

## **EverySport Media Group signs agreement with HockeyAllsvenskan**

**EverySport Media Group AB (publ.) (ESMG) today announces that it has signed a three-year agreement with HockeyAllsvenskan, which means that ESGM will develop HockeyAllsvenskan's commercial packaging on the league's digital platforms. - We are pleased that HockeyAllsvenskan has chosen ESGM as its partner on its continued growth journey, says ESGM's CEO Hannes Andersson.**

HockeyAllsvenskan is Sweden's third largest sports league and reaches over one million people per year. The league's and teams' digital sites have 150,000 unique visitors per week and ESGM will now develop the commercial value of the sites, as well as use the sites to promote their own products and services.

- ESGM already owns and operates leading hockey sites such as Hockeysverige.se and Eliteprospects. With HockeyAllsvenskan in the portfolio, our hockey offering to advertisers is complete and we also get a fantastic channel for marketing our own products Hockeysverige Plus and Eliteprospects Premium. HockeyAllsvenskan is called "the league of the people" where there is great interest from partners and customers to be seen, says ESGM's CEO Hannes Andersson.

The agreement runs for three years and starts from October.

- HockeyAllsvenskan continues to grow and a natural step is therefore to take new steps in improving our commercial packaging and maximize revenues from digital platforms. ESGM is the obvious partner for us with their broad knowledge in the field and we look forward to long-term cooperation, also on content and exchange of traffic, says HockeyAllsvenskan's commercial manager Gabriel Niklasson.

The agreement with HockeyAllsvenskan is part of ESGM's long-term strategy to work with major sports leagues, develop the leagues' commercial packaging in digital formats, and through the leagues get distribution for ESGM's premium products.

### **Any questions answered by::**

Hannes Andersson, CEO, EverySport Media Group AB, tel: +46 70 736 56 25

e-mail: [hannes.andersson@esmg.se](mailto:hannes.andersson@esmg.se)

Gabriel Niklasson, Commercial Manager, HockeyAllsvenskan AB, tel: +46 70 799 65 65,

e-mail: [gabriel.niklasson@hockeyallsvenskan.se](mailto:gabriel.niklasson@hockeyallsvenskan.se)

EverySport Media Group (publ.) (ESMG) is a Swedish publicly listed media group with roots in sports and gaming. Our strategy is based on two main components: Content and Media. Within Content, ESGM is a leading provider of performance data, betting tips and sports news. Some of our clients are gaming operators, sports associations and media organizations. Our media portfolio garners over 2 million interactive viewers across multiple platforms, sites, and networks within the industry.