB. The parties will also collaborate on joint PR initiatives.

Fragbite Group and Safello today enter into a partnership based on both parties' ambition to grow and offer Swedish investors secure and modern alternatives within crypto and Bitcoin. The parties have signed a collaboration agreement involving both the Bitcoin Treasury business area and the Esports business area, enabling new synergies at group level.

Safello is joining Fragbite Group as a Preferred Partner, entailing that the Company under Bitcoin Treasury will primarily turn to Safello to develop solutions for yield and other initiatives that require the support of an established crypto broker. All trading that the Company intends to conduct up to the adopted target of 100 BTC before 31 December will be carried out on Safello's market-leading platform. Safello is also joining the Swedish Cup (sv. Svenska Cupen) as a new, innovative sponsor, and the parties intend to collaborate on joint PR and communication efforts going forward.

"Safello is uniquely positioned on the Swedish financial market as the most established and, at the same time, most innovative crypto exchange. We are proud to have initiated this collaboration with Safello, a collaboration that well reflects Fragbite Groups' strategy going forward, both within Bitcoin Treasury and in the group as a whole," says Stefan Tengvall, CEO, Fragbite Group.

"We are delighted and grateful for the trust placed in us by Fragbite Group in choosing us as their Preferred Partner for trading in Bitcoin and related services within Bitcoin Treasury. As Sweden's only MiCA-licensed crypto company, we hope to welcome more corporate and institutional clients," says Emelie Moritz, CEO, Safello.

About Safello

Safello is the leading cryptocurrency exchange in the Nordics, with over 410,000 users. The company is empowering financial independence by making crypto accessible to everyone. Safello offers a secure and easy solution for buying, selling, storing, as well as depositing and withdrawing cryptocurrencies directly from the blockchain – ensuring seamless transactions at industry-leading speeds. Operating in Sweden, Safello has been registered as a financial institution with Finansinspektionen (Swedish Financial Supervisory Authority) since 2013 and is listed at Nasdaq First North Growth Market since 2021. For more information visit www.safello.com.

For questions, please contact:

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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

[Fragbite Group partners with Swedish crypto pioneer Safello](#)