

**PRESS RELEASE**

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# Config presents Mästarcupen together with AXE and Expressen

**Fragbite Group AB's (publ) subsidiary Config is launching a new IP – Mästarcupen, an esports tournament played in the popular football game EA FC26 (formerly FIFA). Title sponsor for the 2026 tournament is global brand AXE. Bonnier joins as media partner with live streams via Expressen.**

Mästarcupen is Config's new IP and initiative to launch the next major esports competition in Sweden. **AXE Mästarcupen 2026** is a tournament in EA FC26 (formerly FIFA), a football game which for many years has been one of the world's most successful and widely played titles in the sports genre. A title sponsorship agreement has been signed with global personal care brand AXE. Bonnier joins as media partner for AXE Mästarcupen, with coverage available via Expressen whose online platform attracts over 4.5 million unique visitors every week.

*"AXE is proud to be part of Mästarcupen – a competition that brings together confidence, passion and competitive spirit in a way that suits us very well. Esports is an arena where the next generation truly expresses itself, and here football and gaming come together in a format that feels both relevant and engaging,"* says Rebecka Ölund, Nordic Brand Manager, Unilever.

*"With Mästarcupen, Config takes its first steps into the world of football with a national esports competition that welcomes both enthusiasts and professionals. That a global super-brand like AXE has chosen to take on the role of title sponsor lends real weight to the competition, and we are grateful for their trust. Our long-standing partnership with Bonnier continues, which is a sign of strength. There is significant commercial value in gaining visibility among the Swedish esports audience, and we know we can deliver on that, now also within the context of the world's most popular football game,"* says Daniel Pereaux, CEO, Config och Fragbite AB.

The tournament kicks off on 7 May with four qualifier rounds played online and open to everyone. The final will be held on 4 July, where the winners of the four qualifiers will compete in person in Stockholm.

The inaugural edition of Mästarcupen will be supported by prominent Swedish gaming profiles to maximise its impact on the esports audience. Ambassador partnerships will be presented during the initial stage of the tournament to build interest.

**For questions, please contact:**

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Redeye Nordic Growth 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**

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