

PRESS RELEASE

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The Swedish Cup returns in 2025, backed by major sponsor brands

Fragbite Group AB's (publ) subsidiary Fragbite AB returns this fall with the 2025 edition of the Swedish Cup in Counter-Strike, Sweden's largest national esports tournament. MAX Burgers and Unibet return as tournament sponsors, alongside first-time sponsor Cloetta.

During fall 2023, Sweden's largest national esports tournament, The Swedish Cup (sv. *Svenska Cupen*) returns. The tournament is played in Counter-Strike and operated by subsidiary Fragbite AB, whose gaming and esports agency Config assists sponsors and partners with brand-building communication. This year's Swedish Cup is the fourth consecutive edition of the tournament, with MAX Burgers joining as title sponsor also for the fourth time. Global sports betting company Unibet is the competition's official betting partner for the second time, together with Cloetta who joins as a new sponsor with the Malaco Gott och Blandat brand. More sponsors and/or partners are expected to be added.

"For three years, the final of the Swedish Cup has been the single largest broadcast in Swedish on global gaming platform Twitch. We are delighted to welcome both returning and new sponsors to the tournament and, together with them, Fragbite of course aims for another year at the top. I am extremely proud to have such strong brands on board. There is significant commercial value in having visibility in front of the Swedish esports audience, and we know we can deliver on that," says Daniel Pereaux, CEO, Fragbite AB and Config.

The Swedish Cup has demonstrated a high level of engagement from both audience and players for three consecutive years. A new format with more matches played on site in Stockholm has been added to the group stage to further increase engagement. More information about the tournament:

LINK

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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

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