



Press Release

29 September 2021

## The Festival Series premiere a success and set to return

Acroud strengthened its position as the bridge between land-based gaming and affiliation with the successful launch of the first event in The Festival Series.

The inaugural week-long event, The Festival Bratislava, took place September 20-26 at Banco Casino and has been a big success with attendees.

It featured 22 tournaments covering multiple Poker variants as well as brand new events, including Roulette, Blackjack, and Sports Betting tournaments.

"I am happy that we took the risk of launching a live event and made it happen despite a very challenging year. The interest we've seen and the players' appetite have been incredible!" says Martin von Zweigbergk, Director of Live Events at Acroud.

"In addition to the Main Event and plenty of poker side events, we introduced fun casino games, mixing them all up with three sports wagering contests in collaboration with the Gambling Cabin. I think together we've put on something really quite special."

The first of its kind mixed games format attracted players from all over Europe representing over 25 nationalities, as well as a large number of online viewers who followed the live streams with commentary.

The €550 buy-in Poker Main Event drew 621 entries hitting a guaranteed prize pool of 300.000 Euros on its second day, and was won by Austria's Martin Mauthner, former EPT dealer, who took home €47,600.

In the side events, the Pokerlistings Deepstack was won by the UK's JJ Hazan, while Norwegian scene stalwart Ylva Thorsrud won the Acroud Charity Tournament. Twitch streamer Tommi Heimonen took down the Roulette Championship and the Åland Islands' Andreas Höglund claimed the Blackjack trophy.

Besides bringing innovation to gaming festivals and facilitating inclusion among those more apt to play casino games, the festival intends to become a destination in itself for everyone, providing an all-round experience outside of the casino. In this concept, The Festival Bratislava attendees enjoyed and savoured Slovakia's capital by joining various extracurricular activities, including wine tasting, local cuisine dining experiences, a cabaret show and sightseeing tours.



"Combining the digital sphere with land-based gaming provides both operators and the player communities with a tangible value, which is a pivotal element to the future success of affiliation business; and I am incredibly proud of The Festival Team, who delivered such a sound premiere, amidst the uncertainty around live events." says Robert Andersson, CEO and President, Acroud.

Acroud thanks its partners for their invaluable work and support with The Festival Series launch: Banco Casino Bratislava, Casinoroom, Coolbet, Dal Negro Casino, Guts, Metal Casino, Paf, Pokio, Slots.io, SuperNopea, Uhmapelaajat, PokerNews, Pokerisivut and Olybet.

The Festival Series will return in 2022, and the next stops will be announced in due course.

Further information about The Festival Series is also available on the website [www.thefestival.com](http://www.thefestival.com) and The Festival Series App <https://qrco.de/TheFestivalSeries>.

**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](mailto:info@acroud.com)  
Website: [www.acroud.com](http://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.