



Acroud launches The Festival Series in Bratislava

Acroud returns to the live events scene with the launch of the first edition of The Festival Series. By doing so, Acroud is strengthening its position as the bridge between land-based gaming and affiliation to create opportunities to connect operators with the player communities while also producing high-quality content to grow its digital flagship products, such as Pokerlistings.com and CasinoTop10.net.

The inaugural week-long event is a first of its kind mixed games format, incorporating Roulette, Blackjack and competitive Sportsbetting tournaments into a complete Poker tournament schedule. During the event, Acroud will host The Gambling Cabin's Sportsbook and Matching Vision's Slots tournaments. Whereas the (€550 buy-in) Main Event comes with a guaranteed prize pool of 300.000 Euros.

"We want the first event to be explosive! The Festival Series is something that the gaming world has never seen before on such a scale, featuring not only nonstop poker action but also boasting innovative casino and sports wagering events," says Martin von Zweigbergk, Director of Live Events at Acroud.

To elevate players' experience, Acroud has launched The Festival Series App, which enables networking, provides content, and keeps attendees updated before, during, and after the event. In addition, Acroud has introduced its Play Money pool betting solution on play.thefestival.com.

"Besides bringing innovation to gaming festivals and facilitating more inclusion among those who are more apt to play games outside of poker, The Festival Series intends to create a complete experience both on and off the felt," says Robert Andersson, CEO and President, Acroud.

The venue, Banco Casino, is positioned right in the centre of Slovakia's capital, nearby all the city's major attractions, restaurants and nightlife.

The Festival Series will take place from Monday, September 20 until Sunday, September 26 2021, at Banco Casino in Bratislava, Slovakia.

Further information about The Festival Series and the event schedule is also available on the website www.thefestival.com. The Festival Series App is available to download on AppStore and Google Play.

For further information, please contact:

Robert Andersson, President and CEO
+356 9999 8017

Gustav Vadenbring, CFO
+356 9967 6001

ACROUD AB (publ)
Telephone: +356 2132 3750/1
E-mail: info@acroud.com
Website: www.acroud.com

From August 2021 (Q221 Report) report Acroud has changed reporting and company language to English. This means that onwards press releases will only be communicated in English. Interim Reports and the correlated press releases will still be issued in both English and Swedish, however the English version will supersede the Swedish version.

About ACROUD AB

ACROUD is a fast-growing global challenger that operates and develops +30 comparison and news sites within Poker, Sports Betting and Casino. In 2021, Acroud launched The Festival Series which is a competitive Sports Betting, Casino and Poker Experience taking place in different destinations in Europe. Acroud also offers SaaS (*Software as a Service*) and BaaS (*Business as a Service*) solutions for the iGaming affiliate industry. In 2020 and 2021, a number of companies have joined the ride and thus several experienced individuals in the industry leads Acroud's journey to become "The Mediahouse of The Future". Our mission is to connect people, Content Creators (*Youtubers, Streamers, Affiliates*) and businesses. We are growing fast and is a leading global player in the industry with just over 90 people in Malta, Denmark and Sweden. Acroud has been listed on the Nasdaq First North Growth Market since June 2018.